

Improving the Strategy of Wholesale Marketing Services

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Abstract: In this article, in order to ensure the socio-economic significance of wholesale trade, the focus is on the organization of high-level service based on international experience, the division of wholesale trade into groups, the organization of a logistics center, and the provision of structural elements.

Keywords: wholesale trade, logistics center, commercial purposes, commercial link, strategic marketing, service marketing.

INTRODUCTION

In the world economy, wholesale trade is becoming one of the areas that have a great influence on the organization and management of the movement of goods and material resources, the development of commodity markets. This direction is of great importance in increasing the volume of the real sectors of the world economy - industry, processing, agriculture and services. Since the first decade of the 21st century, much attention has been paid to the organization of customer service, especially after-sales service, in the wholesale trade. In recent years, logistics companies have been developing in the world, which are potential competitors to wholesalers, organizing a high level of processing customer orders, supplying material resources and after-sales service. On a global scale, more and more attention is paid to the organization of a high level of marketing and logistics services in the wholesale trade.

The level of knowledge of the problem. The organization and management of wholesale trade, the development and implementation of a marketing strategy in wholesale trade are discussed by foreign economists, including P. Kotler, Kevin Lane Keller, J.-Jacques Lambin, Michael E. Porter, H. Igor Ansoff, V. Danenburg, Researched in the scientific works of R. Moncrief, W. Taylor, W. A. Zeitaml, L. L. Berry, A. Parasuraman, D. Tapping, T. Lnister, T. Shuker. Apekhanova E.V., Pambukhchiyants O.V., Dashkov L.P., Sinyaeva I.M., S.V. scientists from the countries of the Commonwealth of Independent States. Zemlakh, V. V. Sinyayev, S. N. Diyanova, N. I. Denisova, V. V. Plotnikov, V. N. Naumov, V. N. Golikov, E. A. Sosunova, L. A. Sosunova, G. M. Kramer, In the works of A. A. Khovanov, M. E. Dubrovskaya, V. A. Shapovalov, S. V. Tokmanev, A. N. Tarzilova commercial processes of wholesale trade, the principles of applying marketing strategies in the wholesale trade, issues of organizing logistics services.

Organization and management of wholesale trade in our country, issues of applying marketing strategies in wholesale trade Bekmurodov A.Sh., Kasimova M.S., Ergashkhadzhaeva Sh.Zh., Yuldoshev N.K., Soliev A., Fattakhov A.A. G.Ibragimov, B.A.Abdukarimov, O.M.Pardaev and other economists.

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However, in the scientific studies of the above-named economists, the improvement of the service marketing strategy in wholesale trade in the conditions of modernization and diversification of the economy was not studied as an object of study. This research paper studies the problem of improving the service marketing strategy in wholesale trade in the context of modernization and diversification of the economy, which determines the relevance of the chosen research topic.

RESEARCH METHODS

Abstract-logical analysis and synthesis, induction and deduction, causal relationships, systematic approach, selective observation, expert survey, statistical grouping of data, comparative analysis, correlation and regression analysis, methods of scientific abstraction were widely used in the research process.

The general definition of wholesale trade according to the international explanatory dictionary (Webster New International Dictionary) is as follows: "Wholesale trade is trade between organizations, between organizations and entrepreneurs, between entrepreneurs. That is, this is such a sale in which the goods are sold not for final use, but for economic needs (resale or use in production), in which the buyer is identified.

According to the legislation of the Republic of Uzbekistan, wholesale trade is defined as follows: "Wholesale trade is the sale of goods purchased for non-cash payments for commercial purposes or for use for their own production and economic needs."

RESULTS

Business entities registered as legal entities may engage in wholesale trade only if they have the appropriate license.

At present, the efficiency of wholesale trade can only be achieved through the organization of a quality logistics service. Wholesale trade begins with the purchase of bulk goods. Procurement at a wholesale trade enterprise is organized on the basis of a study of existing demand and needs. Wholesalers are engaged in this type of activity and determine what, how much and when is needed.

Important logistics operations are also carried out in the process of purchasing goods in bulk. Wholesalers form a portfolio of orders based on market demand. Orders based on consumer demand are also processed in the process of purchasing goods in bulk. Based on the results of our study, we divided all operations in the wholesale trade on the consumer market into three groups (Table 1).

In wholesale trade, material, financial and information flows are moved during these operations. The movement of goods and material resources in the wholesale trade is carried out in a logistics system consisting of several logistics chains.

In addition, we consider it expedient to organize the design and development of a regional logistics service system in the form of logistics centers in the regions. In the process of designing such logistics centers, we recommend taking into account individual special logistics firms working as partners or under contract for only some local logistics services.

Table 1. Wholesale transactions

Logistics operations performed in the process of bulk purchasing	Logistics operations performed in the process of selling goods in bulk	Logistics operations in the implementation of after-sales service
Formation of a portfolio of orders based on marketing research	Sorting, sorting and sorting goods into small lots	Handling customer complaints
Order processing and shipping to manufacturer	Packing, packaging, positioning and packaging	Repair of a defective part of the goods, replacement with new spare parts
Finished product order	Formation of the assortment	Control of technical means and replacement of worn parts
Shopping	Formation of cargo units	Organization of visits of specialists to customer addresses
Acceptance of goods	Loading, unloading and transportation	Product training
Creation and temporary storage of stocks	Arrange Delivery	Delivery of spare parts during the operation of the goods

In the process of designing logistics centers, special attention should be paid to the economic specialization of the regions. The purpose, components, functions and tasks of logistics centers intended for industrialized regions should be different from those of logistics centers intended for regions specializing in agricultural production or processing of agricultural products. For example: if industrial production is a priority in the economic regions of Jizzakh or Navoi, then in the Ferghana region, the Zarafshan oasis, the Surkhandarya-Kashkadarya regions, the cultivation of agricultural products is a priority. In the Ferghana region and the Tashkent region, the sphere of processing agricultural products has priority over other sectors of the economy.

Based on this, when organizing logistics centers and fruit and vegetable processing and sorting enterprises under the leadership of the Uzbekozigokatzahira association, the main structural structures of the regional logistics center, the content of the services performed (logistics operations and functions), adaptation to the specialization of the region, it is required to select or create suitable equipment, equipment and tools.

According to the modern concept of creating logistics systems, it is necessary to design and develop a single structure that can manage the movement of gross material resources entering the territory and leaving the territory, as well as moving within the territory, in order to effectively organize and optimally control the movement of material resources of the regions. This is a complex, problematic issue that can be solved using a systematic approach. According to this methodology, separate logistics service structures should be created for industries and sectors of the region's economy, and then they should be synthesized as a single system. In this regard, we recommend that logistics centers developed for industries and sectors include such structures as supply, distribution, transportation, warehousing, stocks and their management, orders and their management, information communication (Fig. 1).

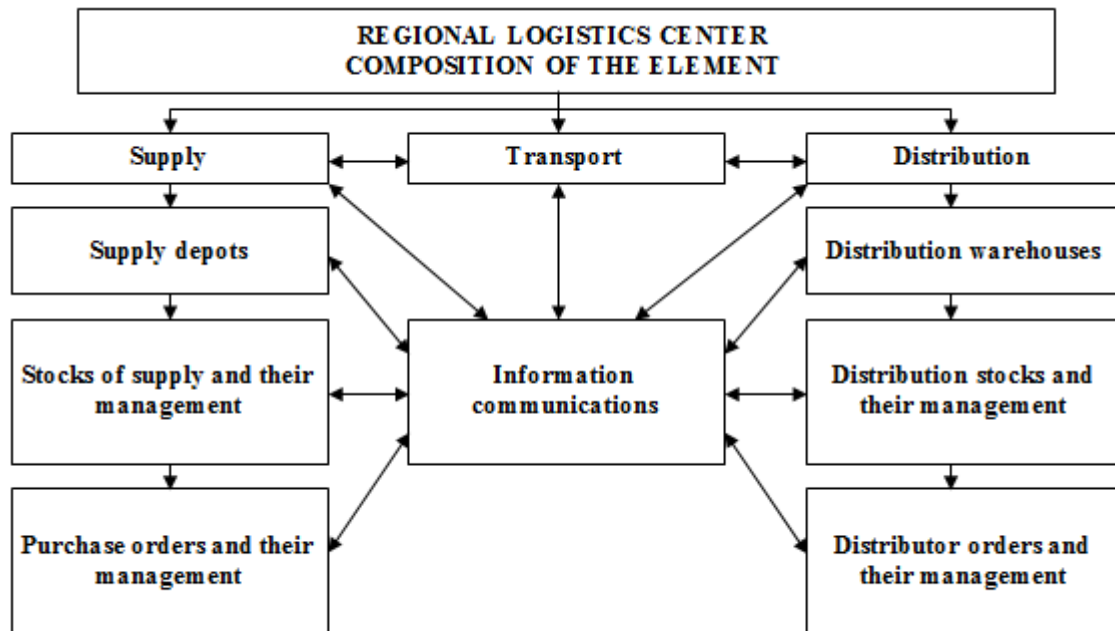


Fig. 1. Regional logistics center composition of the element

The purpose of the distribution link is the optimal distribution of products produced in the region. The purpose of transport communication is to ensure the delivery of material resources to regional warehouses, delivery from warehouses to regional consumers, as well as the delivery of finished products produced in the region to internal and external consumers based on the order of regional supply warehouses.

Regional warehousing consists in the deployment of warehouses in the region, the correct determination of their carrying capacity and specialization, the receipt and storage of goods in warehouses, and the performance of other warehouse operations.

CONCLUSIONS

Wholesale customer service is based on a system coordinating marketing, logistics and sales services. The development of a customer service policy is one of the important activities in this system. We have developed a methodology for calculating the level of customer service in the wholesale trade.

The success of a wholesale business largely depends on the level of customer service. The level of customer service, in turn, is associated with:

- correct identification of customer needs;
- compliance of the developed standards and planned indicators with the identified needs;
- problems arising in the service processes at the strategic and operational levels, and their solution;
- organization of service for products purchased by the customer in wholesale trade;
- differentiation of services provided to customers.

In conclusion, it should be noted that for the effective organization of wholesale deliveries, it is advisable to organize logistics service centers, taking into account the socio-economic territorial location of their borders.

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