## THE STATE OF RETAIL TURNOVER IN SAMARKAND REGION AND WAYS TO INCREASE IT

**Karshiyeva M.S.**

Master of SamIES

**Abstract:** The article examines the market of consumer goods and its main features, development factors. The current situation and development trends of the consumer goods market in Samarkand region were statistically analyzed and the main problems were identified. Based on the results of the assessment of the development trends of the consumer goods market, a scientific proposal and practical recommendations were developed on the main directions of its development.

**Key words:** Consumer goods, consumer goods market, competition, conjuncture, consumer spending, retail trade, consumer goods production.

Meeting the demand for products necessary for the life of society is an important issue for any country and the basis of the well-being of the population. Therefore, a serious approach to the problems of the formation of the consumer goods market and its development is required.

The first and main task in the conditions of modernization of the economy in the Republic of Uzbekistan is to achieve macroeconomic and financial stability, which is the main condition for consistent economic growth, implementation of deep structural changes, improvement of production and rearmament with advanced technologies.

In the conditions of modernization of the economy, any business entity must ensure the proper management of all resources at its disposal - the movement of financial, material and labor resources and the efficiency of their use. One of the tasks of the economy is to increase its efficiency.

Efficiency is reflected in the financial results of economic entities. In order to properly manage the company's financial resources, first of all, it is necessary to determine and analyze the company's financial situation, efficiency of resource use, and financial results. The activities of enterprises with different properties are directly dependent on fixed and working capital. These funds will be used and increased after the establishment of economic entities. An important source of economic funds is private capital. This resource is mainly multiplied by the last financial result obtained from the enterprise's activity, i.e. profit. That is why the analysis of financial results of the enterprise is an important object. In order to ensure high financial results in commercial enterprises, it is necessary to constantly analyze them and implement the necessary measures. The financial results of enterprises are directly related to income and expenses. Therefore, incomes, expenses, their types and sources of origin are constantly monitored.

According to the analysis of economic literature, the general methodological methods of analyzing the financial results of production enterprises are covered. One side of the issue is the theoretical problems of financial results, and the other side is their practical relevance to different fields. Research on the analysis of factors affecting the change in the volume of gross income from the sale of goods in the given trading company has not been conducted. Therefore, in this work, the method of analysis of the factors affecting the change of the gross income from the sale of goods in the trading company is explained.

Trade enterprises can not only receive gross income from the sale of goods, but also receive income from other activities. The composition of the total income of trading enterprises consists of the following: gross income from the sale of goods, other income from the main activity, income from financial activities and incidental income. Classification of income in this way allows to objectively evaluate the financial and economic activity of trading enterprises.

**Table 1**

**Volume of retail trade turnover by districts of Samarkand region (billion soums)**

| Name of the area | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 January-September |
|---|---|---|---|---|---|---|---|---|
| **Samarkand region** | **7 605,2** | **8 973,5** | **11 123,1** | **13 877,3** | **16 816,8** | **21 617,9** | **25 342,5** | **19 129,3** |
| *cities:* | | | | | | | | |
| Samarkand c. | 1 954,4 | 2 310,6 | 3 068,9 | 4 231,8 | 6 358,0 | 8 346,0 | 9 126,5 | 6 619,6 |
| Kattakurgan c. | 467,9 | 561,8 | 592,3 | 772,9 | 912,2 | 1 144,5 | 1 546,9 | 1 146,0 |
| *districts:* | | | | | | | | |
| Akdarya | 198,7 | 235,5 | 330,1 | 287,3 | 458,1 | 546,2 | 617,3 | 459,6 |
| Burungur | 374,3 | 473,3 | 799,3 | 724,1 | 730,0 | 901,4 | 1 049,6 | 776,3 |
| Jomboy | 204,6 | 244,1 | 304,5 | 388,1 | 588,1 | 787,8 | 913,5 | 718,9 |
| Istikhan | 307,5 | 368,0 | 464,4 | 605,4 | 596,1 | 719,3 | 885,6 | 630,0 |
| Kattakurgan | 356,1 | 422,1 | 441,8 | 564,7 | 738,0 | 944,4 | 1 467,7 | 1 018,0 |
| Help | 278,6 | 333,2 | 372,0 | 444,7 | 370,4 | 484,8 | 440,7 | 245,1 |
| Narpay | 308,6 | 366,4 | 402,2 | 463,2 | 559,4 | 700,1 | 806,5 | 746,1 |
| Payarik | 315,2 | 377,0 | 415,4 | 476,5 | 663,1 | 830,8 | 955,7 | 683,1 |
| I'm low | 597,8 | 684,6 | 823,3 | 952,0 | 1 025,2 | 1 196,4 | 1 456,6 | 893,0 |
| Cotton | 295,3 | 348,4 | 439,6 | 485,0 | 346,5 | 431,0 | 508,6 | 470,2 |
| Samarkand | 308,5 | 339,8 | 582,3 | 872,0 | 825,0 | 1 146,4 | 1 655,3 | 1 768,4 |
| Nurabad | 320,4 | 376,0 | 415,6 | 510,9 | 416,0 | 511,2 | 439,2 | 301,8 |
| Urgut | 1 079,6 | 1 256,5 | 1 326,2 | 1 703,0 | 1 751,8 | 2 238,6 | 2 788,9 | 2 018,0 |
| Taylaq | 237,7 | 276,2 | 345,2 | 395,7 | 478,9 | 689,1 | 684,1 | 635,3 |

Based on the data of Table 1, it can be said that by the end of 2022, the volume of retail trade turnover in Samarkand region has increased at the regional level. And compared to 2016, 17,737.3 billion. we see that it has increased to soums or 3.3 times. In terms of regions, we see that the share of Samarkand city and Urgut districts is high.

**Table 2**

**Retail turnover per capita by districts of Samarkand region (billion soums)**

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 January-September |
|---|---|---|---|---|---|---|---|---|
| **Samarkand region** | **2 102,1** | **2 436,7** | **2 965,1** | **3 625,2** | **4 298,3** | **5 418,7** | **6 219,2** | **4 607,1** |
| *cities:* | | | | | | | | |

| Samarkand c. | 3 747,6 | 4 387,0 | 5 748,0 | 7 815,0 | 11 579,0 | 14 989,3 | 16 081,9 | 11 458,6 |
|---|---|---|---|---|---|---|---|---|
| Kattakurgan c. | 5 485,4 | 6 495,2 | 6 769,2 | 8 723,5 | 10 124,4 | 12 549,6 | 16 669,3 | 12 191,5 |
| *districts:* | | | | | | | | |
| Akdarya | 1 340,7 | 1 557,4 | 2 142,3 | 1 834,5 | 3 885,0 | 3 343,0 | 3 694,0 | 2 692,4 |
| Burungur | 2 155,1 | 2 670,7 | 4 418,2 | 3 933,1 | 3 382,1 | 4 707,0 | 5 371,3 | 3 896,9 |
| Jomboy | 1 300,6 | 1 514,9 | 1 842,0 | 2 293,6 | 2 331,3 | 4 420,8 | 5 002,7 | 3 852,4 |
| Istikhan | 1 309,5 | 1 536,0 | 1 896,2 | 2 425,7 | 2 688,4 | 2 752,8 | 3 313,1 | 2 313,6 |
| Kattakurgan | 1 400,7 | 1 629,0 | 1 671,7 | 2 099,2 | 2 615,4 | 3 378,9 | 5 148,1 | 3 509,3 |
| Help | 2 287,6 | 2 683,0 | 2 934,1 | 3 439,2 | 2 749,3 | 3 593,7 | 3 197,8 | 1 749,2 |
| Narpay | 1 544,3 | 1 802,0 | 1 945,0 | 2 204,6 | 2 859,6 | 3 222,0 | 3 644,2 | 3 317,4 |
| Payarik | 1 359,6 | 1 594,2 | 1 720,7 | 1 935,3 | 2 630,4 | 3 226,5 | 3 625,5 | 2 536,5 |
| I'm low | 1 818,4 | 2 041,3 | 2 403,7 | 2 730,2 | 2 874,8 | 3 289,4 | 3 925,0 | 2 362,4 |
| Cotton | 2 182,5 | 2 535,7 | 3 142,2 | 3 408,2 | 2 391,5 | 2 931,7 | 3 413,2 | 3 115,8 |
| Samarkand | 1 315,5 | 1 421,0 | 2 389,2 | 3 514,9 | 3 247,9 | 4 426,2 | 6 263,0 | 6 564,3 |
| Nurabad | 2 290,4 | 2 636,7 | 2 856,5 | 3 451,9 | 3 414,1 | 3 308,6 | 2 783,5 | 1 879,4 |
| Urgut | 2 322,0 | 2 639,7 | 2 717,1 | 3 412,1 | 2 361,5 | 4 256,7 | 5 173,2 | 3 665,1 |
| Taylaq | 1 278,4 | 1 455,4 | 1 781,5 | 2 002,8 | 2 800,0 | 3 316,0 | 3 210,4 | 2 918,1 |

From the data of Table 2, it can be seen that by the end of 2022, the turnover of retail goods per capita in Samarkand region is 6219.2 billion soums.

**Conclusions and suggestions.** In the republic, insufficient attention is paid to the development of effective marketing strategies as necessary measures aimed at the development of the consumer goods market, which leads to the maintenance of negative trends. Also, in the republic, the legal bases for rapid development of retail trade networks and their regulation have not been developed. It is desirable to develop the market of consumer goods in the country, to use effective marketing tools in it, to establish a system for assessing the market situation, to increase the number of new types of services that provide information services to business entities on the domestic consumer market.

The organizational structure of retail and wholesale trade in the region and the activities of scattered businessmen engaged in informal trade have a negative effect on the development of trade at the level of modern requirements. The results of the sale of products introduced by scattered entrepreneurs at relatively low prices, and the lack of control over retail trade, do not allow for the formation of a competitive environment in this area. As a result, improving the culture of trade service, improving the assortment of goods, reducing transportation costs and improving the financial condition of traders.

It requires a comprehensive approach to the issues of placing trade facilities in the regions, supporting entrepreneurs operating in organized trade, and creating the necessary infrastructure for them. This situation requires the organization of local businessmen's associations operating in trade and their marketing management on a modern basis, and the formation of this association as a link between businessmen and local authorities. In general, it is possible to achieve the development of the consumer goods market by regulating the retail trade in the republic by using consumer rights bodies and local representative offices.

**References**

1. Абдурашидов А. Истеъмол товарлари бозори ривожланишининг ҳудудий хусусиятлари. Иқтисод фанлари номзоди илмий даражасини олиш учун тақдим этилган диссертация автореферати. -Т:. 2012 йил
2. Литвинов, В.А. Проблемы уровня жизни в современной России. – М.: издательство ЛКИ. – 2008. – 248 с.
3. Абрютина М.С. Экономический анализ торговой деятельности. Учебное пособие. - М.: Дело и сервис, 2008. -195 с.