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## Ways to Improve the Quality of Trade Services in the Context of the Development of Innovation Processes

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**Annotation:** This article discusses the role and importance of trading services, the quality of trading services and the culture of trading. The analysis of indicators of the quality of trading services of the Samarqand.uz supermarket in Samarkand was carried out and recommendations were made to improve the trading services.

**Key words:** retail, sales service, quality sales service, sales culture, sales service, income, economic development, financing, modern activity, enterprise, economic development.

**Introduction.** Rapid development of the services sector in Uzbekistan, increase the role and share of services in the formation of gross domestic product, increase the content of services provided, first of all, their modern high related tasks for radical transformation at the expense of technological types President Of The Republic Of Uzbekistan Sh.M.Mirziyoev's action strategy approved by Decree No. PF4947 of February 7, 2017 [1] "Priorities for the development and liberalization of the economy" designated on the third track of the title.

To realize the tasks set out in these legal regulatory documents the study of existing problems in the field of services for the purpose of release and their resolution is giving its positive results. In particular, 2017 the volume of services provided in 116 795,7 mlrd.so ' m, to 2016 compared to 10.7 percent [2].

**Increased.** One of the priority tasks of social policy in the process of radical reform of the national economy in Uzbekistan is the provision of services improving the competitiveness of enterprises, quality goods modern sales in timely delivery and sale to consumers. Organization of services as well as effective from the capabilities of this service use is important. Sales of the largest share in the structure of services services accrued to the contribution of 27,4 percent (after transport services 30.3 percent) [3].

Currently, facilities for the provision of commercial services to the population "... free and to a part of the landscape of our land, to the mirror of our peaceful and prosperous life circling. We all need to do a lot of work on this at the moment we know well. ... increasing the culture of Service and trade is the most pressing issue. In this, especially considering the experience of developed countries, modern we should pay special attention to the development of the system of hypermarkets" [4].

For this reason, even today, trading by raising the quality of the trading service ensuring the competitiveness of enterprises is extremely important. Trade from the principles of marketing in ensuring the competitiveness of its enterprises use, development of advertising activities, as well as their financial issues of ensuring stability are relevant.

**Thematic literature analysis.** Through the development of e-commerce in retail enterprises D. on issues of enhancing the culture of customer service.Ferny [5], issues of increasing sales service

through the management of the assortment of goods V.Snigireva [6], the main one that is shown to buyers in the process of selling goods and additional sales services S.Sisoeva [7] in detail in his scientific work lit.

Problems of the trade sector in the years of independence in our republic B.Abdukarimov [8], A.Soliev [9], E.S.Fayziev [10], F.B.Abdukarimov [11], O.M.Pardaev [12] s can be cited scientific research. B.Abdukarimov broadly refers to the concept of "trade service", " trade – a separate type of Service is the service to manufacturers on the one hand will, on the second hand, serve consumers, on the third-the state and fourth it serves also other sectors and sectors of the economy shows that they use their services as consumers, and they will be in touch with". Improving the quality of sales service "Soliev" give advice to buyers, display samples of goods in motion, advertising and a variety of information help buyers in the selection of goods by the development of forms it also presupposes giving". E.S.Fayziev noted that " the sales service-the seller and the buyer the result of mutual action and the satisfaction of the buyer needs of the seller is a focused activity". F.B.One of the main tasks of trading Abdukarimov to consumers as a separate service sector that provides service and the life of the population stressed. O.M.Pardaev " by the service of sale of products, the product (goods)of from one person to another to money or other equivalent wealth change of ownership (ownership of property) in exchange for replacement relationship with the services provided during the provision process understood”.

Research by scientists mainly the theoretical foundations of the field of trade analysis of the indicators of the quality of trade service in retail enterprises and the possibilities of increasing the sales service have not been studied.

**Research methodology.** Statistical analysis, synthesis, expert assessment, questionnaire in the research process survey, induction and deduction methods were used.

**Analysis and results.** The most effective type of trading services is retail, which makes it progressive development of future development programs of production enterprises it helps a lot to develop.

The increase in income of the population in Uzbekistan, the welfare of living and increase in quality, variety of population (assortment) and quality goods increased needs and by our government consumption as a result of the conditions created for our entrepreneurs increase in the volume of production of goods retail trade turnover leads to an increase in volume. Trading service is the direct service that a person directs to a person. U providing the movement of material goods (goods)from one place to another and is an indirect influence factor on consumers. Trade services have cultural-spiritual power. He directly affects a person holds. Because, it belongs directly to a person: to create politeness, comfort, presentability to offers and requests, etc. The quality of the trading service is not the result of the service, but its factor is. It describes the process of customer service and sales one of the factors that increase the efficiency of the activities of enterprises. For this reason, the quality of the sales service, not only buyers, at the same time, sellers are also busy with their fantasies and constantly disturb them one of the problems that you do, worry about.

The demand for the quality of services will not be a constant absolute. Population, especially of middle-class people, material well-being as well as cultural the level is growing. Purchase of goods of their quality in such conditions the demand for making and quality trading services will also increase.

Also, quality trading service is an important anti-competitive tool is. Provide quality sales service to customers in competitive conditions attachment is of great importance. Because, the effective activities of any trading enterprise - trade in quality goods and, accordingly, trade services depends on the high level of quality.

The quality of the sales service, not only to those mentioned above, at the same time, the level of production of consumer goods in the country and availability of goods in sufficient quantities to meet consumer demand also has an effect. This is the quantity and quality of goods in the country,

making them shopping conditions, customer spending time and quality of Service, Service manifested in its culture.

It should be noted that the majority of the population considers the quality of trade service only the time spent on the purchase of the goods, and in the store for this purchase they understand the conditions created. In our opinion, the quality of the sales service is with these not limited. He described the need of the population for consumer goods there are several other aspects related to satisfaction, including one or another of the population to the presence of favorable conditions for its choice in the purchase of goods, trade also to the professionalism of their employees and their knowledge of the psyche of buyers related.

**Main part.** Today, Uzbekistan is just like in developed countries for the organization and implementation of the sales service provided to customers there are all possibilities. Foreign in most supermarkets located in the cities of our country sales service available in supermarkets is established:

- A. there are special parking spaces for customers cars;
- B. separate plots for young children are organized;
- C. convenience for customers to relax, cafe-bars for dining, there are vending machines for pharmacies, "paynet services";
- D. regular holding of various promotions and discounts;
- E. the moment after the purchase of goods to buyers is specific, additional and offering basic free services;
- F. magazines (Business)s and televisions (Sports Market show) that advertising through is established, etc.

The quality of the provision of trade service to the population is, in principle, 3 components includes component:

- a) quality of goods and services;
- b) assortment of goods and services (variety of materials);
- c) providing service services to customers, i.e. basic service (goods sale) around the provision of additional services.

Hence, the concept of "quality of sales service" to buyers, sales characterizes the quality of work of enterprises. It is, not only, the quality of the goods and their diversity is, at the same time, due to the technological process of trade productivity, quality of labor activity of trade workers, trade service includes the created conditions at the location of the show.

The concept of "the quality of the provision of a trade service "means that" the culture of trade is inextricably linked with the concept. Trade culture is a broad concept. Truly comprehensive to the buyer caring is its basis. Trade culture is a society able to meet consumer demand by following its interests to the fullest the field is ability. It should be noted that " trade culture "and"quality of trade service" the concepts are a component of the" trade service culture". To find out to what extent the culture of the trade service in Uzbekistan is in order, "Samarqand.uz", which has been operating in our country for many years as part of the trading system (seti) and successful in the city of Samarkand developing "Samarqand.uz" sales service to buyers on the example of a supermarket the quality was studied.

All supermarkets that are part of the "Samarqand.uz" trading system (seti the facade is executed in the same style. Well visible from the street side at the entrance a standing large banner is installed, next to which is a working graph of a trading enterprise placed.

Samarkand City "Samarqand.uz" buyers next to the supermarket a light car parking area is equipped for the cars. Such convenience created for buyers "Samarqand.uz" supermarket services

like its attractiveness (another competitor in the city "prosperous " and" Uzbek compared to supermarkets).

"Samarqand.uz" in the supermarket, buyers put the purchased goods in their bags there is a much wider area to accommodate. Also, buyers ' personal a storage chamber is also available to put your items. Magazine sales in the Hall, customers can collect and pick the products they have chosen from different mechanical equipment, cart and baskets are used.

"Samarqand.uz" a cow team that is much more stable in number in its supermarket works. All vendors, merchandisers, management staff (administrators) dressed in a special uniform, all buyers on the chest to facilitate communication with the beydzhiks are stacked. Most of the service personnel have higher and secondary special education, they are sales they are individuals with experience working in the field.

**Conclusions and suggestions.** It should be noted that the employees of the trading enterprise have a professional skill lack, slowness of calculations for the goods chosen by buyers, the increase in the number of queue Waiters is negative for the trade culture at the enterprise affects. Some buyers have been stuck near the cash register for a long time because of this, they say that they have no desire to enter the supermarket. So, to conclude based on the results of the study conducted it is possible that. "Samarqand.uz" the appearance of supermarket cashiers is laid meets the requirements.

When working while standing at the cash desk, some cashiers have the maximum score collected and found to be skilled, with some working in the booth in the processes of a certain (slowness of calculation or cost of goods like neglect in computing) allowed for disadvantages.

Analyzed "Samarqand.uz" a shopping hall area in the supermarket cash desks tandem in order to expand and increase the flow of buyers arranged in shape. It should be noted that the activities of cashiers although there is a difference between them, they can also calculate the calculations for the goods being purchased they do exactly and returned to buyers on time.

There are practically no shortcomings in the appearance of sellers and cashiers, everyone employees wearing the same firm uniforms as the name on their breasts, professionthe inscribed "beydzhik" was worn and wore a cap on their heads. In wearing clothes for the violation of order, they are severely punished. "Samarqand.uz" supermarket vendors and survey participants as for the relationship between buyers, some employees of the supermarket in scandalous cases, they do not behave at all: rude and buyers they are intolerant of their whims.

The results of the study conducted show that in this negative case supermarket management can draw up a plan of measures and implement them they need to increase. So, according to buyers, standing at the box office increasing the speed of work of working cashiers, serving buyers sellers need to improve their behavior and behavior. "Samarqand.uz"supermarket management said that its employees cute appearance and facial expression, hairstyle and makeup, dress and attentiveness, speech and speed of thinking, the level of knowledge of the goods being sold, in terms of durability and quality, honesty and correctness, such as, also, to determine the causes of changes in the volume of sales of goods in order, it is advisable to conduct surveys between consumers.

The study of consumer demand in raising the quality of sales service is extremely one of the pressing problems. In solving this problem, the goods cooperation of manufacturing enterprises with trade enterprises important. Order of trade enterprises for the production of one or another commodity (two the solution of this problem if it is established on the basis of a bilateral agreement) can. For this, trade enterprises, residents of the territory they serve doer population number, gender, age, profession, race, income and other several to manufacturing enterprises, taking into account the indicators it will be necessary for them to submit their orders for years.

Today there are various goods in consumer markets. But, not all of them can be said to be able to meet consumer demand. Har a consumer has a taste of hos, a demand for the quality of the goods.

Exactly for these reasons, there are cases of non-sale of certain goods. Goods that have expired are not sold at all. Also on time instead of seasonal goods that have ceased to be sold, the following season saw the introduction of new goods the emergence, to the spiritual obsolescence of a commodity that had ceased to be sold in the previous season also leads. Such cases, naturally, are also in the interest of a trading enterprise, it is also contrary to the interests of society.

Goods that are currently unique and acceptable to every consumer into production. Increase in the standard of living of the population consumption the demand for their goods is leading to an individualization. Consumers sell tastes and quality satisfaction of their demand it has its own effect on increasing the quality performance of the process. Buy goods from home through Internet networks today there is an opportunity to do. However, to the internet network of some consumers cases of inability to connect at quality speed, living in rural areas the lack of the ability of the population to connect to the internet, in this form there is an obstacle to the widespread popularity of trade. In addition, the goods due to the fact that delivery services to addresses are also not well developed, may cause certain goods to go unsold. Production of a quality and affordable national product import reduces the need to buy their goods. Which in turn it will save the withdrawal of currency from our country, as well as creates conditions for increasing the volume of national product exports.

Not to study the need of consumers of manufacturing enterprises as well as

to the process of purchase and sale arising between trading enterprises and their it has a negative impact on its financial condition.

From the requirements of today's times, taking into account the above before the production of goods out, what is in advance of each entrepreneur good thinking of production and the future demand for its goods it is necessary to produce it, feeling the level. For this reason, the country it is relevant to study which goods the population has the greatest need for remains.

In solving this problem, every entrepreneur has the necessary information it is necessary to have. For this, it is he who forms the sources of information organizations, including the State Statistical Committee of the Republic of Uzbekistan, its on-site directorates and units must be active. Also, in our opinion, the market studies the conjuncture and its results special structures that provide (on a commercial basis) to interested entities formation is desirable.

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