

In "BIOCOSMIC" LLC ways to improve product distribution channels

Usmonova Dilfuza Ilkhomovna

Assistant professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

Usmanov Shahzod Shohrukhovich

Student of the academic lyceum at the Samarkand Institute of Economics and Service

Abstract: *This article considers the sale of goods directly to the final consumer, the offer of goods in a retail enterprise, the establishment of direct contact with the consumer and the offer of goods in the most appropriate form based on the high quality of work.*

Keywords: *Brand, production, enterprise, consumer, intermediary, wholesale, retail, sales.*

Distribution channels consist of a set of intermediate links that assume ownership of or facilitate the sale of a good on the way from producer to consumer. Intermediate joints can be simple intermediaries, wholesalers and retailers.

The sale of goods directly to the final consumer is carried out by offering goods at the retail enterprise - "merchandising", licensed trade - "franchising" and direct contact with the consumer - "direct marketing". The use of intermediaries means that they can offer the product in the most appropriate form based on their experience and high quality of work, and thus bring more benefits to the manufacturer. At the same time, an increase in the number of intermediaries can lead to an increase in the price of goods, a slowdown in turnover and, in general, an appreciation of the whole process of commodity movement.

The fact is that BIOCOSMIC LLC produces pharmaceutical products in a narrow range, which allows you to make the right choice based on needs. The work of changing the range is entrusted to intermediaries, through which they play a positive role in many respects in the study of partnerships and, on this basis, in concluding agreements with manufacturers. These include information functions, sales promotion, communication, delivery of goods in accordance with consumer demand. negotiating, organizing the movement of goods, financing and taking risks are the most noteworthy. Distribution channels are characterized by their length, width and number of steps. Intermediate links of commodity movement appear as rungs. In turn, the sum of the intermediate joints forms the length of the distribution channel. In this case, the producer is the starting point of the channel, and consumers are the end of the channel.

In addition to a single-tier channel retailer and wholesaler, it also includes a small wholesale link. In commercial practice, channels with a greater number of intermediate links may also be encountered, but they are less important in organizing brand movement.

Today, BIOCOSMIC LLC is organized in four stages. A one-step channel is usually called a proper marketing channel because it consists of initial and final links, i.e. there are no intermediate links. Proper sales tend to grow, especially in developed economies. This channel is almost not used in the sale of pharmaceutical products.

A two-tier channel usually has a single intermediate link consisting of a retailer. This type is common among manufacturers of food, agricultural products, building materials and so on. This type of channel is also almost non-existent in BIOCOSMIC LLC.

The three-stage channel is filled with a wholesale joint as well as a vendor. This channel is used by manufacturers of additional complex household appliances, medicines, some types of food

products. BIOCOSMIC LLC can be considered a representative of such a channel, but many drugs complicate the channel.

In addition to the four-tier channel retailer and wholesaler, it also includes a small wholesale link. In commercial practice, channels with a greater number of intermediate links may also be encountered, but they do not play a visible role in organizing brand movement. Each distribution channel has its own organizational structure and in this sense the channel participant interacts with other links. However, BIOCOSMIC LLC, in turn, is a reflection of its well-being, in many respects, its ability to implement sales and customer service processes. They are determined by two factors: the productivity of the individual participant:

- first, with the level of performance of the entire distribution channel;
- secondly, the fact that this channel can compete with other channels for the production of wine and spirits.

The process of selecting a distribution channel is primarily based on optimizing efforts to transcend space and time in order to identify possible potential partners that will have a positive impact on the movement of the product directly to the consumer.

In general, the number of intermediaries in the "producer-consumer" chain and their functions vary from product to product, region to region, country to country. While most channel participants only buy and resell the product, while others try to focus more on marketing activities, the experience of European countries testifies to certain trends in the overall development and improvement of the distribution channel, including its individual elements. In short, their meaning is as follows:

- The number of intermediate links in distribution channels is declining due to improved access to transport systems and information transmission, as well as a decrease in the role of wholesalers instead of increasing the position of producers, which in many cases proves the ability to perform the functions of wholesalers (as well as retailers). division is also possible);
- Stronger control over the formation of pricing policy in distribution channels, large companies seeking to create self-distribution systems in opposition to the aggressive policy of retail trade;
- Significant changes are taking place in the use of free and working time by the population, which in turn allows the use of rational and efficient methods of distribution channel sales technology, self-service, microprocessors (especially their programming capabilities), significantly save consumer time and at the same time and leads to a reassessment of aspects such as the development of supermarkets and store clubs that allow service.

Improving the distribution of goods involves the accurate and precise delivery of information about the product directly to consumers, as well as the effective use of mass media, television and radio.

In addition, the competitiveness of the manufactured product must also be high.

REFERENCES

1. Constitution of the Republic of Uzbekistan. - Tashkent, "Uzbekistan", 2018. - 56 b.
2. Decree of the President of the Republic of Uzbekistan No. PF-60 of January 28, 2022 "On the Development Strategy of the New Uzbekistan for 2022-2026"
3. Mirziyoev Sh.M. Together we will build a free and prosperous, democratic state of Uzbekistan.- T.: Uzbekistan, 2016.- 56 p.
4. Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No PF-4947 "On the Action Strategy for further development of the Republic of Uzbekistan".

5. Decree of the President of the Republic of Uzbekistan No. PF-4947 of February 7, 2017 "On the strategy of further development of the Republic of Uzbekistan."
6. Decree of the President of the Republic of Uzbekistan No. PF-55 of January 21, 2022 "On additional measures for the accelerated development of the pharmaceutical industry of the republic in 2022-2026"
7. Soliev A., Vuzrukxonov S., Marketing, market science. Textbook. - T.: Iqtisod-Moliya, 2010. - 424 p.
8. Ergashkhodjaeva Sh.J., Qosimova M.S., Yusupov M.A. Marketing. Textbook. - T.: TDIU, 2011. - 202 p.
9. Bobojanov B. R. Statistical analysis and forecasting of the pharmaceutical market in Uzbekistan. Scientific electronic journal "Economy and Innovative Technologies". № 6, November-December, 2020.
10. B.Xamidov. Farmatsevticheskaya otrasl Uzbekistana pri vstuplenii v VTO. <https://review.uz/post/farmatsevticheskaya-otrasl-uzbekistana-pri-vstuplenii-v-vto>
11. Kovalnogova Yu.N. Organization pryamix sale farmatsevticheskoy kosmetiki s uchëtom faktorov potrebitelskogo povedeniya. AVT. Dis. na sois., uch.stepeni k.e.n. Ulyanovsk - 2018.
12. Safonova T. A. Sotsiologicheskii analysis sotsialnyx practical mnogourovnevogo marketing. Abstract of the dissertation on the study of science
13. Alimov R.X. and others. Marketing management. - T.: "Adolat", 2000. - 424b.
14. Vasnetsova N.V. Pharmaceutical marketing. - Moscow. 2005. 358 p.
15. Mickey C.Smith, Kolassa EM, Greg Perken, Bruc! Siecer. Pharmaceutical Marketing. Principles, Environment and Practice. New York. London. Oxford. 2005.-p.382
16. Shane P. Desselle, David P. Zgarrick. Pharmacy Management Essential! for All Practice Settings. - Me Grow Hill Medical.- 2011, - P.652.
17. Data of the Pharmaceutical Industry Development Agency under the Ministry of Health of the Republic of Uzbekistan
18. Data of the official website of the Statistics Committee of the Republic of Uzbekistan