

Using merchandising to increase the efficiency of sales services

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Annotation: This paper investigates the major points of the sales services and their improvement using merchandising features. In this case, to increase the efficiency of trade services today research has analyzed both the methodological and theoretical basis of the sales services in the Republic of Uzbekistan. Research has conducted different analyses to provide trade services to the population, to increase the efficiency of the population's need for trade services. The paper concluded with the outcomes and shortcomings of the issue with the suggestions as the whole.

Keywords: sales services, merchandising, sales service efficiency, inventory, product movement.

1. Introduction

The Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 specifically addresses the issue of "radical change in the structure of services, primarily due to their modern high-tech types." Involvement of the country's economy in the process of globalization will lead to a change in demand for trade services. Increasing the purchasing power of the population requires the introduction of innovative directions and tools for the development of trade.

A number of policy directions adopted in the Republic of Uzbekistan for the development of separate sectors in the field of services are leading to the rapid development of the service sector, as well as trade. One of the most common traditional forms of service is the provision of commercial services. The content and a number of specific features of this type of service determine the role and importance of trade services in the lives of the population.

Sales service is a type of service that is mainly provided to consumers in commercial enterprises, which helps to make the sales service more efficient and achieve higher results. The quality and level of commercial services provided by commercial enterprises is a key tool for commercial enterprises to win the competition. For this reason, in today's increasingly competitive market economy, trade services are given special attention.

In the context of the formation of an innovative economy, a positive result of trade is achieved through the rational use of marketing tools: effective formulation of product, price, distribution and promotion policies. It is also important for local businesses to continuously adopt modern trade standards, compete using costly and priceless instruments, use innovative marketing technologies in the organization and management of trade activities.

2. Materials and Methods

According to G. Albaum, E. Duerr and J. Strandkoms, a number of complex services are provided not only in the sale of goods, but also in commercial enterprises. Goods purchased for customers are still serviced after the sale [2].

Sh.J.Ergashkhodjayeva noted that the provision of services and warranty services is an integral and integral element of marketing. They represent the services provided to buyers before or after the purchase of a product. The service can be considered in two ways:

- part of the product, part of the firm's offer to customers, as an appendix to the main product. It is therefore reasonable to consider service as part of a brand policy;
- Service functions are often performed by commercial enterprises, not manufacturers. As part of the customer service and sales system, the review of service sales policy is fully justified [7].

VN Naumov emphasizes that in wholesale trade the service as a whole is closely connected with distribution. It includes a set of orders, purchases, deliveries and after-sales services. The indicator that characterizes the price of service is called the level of service to meet customer demand. The object of service is the consumers of material flows: manufacturing enterprises, distribution centers and end users. The service or manufacturing enterprise can be carried out by itself or by separate independent enterprises specializing in the service of material flows and participating in the production-sales process [5].

In view of the above, the use of merchandising in increasing sales efficiency will be highlighted.

3. Research methodology

The article is written using scientific observation, abstract-logical thinking, analysis, synthesis and inquiry.

Analysis and results

The role of merchandising, one of the innovative marketing technologies in improving the efficiency of sales services, providing high quality services to customers in the wholesale and retail trade, is invaluable. Merchandising is the

English word for merchandising.

Merchandising is the activity of a manufacturer or a wholesale company in the retail space, which allows you to maximize turnover. The main activities of merchandising in trade activities include:

Joylashtra placement of goods for sale in the sales hall;

control the timely replenishment of stocks, ensure the availability of the required range of goods, the required amount in the trading floor;

Advise customers, help them buy.

Attention is paid to placing the goods in a certain place in the sales hall according to the height and length of the counter. Specific recommendations for merchandising purposes can be divided into four main groups depending on the type of product:

Goods that sell quickly and provide good turnover to the store (meat, milk, etc.). The average price of such goods is known to the buyer, so if the price is right, he can be a regular customer of the store;

standard goods (cereals, sugar, beverages), if the buyer intends to buy in the store, he goes to another store;

Impulse-demanding goods should be visible and eye-catching. Placed in separate, well-lit areas, as well as in front of the cash register;

Custom-made goods, the buyer comes to a specific store specifically for them. Shops with this kind of product will be remembered by customers.

The merchandiser of the manufacturer or wholesaler, of course, monitors his goods, requiring the administration to place the goods in the trading hall under pre-agreed conditions. Some manufacturers offer their products in special magazines that are distributed in stores.

Merchandising is a system of moving goods at the point of sale. The system has four important components:

store atmosphere;

In-store information;

placement and loading of goods;

Seller behavior.

The purpose of merchandising:

maximum brand volume;

maximum customer flow;

Maximum price.

Additional tasks for merchandising:

Improving the quality of customer service;

Strengthening the company's operations and reputation;

Increasing competitiveness.

Today, the sale of goods in a modern way is based on the results of psychological research. Psychologists say that the impulses that arise during the purchase are caused by more bright and attractive packaging and packaging. Yellow and red are the most attractive colors for men (blue also has a strong effect on men). As a result of further research, images of the process of using the product in the packaging of goods are emerging. Tea and coffee are served during the waiting process, as are the installation of televisions.

As mentioned above, the abundance of different goods is a factor that attracts buyers. Because the buyer in the "circle" of colorful goods tries to "catch" something, that is, the instinctive greed of the individual to "possess" "tortures" him. Accordingly, merchandising professionals place shiny, passionate "tickling" goods in display cases at the entrance to the hall, so that they can be seen from the outside. One of the basic rules of merchandising is to "overwhelm" customers with goods. Filling the shelves with colorful empty boxes is another sign of a merchant's cunning.

Another "motivation" for buyers is that during rush hour, salespeople rush out of the boxes, as if they don't have time to sell. Such actions are aimed at the feeling of "always winning", with the desire to "everyone is beating up, I should not be left behind!", And after the purchase, be happy that you have time. lishlik ”.

This method is often used on the eve of the holidays, for example, for New Year's Eve, it must be on the table, and a lot of expensive "champagne" is put on the counter. However, the cheaper ones are kept out of sight.

One of the impetus for the buyer is the counters, which are easy to install so that they can be seen by the buyer and his hands. From a psychological point of view, it is more profitable to spread "well-passed" goods on convenient shelves, it is better to place "slow-moving" goods on higher, and children's goods on lower shelves. For children, merchandisers encourage them to place a variety of sweets, chewing gum, and small toys in front of the cash register.

Impulsive purchases are made not only for consumer goods, but also for elite goods.

So who does merchandising? Most merchandising is done by the sellers themselves.

The industry, large retail systems can hire merchandisers. In large supermarkets and hypermarkets, merchandisers may not always be able to use the above methods for all product groups. Because each product group requires a different approach, each product needs to be approached in a different way.

This means that merchandising, in turn, is a set of marketing and communication methods that lead to a high level

of sales and a steady increase in revenue. Therefore, we define merchandising as: activities related to their effective placement at the facility”. An expert in this field is called a merchandiser.

Merchandising is always consumer-oriented. It is a successful way to maintain your market position by increasing the demand for your product. In this case, merchandising becomes a "languageless seller."

Principles of merchandising:

1. The desired commodity.
2. At the right time.
3. In the required amount.
4. Where appropriate.
5. At the right price.

Today, the merchandising service in our country is a novelty, the essence of which is not fully understood. Currently, this service plays a key role in increasing sales in the marketing mix.

Conclusions and suggestions

In short, trade is an integral part of our social life and serves to improve the living standards and quality of life of the population, along with increasing economic efficiency. For the convenience of the population, it would be expedient to equip retail businesses based on their interests, to use interactive marketing methods, such as e-commerce, catalog sales, telemarketing, in order to save them time associated with the purchase of goods. After all, buyers save time spent on shopping, and this time can be spent on cultural recreation, reading books, raising children.

We have developed the following proposals and recommendations to improve the provision of trade services to the population in an innovative economy:

1. The provision of services and warranty services is an integral and integral element of the marketing activities of wholesale and retail enterprises. The development of trade services is not only an economic but also a social issue. Because increasing and ensuring the cycle of social reproduction, high customer satisfaction will contribute to the sustainable development of the country's economy and increase the welfare of the population. At the same time, in improving the service strategy as part of the wholesale customer service and sales system, it is necessary to focus on improving the quality of logistics services, pre-sales and after-sales services.

2. The success of a business depends largely on the level of customer service. The level of customer service, in turn, depends on: accurate identification of customer needs; compliance of the developed standards and planned indicators with the identified needs; problems encountered in strategic and operational service processes and their solutions; organization of wholesale and retail services for products purchased by the buyer; differentiation of customer services.

3. In retail marketing activities, the strategy of after-sales service to customers is aimed at increasing the competitiveness of the product offered in the market, the establishment of a system of service throughout the life of the goods. As part of retail marketing activities, it is desirable to develop strategies for differentiation and integration in the field of after-sales service.

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