



# INTERNATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT AND ECONOMICS

MARCH 27-28, 2019

## Enhancing Logistics Service Quality in Foreign Trade

### Abstract

This article describes the role, importance and quality of logistics services in the organization, ordering, delivery and after-sales service in the wholesale trade.

**Key words:** wholesale; order; After-sales service; logistical service; flexibility of delivery; reliability of delivery; duration of your order.

D.Holmamatov –  
Samarkand Institute  
of Economics and  
Service,  
independent  
researcher

## INTRODUCTION

As a result of intensive structural transformations, modernization and diversification of the economy of the country, the growth of exports of consumer goods, industrial production and goods and services is being achieved.

Implementation of complex measures on modernization, technical and technological renovation of production and increase of competitiveness of industrial sectors ensures the growth of industrial output volumes from year to year. Dynamic development has been achieved in the industrial sectors aimed at the production of high added value products. Ready - made ready - to - use products organization of effective sales at external markets, and provision of high-quality services to clients.

Effective economic activity of the present time is that the development of high-quality advanced products that meet the world market needs only half of any enterprise's success, and the other half is difficult to imagine without selling and serving. It is necessary to be able to stimulate consumer interest in enterprise products. At the same time, a high level of sales and service is an important service.

If the enterprise has a relationship in the management of the products and revenues generated in line with the market demand, then it is a robust organizational and economic system. Market demand is not limited to demand for goods. Consumer has also put his / her conditions in the structure and quality of the services provided to him / her during the purchase and sale of the goods.

Wholesale trade is crucial when organizing high-quality sales and service. Because in this particular segment of sales is the main service and essential sales operations. The wholesale service is closely related to distribution, and it reflects the order, purchase, delivery and after-sales service complex. The complex consists of logistics services. Logistics service consists of a set of services provided to the consumer during the delivery of goods. In recent years, logistics companies, which are rapidly developing and potentially competitive, are active in wholesale markets. Many of them are carrying out many traditional wholesale trading functions, including routine management, order processing, and spare parts delivery. Logistic companies are perfectly fulfilling their functions in the supply chain.

As it can be seen, wholesalers also have a high level of service in the distribution chain. Because wholesale trading companies also have strong

competitors. It should be noted that the logistics service is provided not only by logistics companies, but also by manufacturers, trade and service enterprises. This is because the object of the logistics service is consumers of material flow - production, trade and service companies and end-users (population).

It is important to determine the composition, volume of logistics functions and operations performed by the wholesale trading enterprises in the process of financial, financial and information flow management, and to describe their characteristics. Based on our research results, we have come to three groups of all logistics operations in the wholesale trade:

Logistical operations performed at the wholesale procurement;

- Logistic operations carried out in the wholesale trade;

Logistic operations on post-sale service.

These logistic operations are carried out at wholesale trade, if any enterprises and firms providing services and freight forwarding services are not centralized, individual independent service is arranged. Centered service is provided by full-service service centers specialized freight forwarding organizations and intermediaries.

Services offered by wholesale are very diverse and have systemic nature. At the same time, the distribution of material streams is directly related to the delivery of goods and supplies "on time", forwarding activities and transportation. It participates in the active implementation of horizontal economic relations between manufacturers and consumers by means of wholesale trade-forwarding services.

The quality of logistics services plays an important role in increasing the effectiveness of wholesale trade. The following criteria are used to evaluate the quality of logistics services:

- flexibility of delivery;

- Reliability of delivery;

- The duration of your order.

Delivery flexibility is defined by changing the terms of the initial delivery without breaking the order of the order at the customer's discretion. This is also evidenced by the peculiarity of the order, the possibility of packaging and the types of cards, the ways and forms of delivery of the order.

The reliability of the delivery determines the ability of the supplier to fulfill the order within the time specified in the contract. Breach of obligations, warranties, terms of delivery stipulated by the contractual terms of the supplier is an important factor affecting the reliability of delivery.

### **Conclusion**

The order duration is characterized by the period of delivery of goods to the consumer from the date of receipt of the order. The duration of your order includes the time of your order submission, preparation (if the order is not available), packaging, increment and delivery to the consumer.

Under the "buyer market", the wholesale seller must organize its own business at the request of the consumer. At the same time, consumer demand is not limited to the offer of a brand. The structure and quality of the services provided to the consumer during delivery of goods are also important. This is due to the current competitive environment and the change in the consumer demand structure.

The importance of the service is growing. This is explained by many factors. In particular, the social programs adopted by different countries, the increasing number of working population and the number of companies, the development of the general service industry, the direction of many business firms to the ultimate consumer target, the development of a unified concept of quality management in the service industry.

It also indicates the development of service delivery in the country and the impact on the national economy.

Thus, the wholesale markets should be integrated into the complex use of marketing tools, including the service delivery system, customer service delivery system, pre-sales and post-sales services, expanding the network of service centers offering wide range of products, and developing the conceptual rules for infrastructure development is one of the important tasks.

### References

1. Ўзбекистон Республикаси Президентининг “Ўзбекистон Республикасини янада ривожлантириш бўйича Ҳаракатлар стратегияси тўғрисида”ги ПФ-4947-сон Фармони.
2. 2017-2021 йилларда Ўзбекистон Республикасини ривожлантиришнинг бешта устувор йўналиши бўйича Ҳаракатлар стратегиясини “Халқ билан мулоқот ва инсон манфаатлари йили”да амалга оширишга оид Давлат дастурини ўрганиш бўйича илмий-услубий рисола [Матн] / Ўзбекистон Республикаси олий ва ўрта махсус таълим вазирлиги, Тошкент Давлат иқтисодиёт университети. – Т.: “Маънавият” нашриёти, 2017. – 244 бет
3. Ackerman, 2005 Ackerman, K. 2005. “Logistics service providers: friends, foes, and opportunity?”. In Outlook 2006 An Executive's Companion to Facing the Forces of Change, 135–148. Washington, DC: Distribution Research and Education Foundation
4. Голиков Е.А. Оптовая торговля: менеджмент, маркетинг, логистика, финансы, безопасность. — М.: Экзамен, 2013. 352 с.
5. Ельдештейн Ю.М. Логистика. Электронный учебно-методический комплекс. [www.kgan.ru/distance/fub\\_03/eldeshten/logistika/02\\_07.html](http://www.kgan.ru/distance/fub_03/eldeshten/logistika/02_07.html)
6. Martin Christopher, Helen Peck. Marketing Logistics. Butterworth-Heinemann, Boston: 2015 y.172 p.
7. Миротин Л.Б., Некрасов А.Г. Эффективность интегрированной логистики Электронный ресурс. URL: <http://www.integprog.ru/press-centre/publications/64-pub-eil.html>
8. Основы логистики: учебник для вузов/ Под ред. В. Щербакова. -СПб.: Питер, 2009. 432 с.
9. Панкратов Ф.Г., Солдатова Н.Ф. Коммерческая деятельность. Учебник. «Дашков и К», 2012 г., 500 с.
10. Савдо иқтисодиёти муаммолари. Ўқув қўлланма/ муаллифлар жамоаси. Ўзбекистон Республикаси Олий ва ўрта махсус таълим вазирлиги, Т.: “Иқтисод-Молия”, 2016 й. 504 бет
11. Эргашходжаева Ш.Ж. Саноат маркетинги. Ўқув қўлланма. Т.: ТДИУ, “Иқтисодиёт” 2014 й. 231 бет
12. Эргашходжаева Ш.Ж. Маркетингни бошқариш. Дарслик. Т.: ТДИУ, “Иқтисодиёт” 2017 й. 231 бет

