

THE STATE OF TRADE SERVICES IN THE CONDITIONS OF THE DIGITAL ECONOMY

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Abstract

The article consists of the development of scientific, theoretical and practical recommendations for improving ways to improve the level and quality of life of the population through the development of trade services.

Keywords: social benefit, quality, income, economic development, financing, modern activity, enterprise, economic development, budget.

Introduction

In the economy of our country, the growth rate has continued since 2006. Such a high growth rate remained in 2016-2022. The fact that we have achieved the sustainable development of our economy at a high pace in these years has provided a solid basis for further increase in the income of the population, increasing the level and quality of life of our people.

This led to an improvement in the social condition of the population. In the address of the president of the Republic of Uzbekistan Shavkat Mirziyoev to the Supreme Assembly, “in order to improve the well-being of the population, the amount of wages, pensions, scholarships and social benefits in the current year has been significantly increased compared to previous years. In particular, the salary of pedagogical workers was increased to 50 percent for the first time in the last 10 years.

Main part. Trading services are a product indicator of commodity turnover. Its economic and social significance is incomparable. Because, one of the main indicators of the socio-economic development of the Society of retail turnover. The importance of this indicator is manifested in the following.

First, the value of goods (products) produced through this indicator, brought from the outside, and the value of consumption are recognized by society. If it is to the extent that it meets the needs of the population, the process of sale occurs.

Secondly, the last stage of expanded production occurs as a result of commodity settlement in the pre-sale region. In this case, all expenses associated with the production and breakdown of entire goods are returned (with profit), increased in the form of money.

Thirdly, due to this process, industrial enterprises will be able to reproduce the activities of agricultural entities, transport and trade organizations, that is, economic processes such as reproduction, service, become a constant process.

Fourth, the bulk of goods, about 80-90%, are sold through trading enterprises. It can be seen from this that it directly affects the process of monetary circulation of society. Most of the cash receipts in society participate in the process of buying and selling goods in retail.

Fifth, retail trade turnover is also directly related to the monetary circulation process of society, since 70-80% of cash receipts are reflected in retail trade turnover. Money emissions are associated with retail

turnover. If cash associated with retail turnover passes directly through banks, it will affect money emission and, accordingly, the inflation process.

Sixth, the change in the indicator of retail turnover also directly affects the provision of certain proportions in society. The need for cash is satisfied, respectively, the circulation of money in circulation will correspond to the demand of the economy. This situation prevents inflation, since the emission of money is reduced. Compliance with production and consumption, supply and demand in the amount of retail commodity turnover is also ensured.

Seventh, it allows you to organize the process of dividing Goods and money in a normal way. It affects, on the one hand, the quantity and composition of goods brought to the market, and on the other, it increases the amount of the purchasing fund of the population, and also changes the content of demand towards quality.

Eighth, it is possible to carry out most of the revenues to the state budget through retail turnover. Because in this indicator, both the sale of work results of production enterprises (industry, agriculture) and the consumption of the activities of service entities are reflected.

Ninth, the volume of retail turnover makes it possible to directly form both income and profit of entrepreneurship-based trading enterprises. Income from trading should cover the costs of the transaction and ensure that profits are received in an appropriate way.

Thirdly, through retail turnover, it makes it possible to assess both the standard and quality of living of the population. Because, retail turnover makes up the bulk of the personal consumption of the population. Also, retail turnover is considered one of the indicators that also characterize the level of development of the economy.

Eleven, the structural structure of retail trade turnover also determines the level of material well-being of the population. The increase in cultural goods in the structure of the turnover indicates an increase in the quality of subsistence level from the cultural level of this population, the increase in mayishiy goods based on high technologies.

Twelfth, turnover also makes it possible to make the payment of wages, benefits, scholarships in the country on time by ensuring cash receipts.

These distinctive features and socio-economic importance of retail trade turnover make it necessary to constantly increase this indicator. In this respect, the analysis of its development trend is also important.

From the above, we note that the well-being of the population, the increase in its level of life and quality are directly related to the state of trade services. We have developed several proposals and recommendations in order to research these issues and further improve the relationship between them. These include:

- it is necessary to study the dynamics of trade services over a number of years and evaluate their dependence using mathematical methods on the basis of accurate data on the relationship of the result and the level and quality of life of the population;
- the achievement of strengthening the provision of trade services to the rural population, since at the moment about 60-70% of the goods and products most needed by the population are forced to come to the cities and go shopping;
- in recent years, the provision of a special place for farmers and farmers directly in the food markets in the city and the organization of the sale of cultivated agricultural products has provided much more facilities for both rural farmers and urban residents.

Having studied the achievements and shortcomings of this experience, we know that the development of appropriate measures for its expansion and improvement is also one of the pressing issues of today.

Conclusion. As a result of researching the theoretical issues of improving the level and quality of life of the population through the improvement of the trade service, in which the increase in the level and

quality of life of the population is a priority of the socio-economic policy of our country, the theoretical issues of dialectical connection between the trade Service and the

1. In the course of the study, the level and quality of life of the population were studied theoretically, the concepts of “welfare of the population”, “subsistence level of the population” and “quality of living of the population” were studied separately, and improved definitions of them were developed.
2. A system of indicators has been developed that affect the change in the level and quality of life of the population, both direct and indirect and unaffected, and their content has been theoretically revealed.
3. Theoretical issues of dialectical correlation between the trade Service and the level and quality of life of the population were also researched. It provides theoretical evidence that the structural arrangement of trade turnover is an important indicator that determines the well-being of the population, and, accordingly, it is possible to increase the level and quality of life of the population in exchange for the provision of trade services.
4. It was theoretically revealed that turnover is a consequential indicator of the services provided by trade enterprises, an important indicator that ensures the socio-economic development of society, determines the level and quality of life of the population, and its economic and social significance is incomparable. The importance of this indicator is expressed in twelve points.

If our recommendations are implemented, theoretical issues of improving the level and quality of life of the population are improved by improving trade services, theoretical conclusions on improving the level and quality of life of the population are further deepened, improving the quality of trade service, which is a priority of the socio-economic policy of our country, and clarifying the dialectical

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