

# IMPROVING THE METHODS OF SELLING GOODS IN THE ENTERPRISE

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Abstract:	Keywords:
The article analyzes information on the methods and mechanisms of goods sale in the enterprise, material production, effective use of natural resources and equipment in the given technical, economic and geographical conditions, factors in production and its sale.	Production cycle, commodity and gross products, production costs, natural resources, realized products, net products, turnover, gross income, conditional-net products, liquidity, dividends, current prices, inflationary process, depreciation, overdraft, techpromfinreza, confidential information, investors, competitors, monetary cost, monetary income, marketing

Every industrial enterprise consists of workshops, sections, service farms, management, organizations and institutions that encourage workers and their family members to meet their demands. The complex of production units, enterprise management and labor service organizations, the relative relationship between them in terms of the size and area occupied by mutual relations, the number of workers and the capacity of transfer all together. Means the general structure of the enterprise (association). The production units of the enterprise - shops, plots, service farms and services (directly or indirectly participating in the production process), the connections between them are all together. They form the production structure of the enterprise.

These predetermine the level of labor productivity in "Material production", the effective use of natural resources and equipment in the given technical, economic and geographical conditions, and production costs. It is carried out in the following order according to the rational (correct) construction of the production structure of the enterprise:

- determine the composition of the company's workshops, their capacity to ensure the performance of the task of production;
- areas for each workshop and warehouse are calculated, their phase location is determined in the master plan of the enterprise;
- all transport connections within the enterprise, their interaction with general enterprise (external to the enterprise) roads are planned;
- the shortest path of movement of labor items between shops in the direction of the production process is determined.

Production departments include workshops, sections, laboratories that prepare the main products produced at the enterprise, components imported from abroad, materials and semi-finished products, spare parts used for repair during operation, conduct inspection and testing, various types for technological purposes. produces energies.

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Departments serving workers include housing and communal departments, canteens, canteens, nurseries and kindergartens, sanatoriums, treatment centers, rest homes, prophylactics, medical units (points), sports societies, improving the production skills of workers and engineering and technical staff. , including technical educational departments and educational institutions engaged in raising the cultural level.

The following factors affect the production structure:

- industry dependence of the enterprise - product name (nomenclature), its structural features, used materials, preparation (zagotovka) and methods of its processing;
- simplicity of construction and technology-oriented product;
- level of product quality requirements;
- type of production, its level of specialization and cooperation;
- composition of equipment and technological equipment - universal, special, non-standard equipment, conveyor or automatic transmission mechanism (line);
- centralized or decentralized organization of equipment maintenance, its current maintenance;
- the ability of production to re-adapt to the production of new nomenclature changed faster and with less destruction;
- the nature of the production process in the main, auxiliary, auxiliary and other workshops;

The production structure of enterprises in different industries has its own characteristics arising from the main production characteristics.

In textile factories, a technological structure often works with the simultaneous specialization of individual production materials. Most factories have all stages of fabric preparation - spinning, weaving, finishing. Some factories specialize in one or two steps.

The main ways of improving the production structure: - enlargement of enterprises and workshops;

- search and implementation of the principles of improved vision of trades and enterprises;
- compliance with the appropriate ratio between the main, auxiliary and service sections;
- regular work on aligning planning in the enterprise.

Enlarging the enterprise and workshops allows for the large-scale use of new, high-performance equipment, regular improvement of technology, and improvement of production organization.

The constructive-technological diversity of the product creates good conditions for deepening the specialization of production, organizing flow lines and automated product preparation. The management of the enterprise without shops leads to the improvement of the management of all its links, the reduction of the service and management apparatus and, as a result, to the reduction of production costs.

A properly structured, constantly improving production structure requires an appropriate arrangement for its organization, the proportionality of all departments and employees of the enterprise, and in turn, the degree of specialization and cooperation in technical and economic indicators, the continuity of the production process, the uniformity of product preparation and production, and the increase of labor productivity. , has a positive effect on the improvement of product quality, appropriate use of labor, material and financial

resources. In the first place, dynamic (quick) self-regulation of economic processes is put. This will be done with the help of the following economic incentives:

- taxes and tax benefits;
- interest on deposits and loans;
- exchange rate;
- rate of depreciation allowances, etc.

The use of marketing, its methods, methods and techniques can be of great help in carrying out tasks related to the formation and use of the enterprise production program. Therefore, it is desirable to improve and use the current planning methodology.

The methodology of planning means the combination of methods and ways of making plans. The justification of enterprise development plans is carried out on the basis of progressive technical and economic norms and regulations. The norm is the amount of absolute costs of raw materials, fuel, energy, etc. for the production of a product unit with the established quality (for example, the norm of the cost of metal for the production of a product, detail). Normative is a relative quantity. It determines the level of use of labor tools and objects, their costs per unit of area, weight, volume (for example, the average amount of products released to the main funds of 1 soum - the indicator in the fund). Technical and economic standards and regulations are prepared according to the following main groups:

The norm of live labor consumption (the norm of working time per unit of product, the norm of output per unit of time; the norm of service;

the norm of the number of employees);

- the comparative norm of the cost of materials (raw materials, materials, fuel, energy, assembly products);

- norms for the use of labor tools (norms for the use of machines, equipment, mechanisms, structures, equipment);

- norms of organization of the production process (length of the production period, volume of unfinished production, raw materials, materials, fuel stock);

norms of the duration of mastering the project of the capacities of enterprises, workshops, aggregates, devices put into operation. Norms and regulations have different tasks for individual groups. The norm of live labor costs is used to determine the level of labor productivity and use of working time and to establish the amount of wages. Based on the comparison of the cost of materials and the production program, the required amount of a particular type and type of material resource is determined. The regulation of labor tools allows to calculate the level of utilization of production capacities.

Norms and regulations serve to calculate the cost of the product. The indicators used in planning are quantity, quality, volume and comparability. Numerical indicators of the plan are expressed in absolute magnitude. They include goods, total product volume, sales volume, number of employees, wage fund, fund amount, amount of various production resources (metal, fuel, etc.). Quality indicators are relative quantities. They indicate the economic efficiency of production. These include an increase in labor productivity, a decrease in the cost of products, etc.

Qualitative indicators also include ratios of quantitative indicators. For example, production profitability, product quality, etc. The industry plan metrics system will have volume and benchmark metrics. Volume indicators establish the absolute amount of the entire production, individual processes and the factors involved in it. For example, the total volume of production, the volume of machining assembly, the volume of labor consumption, the volume of material resources, etc.

### Conclusion

The price (money) measure remains important in the conditions of commodity-money relations in improving the methods of selling goods in the enterprise. With their help, the intensity of industrial development, speed and proportion, all parts of the plan are interconnected. Product sales volume, merchandise and gross product are planned in price measures.

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