

Strategies, Innovations and Advantages of Global Development of Sales Services in Uzbekistan

Artikov Zokir Sayfiddinovich

*Associate Professor, PhD Head of the Department Real economics,
At the Samarkand Institute of Economics and Service, Uzbekistan
zokirartikov86@gmail.com*

Qurbonov Sardor, Raximov Miraziz, Saydullaev Sayfiddin

*Student majoring in Economics,
At the Samarkand Institute of Economics and Service, Uzbekistan*

Abstract: The global expansion of sales services has become a critical aspect of business success, especially for emerging economies like Uzbekistan, which is positioning itself as a significant player in the global market. With increasing globalization and the rapid digitalization of industries, Uzbekistan's trade and service sectors are evolving rapidly to meet international standards. This article explores the strategies, innovations, and advantages associated with the global development of sales services in Uzbekistan. It analyzes the unique opportunities and challenges faced by Uzbek businesses as they expand their sales operations internationally. Furthermore, it discusses how technological innovations, customer-centric approaches, and government policies play pivotal roles in shaping the global sales services landscape in the country. The article concludes with strategic recommendations for businesses seeking to capitalize on global market opportunities while enhancing their sales service models.

Keywords: global sales services, Uzbekistan, international expansion, technological innovations, customer-centric strategies, E-commerce, market diversification, government policies, logistics, sales strategies.

Introduction. The global market is increasingly interconnected, and as businesses worldwide expand their horizons, emerging economies like Uzbekistan are focusing on integrating their sales services with global trends. Uzbekistan, located at the crossroads of Central Asia, offers a unique combination of opportunities for growth in global trade, largely driven by government reforms, technological innovations, and the evolving e-commerce landscape. However, navigating the complexities of global sales requires strategic foresight, innovative approaches, and an understanding of both international markets and local conditions.

Thematic literature analysis. Through the development of e-commerce in retail enterprises D. on issues of enhancing the culture of customer service.Ferny [5], issues of increasing sales service through the management of the assortment of goods V.Snigereva [6], the main one that is shown to buyers in the process of selling goods and additional sales services S.Sisoeva [7] in detail in his scientific work lit.

Problems of the trade sector in the years of independence in our republic B.Abdukarimov [8], A.Soliev [9], E.S.Fayziev [10], F.B.Abdukarimov [11], O.M.Pardaev [12] s can be cited scientific research. B.Abdukarimov broadly refers to the concept of "trade service", " trade – a separate type of Service is the service to manufacturers on the one hand will, on the second hand,

serve consumers, on the third-the state and fourth it serves also other sectors and sectors of the economy shows that they use their services as consumers, and they will be in touch with". Improving the quality of sales service "Soliev" give advice to buyers, display samples of goods in motion, advertising and a variety of information help buyers in the selection of goods by the development of forms it also presupposes giving". E.S.Fayziev noted that " the sales service-the seller and the buyer the result of mutual action and the satisfaction of the buyer needs of the seller is a focused activity". F.B.One of the main tasks of trading Abdukarimov to consumers as a separate service sector that provides service and the life of the population stressed. O.M.Pardaev " by the service of sale of products, the product (goods)of from one person to another to money or other equivalent wealth change of ownership (ownership of property) in exchange for replacement relationship with the services provided during the provision process understood".

Research by scientists mainly the theoretical foundations of the field of trade analysis of the indicators of the quality of trade service in retail enterprises and the possibilities of increasing the sales service have not been studied.

Research methodology. Statistical analysis, synthesis, expert assessment, questionnaire in the research process survey, induction and deduction methods were used.

Analysis and results. This article delves into the strategies and innovations that are driving the global development of sales services in Uzbekistan. It explores the advantages the country holds, the challenges it faces, and how local businesses can leverage these opportunities for expansion into global markets.

In recent years, technological advancements have had a profound impact on the sales services sector globally. Uzbekistan, with its rapidly advancing digital infrastructure, is well-positioned to take advantage of technologies such as artificial intelligence (AI), machine learning, data analytics, and cloud computing.

- The rise of e-commerce in Uzbekistan is transforming the way businesses approach sales. The government's support for digital infrastructure and the growing internet penetration rate are contributing factors. Local businesses are increasingly adopting e-commerce platforms to expand their reach to global customers. With companies like Uzonline, Olx Uzbekistan, and Tovarix, Uzbek businesses are tapping into international markets with localized digital storefronts and simplified transaction methods.
- Customer Relationship Management (CRM) software and automation tools allow Uzbek businesses to efficiently manage and engage with customers across borders. These tools enable businesses to streamline sales processes, track customer behavior, and offer personalized experiences, ultimately driving customer loyalty.
- In the global sales context, logistics and supply chain management are critical. Innovations in these areas, such as automated warehouses and AI-driven route planning, are enabling Uzbek businesses to improve their operational efficiency and reduce delivery times for international customers.

As businesses in Uzbekistan look to expand their global sales operations, customer-centric strategies become more crucial than ever. Understanding the needs and expectations of customers from different cultural backgrounds is vital for success in the international market.

- For Uzbek businesses looking to enter international markets, localization is a key factor. This includes adapting products, services, and marketing campaigns to align with the cultural preferences, language, and purchasing behavior of customers in different regions.
- As global sales services become increasingly digital, offering personalized experiences is essential. Uzbek businesses can leverage data analytics to understand customer behavior better and tailor their offerings accordingly, from personalized product recommendations to targeted marketing campaigns.

- To compete globally, companies must ensure a seamless experience across multiple channels. This involves integrating online platforms with physical stores, mobile apps, and social media channels to provide customers with flexible and convenient purchasing options.

One of the key strategies for the global development of sales services is market diversification. Uzbek businesses can benefit from entering new international markets, reducing their reliance on domestic demand, and expanding their customer base.

- Uzbekistan is located in a strategically important region, and its access to markets in Russia, China, and Central Asia presents a significant opportunity for expanding sales services. The government's efforts to improve trade relations and ease export procedures are helping Uzbek businesses enter these markets more effectively.
- In addition to expanding into new geographical markets, Uzbek businesses can diversify their product offerings to meet the demands of international customers. This may involve tailoring products to local tastes or introducing new services that cater to emerging trends in global markets.

The Uzbek government plays a crucial role in facilitating the global expansion of sales services. Recent reforms aimed at liberalizing the economy, improving the business climate, and enhancing trade facilitation have paved the way for businesses to grow and operate internationally.

- The government's initiatives to simplify export and import procedures, lower tariffs, and ease the process of cross-border payments have created a favorable environment for businesses looking to expand globally. Uzbekistan's participation in international trade agreements and its membership in the World Trade Organization (WTO) are further enhancing opportunities for growth.
- Uzbekistan's government offers various incentives for businesses involved in exports, including tax breaks, subsidies, and low-interest loans. These incentives provide Uzbek businesses with the financial support needed to expand their operations and improve the quality of their sales services for global markets.

The following innovations are pivotal in transforming the global development of sales services in Uzbekistan:

- Blockchain technology is gaining traction globally as a means to enhance transaction transparency and security. Uzbek businesses are exploring blockchain applications to improve the reliability and traceability of their transactions, especially in cross-border sales and supply chains.
- AI tools for sales forecasting allow businesses to predict market trends and customer demands more accurately, which is particularly useful for global businesses looking to manage inventory and plan for seasonal fluctuations.
- By automating repetitive and time-consuming tasks, RPA allows Uzbek businesses to streamline their sales processes, reduce costs, and allocate resources more efficiently. This innovation helps companies scale their operations more quickly while maintaining high levels of service quality.

Advantages of global sales services development in Uzbekistan:

1. Uzbekistan's location in Central Asia, with direct access to Russia, China, and other key markets, offers a competitive advantage for businesses seeking to expand globally.
2. Uzbekistan's young and increasingly skilled workforce provides businesses with a valuable talent pool for driving innovation and supporting global sales operations.
3. With an emphasis on digitizing the economy, Uzbekistan is creating an environment conducive to the growth of e-commerce and global sales.

4. The Central Asian region remains an untapped market for many global companies, providing opportunities for Uzbek businesses to become key players in regional trade.

Despite the numerous opportunities, Uzbek businesses face challenges when developing global sales services:

1. Adapting products and sales strategies to meet the diverse cultural and market preferences in various international regions can be a complex task.
2. While the country is improving its infrastructure, challenges in logistics and international shipping still persist, which can affect delivery times and customer satisfaction.
3. Uzbek businesses must contend with competition from well-established global brands with a strong presence in international markets.

Conclusions and suggestions. The global development of sales services in Uzbekistan presents immense opportunities for businesses looking to expand their reach and tap into international markets. Technological innovations, customer-centric approaches, and strong government support are key factors that contribute to the success of global sales strategies. By adopting these innovations and strategies, Uzbek businesses can enhance their competitiveness and meet the demands of the international market.

Suggestions

- Uzbek businesses should prioritize digitalization, particularly through e-commerce platforms, CRM systems, and AI tools, to enhance their global sales services.
- Businesses should target neighboring countries and regional markets that offer high growth potential.
- Companies should ensure their offerings meet international standards, including product quality, customer service, and payment systems.
- The government should continue investing in logistics and technological infrastructure to support businesses involved in global trade.
- Uzbek businesses should invest in understanding cultural differences and building teams that are capable of tailoring products and services for diverse international markets.

By embracing these strategies, Uzbekistan can further position itself as a key player in the global sales services sector.

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