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Z. Usubjonov
Namangan Institute of Engineering and Technology, usubjonovzahiriddin@gmail.com

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ISSUES TO DEVELOPMENT OF THE MODERN BUILDING MATERIALS MARKET

Usubjonov Zaxriddin¹
¹Basic Doctoral student,
Namangan Institute of Engineering and Technology,
Department of Marketing
Email: usubjonovzahriddin@gmail.com

Abstract: The article analyzes the activities of the construction materials trade in Namangan region and identifies a number of shortcomings. The retail turnover of construction materials in the region is analyzed. The need to organize the sale of construction materials in the region on the basis of modern hypermarkets, based on the example of the hypermarket of construction materials in Tashkent, increasing the range of goods offered to consumers, offering new services.

Keywords: Sales activities, e-commerce, sales culture, logistics, hypermarket, supermarket, Home Spot, design, loyalty card.

Introduction
Decree of the President of the Republic of Uzbekistan dated 30.10.2018 PF-5564 "On measures to further liberalize trade and develop competition in commodity markets" The current state of commodity markets, the level of development of wholesale and exchange trade does not meet modern requirements; The problems that hinder the expansion of trade turnover, the supply of the domestic market and producers with the necessary goods and the export of products produced in the country are:

- The high share of the state in the charter capital of trade entities, the persistence of outdated restrictions in the field of retail trade and services hinder the consistent development of a competitive environment in these areas;
- Lack of systematic work to inform producers and consumers, including foreign consumers, about the types and volumes of products in high demand in the country, hinders the development of production cooperation within the country, as well as with foreign producers, etc.; The issues of solving the above problems are included in the object and subject of this article.

Literature review
The issues of organization and development, management of trade complexes of modern building materials are discussed by foreign scientists P. Anderkhin, V. Danenburg, D. Studied by Collins, R. Monkrif, M. Levi, B. Weitz [1]. They studied the factors of attracting buyers to shopping malls, the success and decline of large trading companies, the basics of wholesale and retail trade. O.Aborneva,
A. Belkovsky, D. Vladislavlev, V. Vertogradov and S. Mazinlar [2] from Russia and other CIS scientists studied modern mechanisms of trade management and regulation, modern business technologies in trade, competitive strategies. S. S. Mazin studied the trends in the development of retail trade in building materials, the organization of services for the sale of building materials, the demand for building materials and the factors influencing its formation. Various aspects of marketing and the art of trade in the trade of building materials, methods of doing business in Europe, the activities of large shopping malls were studied by T. Ber, A. Norton, H. Silva and V. Hoyer [3].

In our opinion, the issues of establishing "hypermarkets" of modern types of construction materials in our country and the introduction of new types of trade services in their activities, their use in meeting the demand for construction materials have not been sufficiently studied.

**Analysis and results**

Trade in construction materials is the activity of purchasing and selling construction materials and services in the process of their sale. As a result of the development of construction work, the demand for construction materials is increasing. In our country, the sale of construction materials is carried out mainly through markets and specialized outlets and exchanges. In the course of the research, the retail sale of construction materials in Namangan region was analyzed and the following situation was identified (Table 1).

| Table 1 |
|------------------|-----|-----|-----|-----|-----|
| **Indicators**   | **Territories** | **2016** | **2017** | **2018** | **2019** | **2020** |
| **The volume of retail trade turnover** | Uzbekistan | 88071,6 | 105229,9 | 133195,2 | 166094,4 | 199518,8 |
| | Namangan | 5253,4 | 6334,2 | 7829 | 10002,8 | 12233,8 |
| **Including food products** | Uzbekistan | 42752,8 | 48396,2 | 57021,2 | 68811,8 | 80093 |
| | Namangan | 2280,7 | 2650,6 | 3171,6 | 4039,5 | 4823,8 |
| **Non-food products** | Uzbekistan | 45318,8 | 56833,7 | 76174 | 97282,7 | 119425,8 |
| | Namangan | 2972,7 | 3683,6 | 4657,5 | 5963,3 | 7410 |
| **Including Building Materials** | Uzbekistan | 1374 | 1755,9 | 2609,8 | 5581,4 | 8436,6 |
| | Percentage of total% | 1,6 | 1,7 | 2,0 | 3,4 | 4,2 |
| | Namangan | 109 | 187,3 | 252,8 | 383,8 | 564,6 |
| | Percentage of total% | 2,1 | 3,0 | 3,2 | 3,8 | 4,6 |
According to the table, during the analyzed period, the regional retail trade turnover increased by 2.3 times and in 2020 the republic's retail trade turnover accounted for 6.1 percent of trade turnover. In particular, food products increased by 2.1 times, non-food products - by 2.5 times. In the country, this figure increased by 1.9 times for food products and 2.6 times for non-food products. This means that over the past five years, retail sales of non-food products have grown significantly. Over the past five years, retail sales of construction materials in the country increased by 6.1 times, and in the region - by 5.1 times. The share of construction materials in the country's retail trade in 2016 was 1.6%, while in 2020 this figure was 4.2%. However, Namangan region's retail trade turnover rose from 2.1 percent at the beginning of the study period to 4.6 percent in 2020.

Table 2

<table>
<thead>
<tr>
<th>Years</th>
<th>Construction works</th>
<th>Manufacture of building materials</th>
<th>Building materials retail turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Volume (trillion soums)</td>
<td>Growth compared to 2016 (times)</td>
<td>volume (billion soums)</td>
</tr>
<tr>
<td>2016</td>
<td>1,3</td>
<td>1,0</td>
<td>156,8</td>
</tr>
<tr>
<td>2017</td>
<td>1,5</td>
<td>1,15</td>
<td>193,2</td>
</tr>
<tr>
<td>2018</td>
<td>2,3</td>
<td>1,76</td>
<td>303,7</td>
</tr>
<tr>
<td>2019</td>
<td>3,4</td>
<td>2,6</td>
<td>369,9</td>
</tr>
<tr>
<td>2020</td>
<td>4,5</td>
<td>3,5</td>
<td>570,8</td>
</tr>
</tbody>
</table>

According to the table, the volume of construction work in the region increased by 3.5 times during the period under review, the volume of construction work carried out by the population and construction companies in the region is growing from year to year, but this figure is significantly lower than growth in construction materials and construction materials. were analyzed. The volume of production of construction materials in Namangan region for this period increased by 414.0 billion soums, an increase of 3.6 times, and the retail trade turnover of construction materials increased by 5.1 times and amounted to 564.6 billion soums. The share of Namangan region in the production of construction materials in the country in 2016 was 2.3%, in 2020 this figure was 2.6%. In 2020, the volume of construction materials per capita in the region amounted to 203.1 thousand soums, while the retail trade turnover of construction materials amounted to 200.9 thousand soums.
Demand for construction materials of the population and construction companies in Namangan region is mainly met through the "Specialized Building Materials Trade Complex" LLC and retail stores located at 10, 8 March Street, Yangi Namangan district. This shopping mall is the largest building materials market in the region. The shopping mall includes more than 900 building materials stores. All types of construction materials are sold here.

**Figure 1. Analysis of the range of construction materials of the complex "Trade in specialized construction materials" operating in Namangan region**

The above figure analyzes the range of building materials of the main type and occupying a large sales area. In addition to the above-mentioned construction materials, it is possible to purchase all types of construction materials, construction equipment used in construction, plumbing and electrical equipment in this shopping center. According to the analysis, 30-35% of the shopping center is made of iron and wood, slate. The sale of these materials takes place in the open air. Building materials such as wallpaper, decor, siding, decorplast, used for interior and exterior decoration of buildings and structures, accounted for 15-20% of the sales complex. This type of construction material is sold in specialized outlets.

According to the research, the market of these building materials does not have sufficiently modern conditions and opportunities for sellers and buyers. The low level of supply of convenience stores for sellers in the 4th season of the year, the parking and logistics system is not organized in an exemplary manner to allow buyers to trade freely. Insufficient regulation of e-commerce by businesses engaged in construction materials, low level of development of new types of trade services, poor organization of highly cultured customer service, as well as growth of incomes in the region, increased demand for housing, production of construction materials. The increase in the number of construction works necessitates the establishment of "hypermarkets" of modern types of construction materials. The quality of customer service will be improved through the establishment of "hypermarkets" of construction materials. In the literature on trade, in order to provide a highly cultured sales service to customers, it is necessary to organize trade in such a way as
to fully meet the needs of the population in building materials and reduce transaction costs. In addition, “... services in the trade of construction materials are closely linked with e-commerce. E-commerce allows you to place orders, sell and make payments online. In European countries, in addition to the price factor, their environmental safety also plays a special role in the purchase of construction materials from large shopping malls. More than a third of consumers are paying attention to this factor.”

The activity of modern types of building materials markets will be aimed at creating more convenience for customers. The introduction of a new type of trade services in the markets of modern building materials means the success of this type of shopping malls. New types of trade services are an important factor in increasing the competitiveness of trade in construction materials. As a result, the quality of customer service will increase and a competitive advantage will be achieved. In the market of construction materials, which is organized in the form of "hypermarkets", buyers are free in the trading hall, they operate on a self-service basis.

In specialty literature abroad, self-service stores: hypermarkets, supermarkets, supermarkets, and smaller stores differ from each other. A hypermarket is an ancient Greek word for a company that sells a universal type of food and other products based on the principle of self-service. The sales area of hypermarkets is required from 4 thousand to 20 thousand square meters, the range of goods - from 50 to 150 thousand. A self-service store is a self-service store that trades mainly in food products as well as non-food items, with a turnover of non-food items not exceeding 1/3 of the turnover.

Hypermarkets are large shopping malls specializing in the sale of food products. The concept of "Hypermarket" of building materials, established in Sergeli district of Tashkent region, is incorrect and is called "modern building materials market". The activity is based on the concept of "hypermarket".

At present, the first hypermarket network in the country has been launched in Sergeli district of Tashkent region, and a wide range of construction materials is offered to buyers. This modern building materials trade complex: Total area-12,000 sq.m, sales area-5400 sq.m, number of employees-70, car parking capacity-more than 300, product range-60,000 kinds, available cash registers-10, consultant staff - 8.

The building materials in the hypermarket are highly competitive in terms of quality and price. The goods in the hypermarket are local and imported goods produced in accordance with international standards. Imports are cooperating with more than 40 foreign countries in the purchase of goods. Large imports are mainly from Germany, Latvia and Turkey.

In order to create convenience for customers, a number of additional services have been established in this building materials hypermarket:
1. Delivery of goods;
2. Provision of qualified masters;
3. Provision of qualified designers in construction works;
4. Calculation of construction costs and recommendations;
5. Online trading;
6. Installation service;

In addition to the above services, the hypermarket offers a Loyalty Card for its regular customers. Through it, customers will receive special discounts. They can get a discount of up to 3% depending on the amount of purchases. In order to further develop the activities of "Hypermarket" and to thoroughly study the state of the building materials market, to implement pricing policy, more than 15 marketers with specialized knowledge and skills in pricing goods have been established. In order to improve the skills of staff and provide quality, fast, convenient services to the population, training is conducted by employees who have been trained abroad. In addition, contacts have been established with Russia and China to help employees learn modern sales knowledge. A system of sending more than 10 workers abroad every year to gain skills and experience has been set up. The hypermarket is divided into 46 groups. The total range of goods is 60,000 varieties.

There are 10 cash registers at the same time. In addition, the sales hall has sales staff who serve customers, who provide customers with complete information about the products. We believe that the establishment of modern markets of this type in each regional center of the country will lead to the development of the market of construction materials and further growth of the competitive environment.

**Conclusion and recommendations**

We believe that in the development of the market of construction materials in the country, the establishment of shopping malls of modern types of construction materials and the implementation of the following will give a more positive result:

- Organize the creation of a single online trading platform for enterprises and firms operating in the field of trade in construction materials, shopping malls to launch e-business in their activities;
- Introduction of consulting services in the field of construction materials trade in the regions;
- Demand of the population for construction materials in the placement of modern building materials markets, special attention to the income of the population in determining the volume of purchases;
- Establishment of "OFFICE PRODUCTS" - a place of sale of building materials in the region, ie placement of samples of construction materials, the organization of
sales outlets directly from the warehouse or the company to the construction site on the order.

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