<u>**Review Article**</u>

EVALUATION AND PERFECTING MECHANISMS OF INCREASING THE EFFECTIVENESS OF THE GOODS AND SERVICES MARKET

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Abstract
This article outlines proposals and recommendations for perfecting the mechanisms of improving the efficiency of goods and services markets in the Republic of Uzbekistan, including Khorezm region, in the context of economic modernization and liberalization. It has also been proposed to use SWOT analysis, DEA method, STEP (PEST) analysis to determine the effectiveness of goods and services market.

Keywords: Region, brand, service, goods and services market, efficiency, mechanism, cluster, quality, innovation, SWOT analysis, DEA method, STEP (PEST) analysis.

INTRODUCTION
It is known that in order to further improve the effectiveness of reforms in the country, create conditions for comprehensive and accelerated development of the state and society, to implement the priority directions of modernization of the country and liberalization of all spheres of life in five directions of development of the Republic of Uzbekistan in 2017-2021. strategy. One of the main directions of this strategy is to strengthen macroeconomic stability, aimed at further development and liberalization of the economy, maintaining high economic growth rates and increasing the competitiveness of the national economy [1]. For this purpose it is necessary to develop the economic sectors.

In the context of economic modernization, the main priority is to develop the economy through deepening market relations. This shows the development of the economy in the country in combination with the services sector. A new strategy has been developed for the wider development of sectors of the economy. The analysis shows that the work on modernization and diversification of production, increasing its volume and expanding the range of competitive products in the domestic and foreign markets is inadequate. The main solution to this problem is the development and improvement of market performance.

Today, one of the main sectors of the economy is the market of goods and services, and its extensive development determines the effectiveness of satisfying the population's demand for various goods and services through the provision of economic services. Therefore, in the context of modernization and liberalization of the economy of Uzbekistan and its regions, the market of goods and services occupies a special place. Because it is an important socio-economic concept and category, the deepening of the reforms aimed at its development requires the development and further improvement of mechanisms for improving the efficiency of the goods and services market.

ANALYSIS OF THE LITERATURE ON THE TOPIC
Improving the efficiency of goods and services markets in Uzbekistan's regions is of paramount importance. The main priority is to improve the efficiency of the market by satisfying the population's demand for various goods and services through the implementation of socio-economic relations in the country.

The issues of goods and services market and its efficiency increase were first discussed by E.Gordon [7], J.David [8], F.Kotler [9], V.Bartanova [10], M.Nazarov [11], L.Shemyakina [12] studied in the works of such scholars as. Other scientists, such as E.Kutyashova [13], V.Shumaev [14], A.Davidyuk [15] and B.Rahimzoda [16], improve the diagnostics and territorial policies of the regional consumer goods and services market, and form an effective system of market infrastructure, trends in the formation and development of the consumer goods and services market and the classification of the services market by various modern groups.

I.Ivatov [18], D.Jamolova [19], G.Madiyarov [20] and Sh.Shodmonov [21] have grouped and refined the theoretical foundations and structure of the goods and services market. Also, the effectiveness of the goods and services market, its content and the need to increase, sectoral and regional peculiarities of market development have been studied in works of S.Gulyamov [22], J.Jalolov [23], B.Ruzmetov [24].

However, no research has been done on mechanisms to improve the efficiency of the goods and services market and their improvement. Therefore, it is important to make suggestions and recommendations on mechanisms for improving the efficiency of the goods and services market and their evaluation and improvement directions.

RESEARCH METHODOLOGY
The study used monographic, economic analysis, comparison, logical reasoning, abstraction, induction, deduction, STEP (PEST), SWOT, DEA analysis.

ANALYSIS AND RESULTS
In general, the market of goods and services in the regions of the republic is developing dynamically. This is provided by the following retail trade turnover and total services, which are important indicators that reflect the market situation [24].

Table 1. Dynamics of the market of goods and services in the Republic of Uzbekistan for 2007-2018

Years	Indicator name (in billion soums)	
	Retail - turnover	Services, total
2007	9574,6	14058,8
2008	12682,3	19292,0
2009	16874,6	25472,7
2010	21872,8	27126,8
2011	28539,0	35196,3
2012	36946,4	44386,0
2013	46863,0	55872,8
2014	58136,6	68032,1
2015	71184,1	78530,4
2016	88071,6	97050,0
2017	105229,9	118811,0
2018	133195,2	150889,8

According to the table, in 2007 the retail trade turnover was 9574,6 billion soums, and in 2018 - 133195,2 billion sums. Retail trade turnover increased from 2007 to 2018 by UZS 123620.6 billion. In addition, the total volume of services in 2007 was UZS 14058.8 billion, and in 2018 - UZS 150,888.8 billion. The total volume of services from 2007 to 2018 increased by 136831.0 billion sums.

Effective development of the goods and services market is ensured through the development of national legislative acts. The practical implications of these documents appear to be the single task and mechanism today. Based on this, we believe that the following six types of mechanisms to improve the efficiency of the goods and services market should be improved:

- effective development of electronic commerce with the use of modern information technologies.

This is achieved through digital entrepreneurship and market performance in the context of a digital innovation economy. In the context of economic modernization, the effectiveness of regional economic development determines the effectiveness of market infrastructure [3]. This is due to the creation of new technologies, the provision of competitiveness of existing technologies and the introduction of modern information and communication technologies.

Today, information and communication technologies are being provided with sufficient and reliable information and information on the establishment and improvement of mechanisms aimed at developing and enhancing market efficiency.

- development of modern concepts, strategies and innovative programs for improving market efficiency. Based on the concept of increasing efficiency, proposals to improve the efficiency of the goods and services market will be identified. As a result, its components include research activities, identifying market efficiency issues and impact factors, forecasting market structure, setting clear goals and objectives, and developing market mechanisms. In this regard, the Strategy of Innovative Development of the Republic of Uzbekistan for 2019-2021 has been worked out, which envisages sustainable development of key sectors of the economy. As a result, the projected performance indicators for the next 5 years will be evaluated.

- development and development of branding and supply chain for intellectual products. In this regard, a number of decisions of the President of the Republic of Uzbekistan have been made [3,4,5,6]. In these decisions, the main focus is on the subjects that innovate in the form of products and services. Scientific and national centers, ie laboratories, will be established as part of the creation of products and services by businesses, and grants and subsidies for specific social projects must be provided to ensure their effectiveness. In this case, the most appropriate brand for the creation of intellectual products is selected and presented directly in the form of scientific support.

- adherence to the principles of quality management and its application. In this regard, the introduction of the "kaizen" system has become an important step in the development of modern quality management systems and efficient methods of production management. The main purpose of this system is to constantly improve the production process and eliminate losses, which is an important part of the market. Its implementation will increase labor productivity, reduce production costs at low cost and improve the quality of services. This system does not require large investments, as opposed to innovation, as it aims to change the business approach [6]. All of this complies with the requirements to improve the quality of products and services produced in our country, to strengthen the competitiveness of enterprises in the domestic and foreign markets.

- organization of regional fairs for advertising and sales of goods and services. Advertising should be sufficiently equipped with the necessary tools to find buyers in the market. In this process it is necessary to strengthen the linguistic and information support of enterprises. Also, trade agreements for goods and services rendered by exhibitions and fairs will be implemented.

- modeling the regional cluster and improving its conceptual framework. Due to the cluster approach, enterprises in the market take advantage of the opportunities available to them and provide group communication. Clustering increases the competitiveness of local goods and services. By building synergistic effect on the basis of regional cluster modeling, growth of mergers and specializations of commodity and service enterprises for markets will be enhanced.

In order to implement these mechanisms, the following factors should be considered in the goods and services market:

- organizational-mediating factor. At the same time there is a set of intermediary organizations, trading companies, trading companies, trading companies, trading companies, which are connected with the creation of the goods and services market and promote its activities.

- material incentive factor. It is mainly involved in the transportation of goods, information and communication, economic entities, which form and provide the necessary resources in the market of goods and services.

- the credit factor. It is provided through commercial banks, insurance agencies and credit and savings offices, which regulate the internal relations that provide financial services and facilitate the proper implementation of economic and financial calculations in the goods and services market.

Mechanisms to improve the efficiency of the goods and services market will be ensured by the following measures:

- accelerated development of the market, expansion of each service and introduction of new services;
- development of goods and services infrastructure, increasing the role and weight of the economy;
- enjoying the monopoly of goods and services and ensuring that they meet the needs of the community;

- increasing the share of small business and entrepreneurship and further supporting the activities of entrepreneurs;
- widespread introduction of the service business, improving the business environment and, hence, its rapid development;
- introduction of service activities in each service entity and achievement of service provision;
- further support and enhancement of activity of consumers and service providers in the service, etc.

However, it is advisable to use the following methods to identify mechanisms for improving the efficiency of the goods and services market:
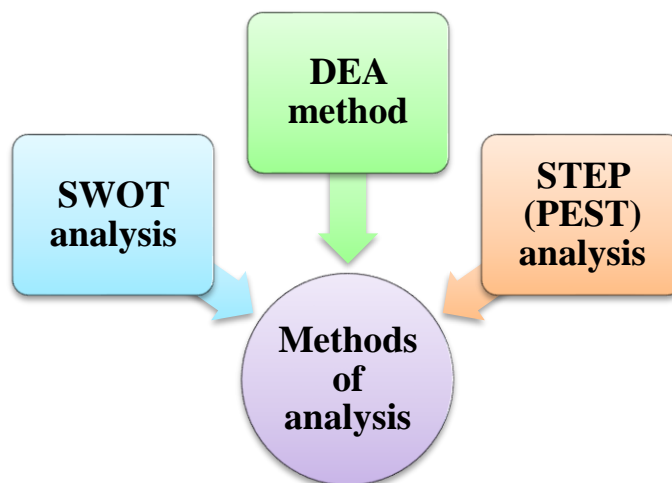

Figure 1. Methods of assessment of goods and services market efficiency improvement mechanisms

Based on this picture, the methods described in this guide will be used to identify the mechanisms for improving the efficiency of the goods and services market. Specifically, SWOT analysis, as a traditional method, now involves the study of elements such as strengths, weaknesses, opportunities and threats. Examples of this are the development of economic relations, rising prices, high profitability, and monopoly.

The next DEA method is now interpreted as a modern method. In other words, DEA (Data Envelopment Analysis) is an evaluation of the performance of an organization based on a number of indicators, such as data analysis. The DEA meets the criteria for a comprehensive assessment of enterprise performance [17]. The widespread use of this method should be sufficient database and specialists.

The DEA-based market rate of return is determined by the following formula. where D - profitability; Pa - market income; Zi - expenditures of the market, n - types and directions of costs.

This figure determines the amount of revenue per unit cost. In particular, the income from any market activity is UZS 300 million per year, while the market expenditure is 120 million

sums and is of three types of costs (permanent, variable and budget). In this case, the market profitability is calculated as follows:

$$D = \frac{Pa}{\sum_{i=1}^{n} Zi} = \frac{300 \text{ million sums}}{\sum_{i=1}^{3} 120 \text{ million sums}} = 0{,}83$$

This means that the market rate of return is 0.83. Or, the efficiency can be assessed as 83%.

At the same time, a modern assessment of the impact of mechanisms for improving the efficiency of the goods and services market can be made through STEP (PEST) analysis.

This analysis is based on the external environment factors and the impact of public sector economic, political, technological and social factors on the efficiency and improvement of the goods and services market. The impact of the elements of this analysis on market efficiency has been proposed in three different ways: high, medium and low. A total of 28 sub-items were selected in 4 major elements of the total STEP analysis.

Table 2. Influence of STEP (PEST) factors on the effectiveness of goods and services market of the Republic of Uzbekistan

THE GROUP OF FACTORS	Level of impact (high, medium and low)
Social	
Living standard	High
Social values and morals	Low
Level of education	Low
Social stratification of society	Medium
Ratio of urban and rural population	Low
Interethnic relations	Low
Migration of the population	Low

Technological	
Training of industry specialists	Low
Resource-saving technologies	Medium
General level of technical progress	High
Global Information Technology	High
Environmentally oriented technologies	Medium
Conversion technologies	Medium
Funding for Scientific and Technological Development Indices Index	Low
Economic	
Credit, tax and investment policy of the state	High
Dynamics of economic growth	Medium
The purchasing power of the population	Medium
State budget deficit	High
The inflation rate in the country	High
Status of national markets	Medium
Development of market relations in the national market	High
Political	
International situation	Medium
Domestic political situation in the country	Medium
Effective functioning of the legislative power	Low
Influence of central and local governments	High
Political conflicts	Low
Community activity	Low
General and personal security	Medium

According to the analysis, 1 high, 1 medium and 5 low in social factors, 2 high in technological factors, 3 middle and 2 low, 4 high in economic factors, 1 middle and 3 in political. factors rated as high, 3 medium and 3 low. It shows that economic factors are important for enhancing the efficiency of the goods and services market and therefore allow them to be viewed as a mechanism.

CONCLUSION AND SUGGESTIONS
As the efficiency of the commodity and services market is topical and socio-economic, analysis based on the analysis will enable it to achieve economic growth, identify the demand for consumer goods and services and further deepen its export potential. Mechanisms for enhancing the efficiency of the goods and services market have been proposed for the effective implementation of these objectives.

In general, it is necessary to implement the following recommendations to evaluate and improve the mechanisms for improving the efficiency of the goods and services market in the region:
- further increase in indicators of retail trade turnover and total services, which is an important component of the market of goods and services in the republic;
- revise six types of mechanisms to improve the efficiency of the goods and services market, and to develop strategies and strategies for their effective development;
- increasing the efficiency of the goods and services market through the effective use of organizational, financial, incentive and crediting factors and their subsequent use as a mechanism;
- continuous assessment and monitoring of the impact of SWOT, DEA and STEP (PEST) factors to determine the mechanism and efficiency of the goods and services market.

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