



# Interdisciplinary Conference of Young Scholars in Social Sciences

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## TECHNIQUES TO OPTIMIZE THE SALE OF FRUITS AND VEGETABLES

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Due to the nature, climatic conditions, available labor resources and geographical location of Uzbekistan, the country's economy has great potential for the production of high quality fruits and vegetables. One of the main criteria for the development of the industry is the study of market conditions for the production of fruits and vegetables. It is very important to study the market situation in the sale of fruit and vegetable products.

Fruit and vegetable marketing covers all services in the movement of agricultural products from the field to the consumer. As agricultural marketing is carried out, many interactions, such as production planning, production, collection, sorting, packaging, transportation, storage, food processing, distribution, promotion and sales, and other related processes are involved.

Marketing is the process of "identifying the needs and desires of consumers", "selecting target markets" that provide the most opportunities for business, and "developing and implementing products, services, and applications that are relevant to those markets".

Fruit and vegetable marketing covers all processes, from agricultural production to processing and distribution to the consumer. When we evaluate some features of agricultural products from the marketing point of view, the most important thing is the continuity of demand for agricultural products. Since people need to eat to one degree or another, the rapid deterioration of agricultural products puts them at a disadvantage in terms of marketing.

As can be seen, marketing begins with an understanding of production planning before the idea of production and encompasses all services, from consumption. Sales of agricultural products apply not only to producers, but also to other enterprises and consumers. Growing quality products does not mean that agriculture is successful. The grown product should reach the consumer under the most favorable conditions. In today's marketing approach, the process of agricultural activity does not end there, the level of customer satisfaction with the product is determined and its continuity is observed. Feedback is checked. This requires good marketing knowledge and management. Introducing new products to consumers and encouraging them to consume these goods is also part of marketing.

Marketing systems are very dynamic and competitive. It is constantly changing and evolving. Businesses that can offer more efficient, quality products and have lower costs are considered advanced. Marketing should be customer-focused and benefit the farmer, carrier, trader, processor, and more. This requires knowledgeable people in the marketing chain to understand customer requirements in terms of product and business terms.

Today, trust and credibility are important values in ensuring the continuity of marketing. Consumer demand has outpaced the needs of manufacturers, competition has intensified in many areas, and marketing has reached a global level.

As economies grow, so do agricultural practices, increase production, and diversify. The resulting excess consumption cannot be realized in the immediate vicinity, leading to the search for new markets. Thus, there is a need to sell the product to remote areas and deliver it to the consumer. For this practice to work well, manufacturers and marketing firms need a variety of information and funding.



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There are local and foreign organizations for the sale of agricultural products in different countries of the world, whose names are different, but their legal status, management methods, functions and powers are basically the same. Creating a strong structure for the marketing of agricultural products in the country is to improve the economic situation of producers and increase the export earnings of producers.

The effectiveness of a marketing organization decreases due to the large number of vendors and the scattered structure.

Effective organization of marketing activities in agriculture not only solves the problems of the network structure, but also increases the competitiveness of the industry in the domestic and foreign markets. With a well-organized system of sales of agricultural products in the domestic and foreign markets, the contribution of agriculture to the economy will increase, as well as to prevent price fluctuations in agricultural products, improve agricultural performance, sales in the process of reducing crop losses and thereby increasing agricultural incomes.

Self-consumption and sales of agricultural products vary from product to product, and the participation of agricultural enterprises in marketing activities varies depending on the characteristics and supply capabilities of the product they grow. Typically, agricultural enterprises that grow and market perishable agricultural products often sell their products to their own enterprises and to intermediaries or organizations. Long-term producers and low-supply companies typically sell their products in local markets.

Today, big changes are taking place in marketing channels. This change is inevitable in agricultural marketing as well.

All over the world, great importance is attached to agricultural informatics, especially the Internet.

The use of information technology in agriculture is spreading rapidly around the world.

In recent years, widespread technological developments and the use of the Internet have made e-commerce an effective tool in conducting commercial transactions. E-commerce allows new manufacturers to enter world markets, to promote and sell their goods and services to the general public, to have information about the products offered to the world market, to market information in a short time. and allows you to reach with less transaction costs. The agricultural sector must also keep pace with rapidly evolving information technologies and be as sensitive as possible to change in order to gain a foothold in international markets and adapt to competitive conditions.

As businesses make their way to domestic and foreign markets, they advertise themselves through websites that they prepare, take orders, and sell goods and services. Thus, the main advantages of e-commerce are moving towards wider markets, creating large markets and export opportunities in different product groups such as new or domestic products, access to current market data such as price, demand. and a healthy definition of the level of competition, consumer demand, and feedback. In this context, e-commerce is also used as a supportive marketing tool to regulate the failures of agricultural marketing.

In our country, where the population is mainly engaged in agriculture, the economy is largely dependent on agriculture and agricultural-based industries, the dissemination of information in agricultural production and marketing, as well as the effective use of information technology both important and necessary.

In our opinion, in order to sell more fruits and vegetables, it is necessary to conclude contracts for the sale of large quantities of products with foreign trading houses, large supermarkets and enterprises. In order to achieve high results, it is necessary to increase the experience of leading foreign companies in attracting qualified marketing and sales professionals in the sale of many food



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products. We believe that this will allow us to achieve the desired level of sales of fruits and vegetables.

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