

**WAYS TO IMPROVE PRODUCT DISTRIBUTION CHANNELS AND SALES
PROMOTION IN MARKETING**

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Abstract: In this article, distribution of goods, promotion of sales, establishment of contacts, delivery of goods in accordance with consumer demand. negotiating, organizing the movement of goods, financing and risk-taking, and distribution channels in their length, width and number of steps are considered.

Keywords: medicine, distribution of goods, consumer, pharmaceutical, product, social, political, development, promotion.

Annotatsiya: Mazkur maqolada tovar tarqatish, sotishni rag'batlantirish, aloqalarni o'rnatish, tovarni iste'molchilar talabiga muvofiq holda keltirish. muzokaralar o'tkazish, tovar harakatini tashkil qilish, moliyalashtirish va tavakkalchilikni o'z zimmasiga olish hamda taqsimot kanallari o'zining uzunligi, kengligi va pog'onalari soni ko'rib chiqilgan.

Kalitli so'zlar: Dori -darmon, tovar tarqatish, iste'molchi, farmatseftika, mahsulot, ijtimoiy, siyosiy, rivojlanish, rag'batlantirish.

Аннотация: В данной статье дистрибуция товаров, стимулирование продаж, установление контактов, доставка товаров в соответствии с потребительским спросом. рассматриваются ведение переговоров, организация движения товаров, финансирование и принятие рисков, а также каналы сбыта по их длине, ширине и количеству шагов.

Ключевые слова: Лекарства, товародвижение, потребитель, фармацевтика, товар, социальная, политическая, разработка, продвижение.

Introduction.

The health sector of the population is becoming an important sector of the modern economy. This is not only the medical sector, but also enterprises and sectors that produce and provide sufficient quantities of medicines as a separate type of activity are gaining great importance. The pharmaceutical industry in the world is considered the most important socially significant sector that ensures the sustainable development of the human health system. This is because the health system, which is a separate direction of social policy, is primarily aimed at preventing diseases or detecting and treating them at the initial stages.

Analysis of literature on the topic Scientific and theoretical aspects of improving marketing activities in the pharmaceutical market were studied by scientists such as A. Balashov [8], Yu.N. Kovalnogov. Scientists such as Wigglesworth, K., Zelcer, J. described the behavior of customers of pharmaceutical companies. Also, foreign scientists were invited to study the problems of the pharmaceutical market. OA Vasnetsova, NI Kareva, VI Krikov, SA Lagunova, EA Maksimkina,

VI Prokopishin, MV Ryzhkova, A.Yu. Yudanov, M. Brown, N. Evanson, JE Fincham, RA Gosselin, MC Smith, JB Thomas, AI Wertheimer devoted their works. Among the scientists of our country, Bobbojonov d, Saipova DT, Ilyasova KA, Yunuskhodjaev AA, A. Alimov focused on pharmaceutical marketing.

Research methodology. The research process used a systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, and selective observation methods.

Analysis and results. Consists of:

The purpose of our scientific research on the pharmaceutical market is to propose ways to develop the marketing activities of wholesalers in the pharmaceutical market, including methods of sales promotion.

To achieve this goal, the following tasks were identified and accomplished in the article:

To reveal the characteristics of marketing activities in the pharmaceutical market;

Analysis of the activities of pharmaceutical market participants in the city of Samarkand;

Analysis of marketing activities at "Biocosmik" LLC in Samarkand;

Distribution channels consist of a set of intermediaries who take ownership of the goods or help sell them on their way from the manufacturer to the consumer. Intermediate intermediaries can be simple intermediaries, wholesalers, and retailers.

- The specific features of the pharmaceutical market of the Samarkand region are revealed;
- The laws of marketing activities of wholesale intermediaries in the pharmaceutical market have been revealed;
- The mechanism for managing wholesale and retail trade in the pharmaceutical market has been revealed;
 - Methodological recommendations for product distribution and sales promotion in pharmaceutical sales have been developed.

Direct sale of goods to the final consumer is carried out by offering goods in a retail enterprise - "merchandising", licensed sales - "franchising" and establishing direct contact with the consumer - "direct marketing". The use of intermediaries is such that, relying on their experience and high quality of work, they can offer the goods in the most appropriate form, thereby bringing more profit to the manufacturer. At the same time, an increase in the number of intermediaries can lead to an increase in the price of goods, a slowdown in turnover and, in general, an increase in the cost of the entire process of goods movement.

The fact is that in LLC "BIOCOSMIC" pharmaceutical products are released in a narrow range that allows you to make the necessary choice based on your needs. The task of changing the assortment is assigned to intermediaries, through which they play a largely positive role in studying partnership relations and, on this basis, concluding agreements with manufacturers of goods. Among them, the most notable are information functions, sales promotion, establishing contacts, bringing the goods to the requirements of consumers. conducting negotiations, organizing the movement of goods, financing and assuming risks. Distribution channels are characterized by their length, width and number of steps. Intermediate links in the movement of goods are represented as steps. In turn, the sum of the intermediate links forms the length of the distribution channel. In this case, the producer of the goods is the initial link of the channel, and consumers are the final link of the channel.

A single-tier channel includes, in addition to the retailer and wholesaler, a small wholesaler. In trade practice, channels with a larger number of intermediate links may also be encountered, but they are not as important in organizing the movement of goods.

Today, the enterprise “BIOCOSMIC” LLC is organized in a four-tiered manner. A one-tier channel is usually called a direct marketing channel, since it consists of initial and final links, that is, there are no intermediate links. Direct selling has a growth trend, especially in economically developed countries. This channel is practically not used in the sale of pharmaceutical products.

A two-tier channel has one intermediate link, usually consisting of a retailer. This type is widespread among manufacturers of food, agricultural products, building materials, etc. This type of channel is also practically absent in BIOCOSMIC LLC.

The three-tier channel is complemented by a wholesaler along with the retailer. This channel is used by manufacturers of more complex household appliances, pharmaceuticals, and some types of food products. BIOCOSMIC LLC can be considered a representative of such a channel, but the large number of pharmaceuticals makes the channel even more complicated.

The four-tier channel, in addition to the retailer and wholesaler, also includes a small wholesale link. In trade practice, channels with a larger number of intermediate links can also be found, but they do not play a significant role in organizing the movement of goods. Each distribution channel has its own organizational structure, and in this sense, the channel participant interacts with other links. But the enterprise “BIOCOSMIC” LLC itself, and especially its well-being, is largely a reflection of how competently the processes of sales and customer service at points are implemented. The productivity of each of its participants, taken separately, is determined by two factors:

- firstly, with the level of performance of the entire distribution channel;
- secondly, the ability of this channel to compete with other wine and spirits channels.

The process of selecting a distribution channel relies on optimizing efforts across space and time to identify specific partners who can have a positive impact on the movement of the product directly to the consumer.

In general, the number of intermediaries and their functions in the "producer-consumer" chain vary from product to product, from region to region, from country to country. Most channel participants only purchase and resell goods, while others try to pay more attention to marketing activities. The experience of European countries indicates certain trends in the development and improvement of the distribution channel as a whole, including its individual elements. In a nutshell, their meaning is as follows:

- the number of intermediate links in distribution channels is decreasing due to the use of transport systems for the delivery of goods and the improvement of information transmission, as well as due to the decline in the role of wholesalers, instead of the strengthening of the position of commodity producers, who in many cases are proving their ability to perform wholesaler functions (it is also possible that the initiators of these trends are retailers);

- increased control over the formation of pricing policies in distribution channels, large companies trying to create their own distribution systems in contrast to the aggressive policy of retail sales;

- significant changes are taking place in the use of leisure and working time by the population, which in turn leads to a reassessment of such aspects of the distribution channel as the use of rational and efficient methods of sales technology, self-service, microprocessors

(especially their programming capabilities), the development of supermarkets and shopping clubs, which allow consumers to significantly save their leisure time and simultaneously provide convenience and service.

Improving product distribution includes the correct and accurate delivery of information about the product directly to consumers, and the effective use of mass media, television, and radio in this regard.

In addition, the competitiveness of the manufactured product must also be at a high level.

In addition to improving the quality and competitiveness of products manufactured at other enterprises, "BIOCOSMIC" LLC also requires that the buyer be able to pay for the goods. This is why demand is also called "solvency need".

Sales promotion is a set of commercial and marketing activities aimed at increasing sales over a certain period of time, as well as the work of pharmaceutical employees in a pharmacy organization:

- stimulate consumer demand;
- improving the quality of service;
- speed up the process of turnover and sales of goods;
- product/manufacturer brand positioning.

The activity complex has two activity blocks:

1) activities aimed at the end consumer of medicines and pharmacy products. They should encourage trial or repeat purchases, as well as increase the frequency of consumption of pharmacy products. The ultimate goal of these activities is to increase consumer activity;

2) pharmacy organizations as members of the distribution network - measures aimed at stimulating the distribution network. They are aimed at developing distribution, accelerating turnover and increasing sales.

Marketing activities aimed at a pharmacy organization are a set of measures aimed at stimulating its sales, accelerating turnover and increasing sales volumes. These measures include:

- Affiliate loyalty programs or loyalty programs based on cross-marketing. The buyer draws up a bonus card with offers from program partners. For each purchase, he receives points on the card, which can be used as discounts for purchases or gifts from partners.
- motivation of employees of pharmaceutical organizations. Motivation is the process of external influence on an employee for the successful completion of a task or for effective work in general. There are internal and external stimulation. External stimulation is provided by distributors and / or manufacturers for certain volumes of drug sales. Internal stimulation depends on the performance indicators of the pharmacy organization.

When purchasing a product, people consider the satisfaction of certain needs. Therefore, information about the quality indicators of the product is necessary. Entering the market is a responsible period for the company, and information about its products is also not provided. The future consumer must receive the following information:

- the availability of goods and the place of sale;

- what needs are they aimed at satisfying;
- basic indicators of consumer prices;
- guarantees to protect customers in case of dissatisfaction.

Ways to communicate information to potential customers:

- Advertisements (radio, television, print).
- Holding exhibitions.
- Meetings are through conferences and movies.

Reaching uninformed buyers will stimulate their demand and encourage them to purchase the product.

So, one of the main reasons for the formation of demand is to interest buyers in the product, to provide them with accurate and accurate information about the product, to attract the consumer with the appearance of the product, packaging, etc. In sales promotion, consumers who have a certain level of information about the product are addressed. Therefore, the task of the promotion policy is to arouse their desire to purchase the company's products in the future and to constantly call for their contact.

Demand generation activities are usually aimed at consumers and sellers. Consumer incentives involve providing them with significant commercial benefits:

- a discount based on the volume of purchases and regular contact;
- sale of goods on various forms of debt;
- distributing free samples with the aim of encouraging large-scale purchases of goods;
- free provision of goods for temporary use;
- acceptance of used goods under certain conditions;
- show new products to potential customers;
- organizing trips to manufacturing companies;
- holding press conferences dedicated to the introduction of new products to the market;
- announcements on radio, television and the press about sharp price cuts.

The promotion policy for goods depends on the type of buyers who buy them. The promotion of intermediaries is aimed at increasing their activity and initiative, as well as expanding the circle of consumers. The policy of demand formation and sales promotion must correspond to the life stages of the goods in the market and give each of them the appropriate content.

Personal selling/direct marketing

Represents the impact on a specific audience by order of the manufacturer or in accordance with the database compiled by him or by receiving feedback from a specific consumer. The essence of the method is to personalize the advertising message. It is customary to distinguish five traditional forms of direct marketing: direct mail marketing, catalog marketing, telemarketing (marketing by telephone, using telecommunications technologies and database management systems for marketing purposes), television marketing (advertising on television,

using special commercial channels developed for the transmission of commercial and advertising information, after reading which the consumer can order goods at competitive prices without leaving home), e-commerce. This type of advertising is practically not used in a pharmacy organization.

Public relations - coordination of efforts to create a positive image of a particular product in the minds of consumers. The goal of promotion is to attract the attention of potential consumers without advertising costs.

Main propaganda tools:

- speeches: participation of representatives of pharmaceutical manufacturers and pharmaceutical organizations at the opening of various events, etc.;
- events: organizing press conferences, seminars and anniversaries, participating in exhibitions, contests and competitions, etc.;
- news: providing the media with positive news about the pharmaceutical organization and its employees (press releases);
- publications: annual reports, newsletters, brochures, magazine or newspaper articles, and other printed materials used as a means of influencing target markets;
- sponsorship: allocating time, financial, and material resources to help organize charitable, sporting, and other socially significant events;
- Identification tools: use of the emblem (logotype) of the pharmaceutical organization, writing paper with watermarks and other marks, corporate-style packaging materials, business cards, creation of websites, development and implementation of a unified style and design of premises.

CONCLUSION AND SUGGESTIONS.

The theoretical and practical research conducted allowed us to come to the following conclusions.

As a result of the research conducted, we at BIOCOSMIC LLC have developed a number of recommendations for product distribution and sales promotion, the content of which is as follows:

1. To gain an edge over competitors, it is advisable to introduce differentiation of orders for medicines, that is, separation by classification. In particular, dividing pharmaceutical products into groups according to the volume of orders and the frequency of orders is one of the ways to meet the needs of buyers.
2. Forecasting and monitoring demand for pharmaceutical products We offer this as one of the ways to improve sales at BIOCOSMIC LLC.
3. The system of customer incentives should be further improved by enterprises. To this end, it is recommended to study advanced foreign and domestic experience. Another area of focus for BIOCOSMIC LLC is training and professional development of personnel in marketing methods.
4. Since e-commerce currently accounts for a very small share of the turnover of BIOCOSMIC LLC, one of our recommendations is to develop network marketing and e-commerce.
5. Since BIOCOSMIC LLC is a young, newly formed enterprise, it is necessary to pay increased attention to developing a marketing strategy.

The implementation of these recommendations will serve to improve the drug distribution system at BIOCOSMIC LLC.



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