

The ways of Efficient use of Resources in Consumer Services

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ABSTRACT: New economic relations, process of deepening economic reforms and modernizing modern sectors of the national economy have created favourable conditions for the development of the sphere of consumer services. According to that it is required to research the ways of the efficient use of resources in the consumer services sphere.

KEYWORD: market economy, consumer services, supply and demand, resources, economic crisis, labour relations.

The expansion of the sphere of consumer services in the process of modernization of modern sectors of the country's economy depends on the development of industrial production, which is one of the main sectors of the economy, and the growth of the purchasing power of the population. Products manufactured by industrial enterprises are subject to repair and maintenance services of domestic service enterprises. The development of production and trade requires an audit, information, medical and other services. That is, the development of production contributes to the development of consumer services, and, conversely, its low level determines the level of activity in the sphere of consumer services.

Taking into account that the concepts of resource efficiency, the efficiency of their use are relative concepts, in addition to the areas common to the subjects of consumer services, recommendations were developed for the enterprises studied in our study.

The conceptual directions of the development of the sphere of consumer services are the means, measures, forms and methods of accounting for the objective processes of its development at a certain stage of the socio-economic development of society, specific to the state of the social market type. This, in turn, is not limited to the real possibilities of achieving the goals set for a certain period.

By the mid-1980s, there was some uncertainty in the service sector. That is, despite the high demand for services, the demand for these services began to decline. The fall in demand, in turn, led to a sharp rise in prices for services.

Of course, in such a situation, service providers began to realize the need to improve the quality and culture of service.

In the context of the development of market relations, new economic relations that have arisen in the process of deepening economic reforms and modernizing modern sectors of the national economy have created favourable conditions for the development of the sphere of consumer services. In other words, economic reforms create opportunities for improving the activities of the consumer services sector, for the emergence of new forms and methods of serving consumers.

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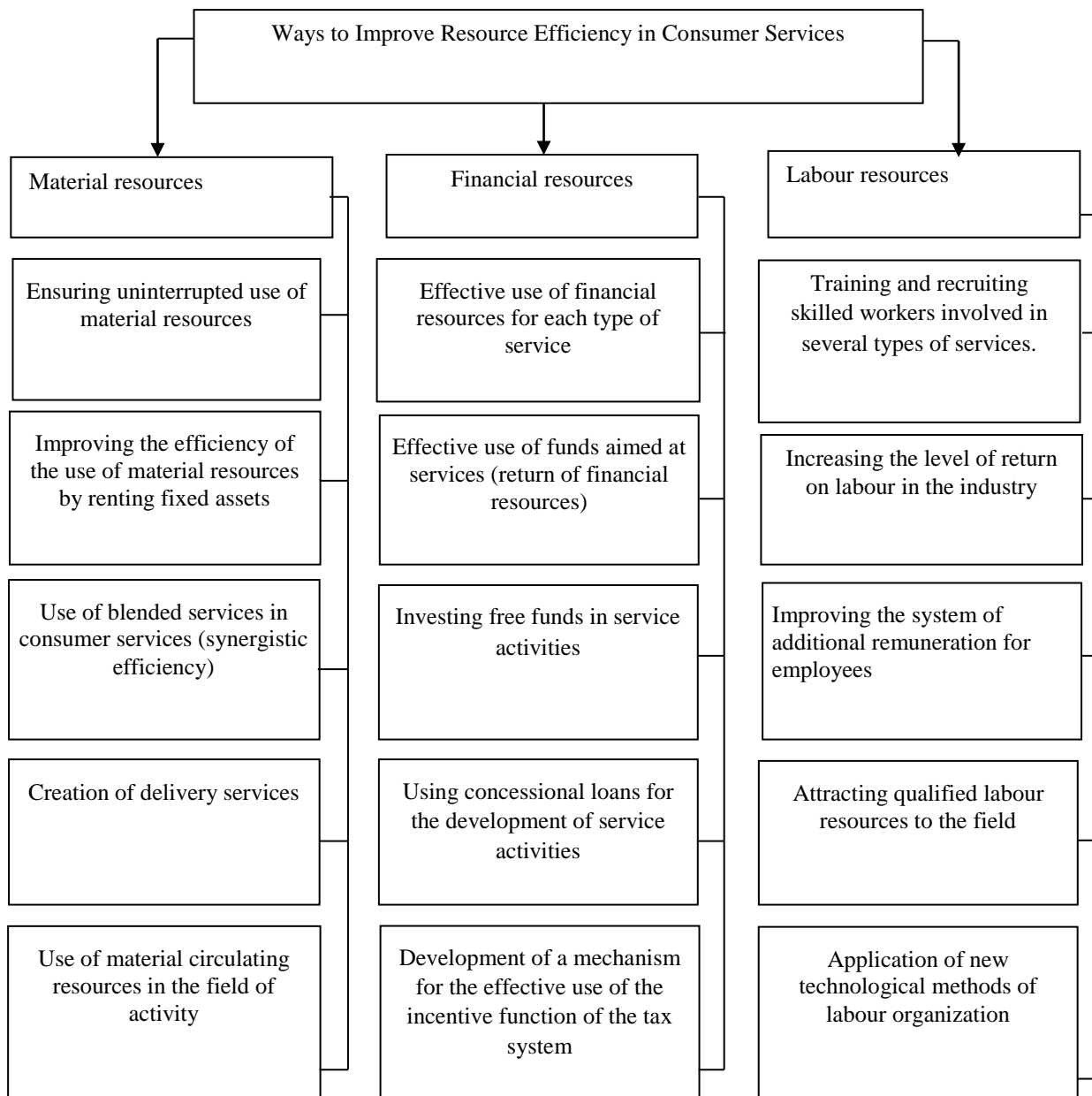
The activity of the consumer services sector is characterized by a greater focus on meeting the individual needs of consumers. This is because the competitive environment resulting from the intensive development of the industry is deepening.

Ways to Improve Resource Efficiency in Consumer Services

The main directions of effective use of resources by subjects of consumer services have been developed.

Considering that the concepts of resource efficiency, the efficiency of their use are relative concepts, in addition to the areas common to the subjects of consumer service, recommendations were developed for the enterprises studied in our study.

We recommend the following as the main directions for increasing the efficiency of resources of subjects of the sphere of personal services (Figure 1).



The work pays special attention to the aspect of efficient use of labour resources in the field of consumer services. Based on the sectoral characteristics of the efficiency of labour resources, it is substantiated that the use of an intensive method of increasing the efficiency of labour resources in the field of personal services is fruitful

The creation of a competitive environment should become additional support for the development and improvement of consumer services in the country, the search for new buyers, the formation of an assortment of goods and services for different segments of the population at affordable prices. Competition in the service market contributes to the dynamic improvement of production and services, as it forces service enterprises and organizations to introduce and improve technical innovations. It is the competitors in the service market that lower prices, improve quality and service, and create new types of services and products. In our opinion, competition in the service market contributes to the dynamic improvement of production and services, since it forces enterprises to introduce and improve technical innovations. Competitors in the service market will also cut prices, improve quality and service, and create new products.

Modern models of achieving competitiveness have a general character of development of the consumer services sector and are characterized by the formation of a competitive environment. In our opinion, these factors include the state of service in this area in terms of quality and efficiency; professional composition, specialization, qualification level of employees; the state of enterprises providing services in the main competitive links of the industry; demand conditions; business strategy and structure.

Although in our country certain measures are being taken to develop consumer services, the corresponding competitive environment has not yet been created, therefore, the implementation of government decisions on the development of consumer services should be controlled by it.

A favourable business environment in the national economy, including favourable socio-psychological, economic, organizational, legal conditions formed by the state with a reasonable targeted policy aimed at making decisions and developing the consumer services sector as a separate service sector. They are determined by the factors that influence these conditions.

These factors will ensure the reconstruction of the service market. As a result, the location of the activities of consumer services enterprises is determined. That is, on the one hand, new areas of services appear that satisfy the current needs of individual consumers, on the other hand, they satisfy the needs of organizations.

Consumer services are an integral part of the national economy, the main goal of which is to meet the personal and social needs of a person.

Several advances in manufacturing allow businesses to improve their financial health. As a result of the effective implementation of economic reforms in the country, the number of unprofitable enterprises has significantly decreased, the level of profitability has increased, and working capital in cash has increased.

It depends on the general state of the regional economy of the Samarkand region.

The total volume of paid services received by the population in 2006 amounted to 452,409.9 thousand soums, and by 2019 this figure had increased 4.5 times. The index of the physical volume of the gross regional product in the service sector in the region amounted to 122.6%. In particular, in 2006, the gross value added in the field of personal services in the region amounted to 6026.5 thousand soums, by 2019 this figure increased to 387456.5 thousand soums, which is 16.4 times more than in 2006.

Accordingly, the service sector is one of the most important in terms of social services.

The share of sewing and repairing clothes in the total volume of personal services in the region increased compared to 2010, while the share of rental services increased 3.5 times, dry cleaning and painting - 1.7 times, repair and sewing services - 3 times, furniture production. and repairs, laundry services 1.8 times, hairdressing services 1.4 times. However, changes in the structure of demand for services, changes in the cost of their development and other factors, price increases, and changes in the purchasing power of the population hinder the development of the sphere of consumer services. A slight increase in demand and a rise in prices occurred in the repair service (clothes, shoes). The cost of repairing TVs rose relatively flat.

In Uzbekistan, consumer services are shaped in an economically diversified manner. In particular, three main economic groups of different organizational and legal forms were formed:

1. Individual business entities.
2. Small businesses and micro-enterprises.
3. Elite enterprises (fashion houses, shopping centres, salons, etc.), which are well equipped, equipped with qualified personnel and modern high-performance equipment.

Along with the development of the service sector in our country, serious attention is paid to the effective formation of the sphere of consumer services. State and municipal (local) structures have been created to regulate the activities of enterprises in this sector of the economy. Influential associations have emerged, which have become the basis for resolving topical issues in this area and protecting the interests of actors. Several laws and regulations have been adopted concerning the development of the personal services sector. Such events play a positive role in the development of the consumer services sector.

At the same time, in our opinion, it is necessary to create in our country an organizational structure at the regional level, which would solve the social problems of society through consumer services enterprises and regulate issues aimed at meeting the population's demand for household services. The main objectives of this organizational structure should be:

- creation of an organizational, legal, organizational and economic mechanism that coordinates the development of industrial enterprises;
- creation of a monitoring system for the complex needs of the population in consumer services;
- Organizational and economic assistance to the development of modern consumer services;
- coordination of training, retraining and advanced training of specialists of service centres for the development and maintenance of new, modern types and models of manufactured and supplied household appliances;
- Creating a database covering all aspects of consumer services and your website;
- creation of a retraining system for specialists with secondary specialized and higher education for specialization in new types of consumer services in the service market;
- Assistance in creating an investment climate for the use of improved and efficient technologies to increase the competitiveness of services in the industry, etc.

It is also important to intensify the process of creating consumer services in our country. This process requires the use of new, improved and efficient technologies when creating services. This will not only increase the use of labour-intensive factors in the production and creation of services, as well as

improve the quality of services, but also improve management practices in the service sector. Achieving results in the field of consumer services is achieved through the implementation of high-tech investment activities, improving the organization of labour and raising the qualifications of employees involved in this area. This is an important issue facing our country today, and its solution is the main way to ensure the development of the national economy.

Currently, cardinal changes are taking place in the service sector, in particular, various machines, equipment and technologies are becoming an integral part of the service. This process is a characteristic feature of the development of the consumer services sector. Modernization of modern sectors of the economy requires continuous training of those working in this area. Otherwise, industry workers will not be able to provide services at the level of modern requirements.

In our opinion, for the development of consumer services enterprises, it is necessary to focus on improving their working conditions. Because in this process, every employee in the industry demonstrates to the maximum the capabilities of their products and services. Therefore, it is necessary to create an organizational and economic model of the quality of labour and its incentives at the level of each service enterprise.

Sustainable economic development of consumer services enterprises in the context of constantly changing market relations is based on the analysis of the efficiency of production and service activities.

A systematic analysis of the service allows you to:

- prompt assessment of the efficiency of the enterprise;
- timely identification of factors affecting the financial results of certain types of services provided;
- determine costs (transaction costs) and their trends. It is necessary to determine the cost of services and calculate the profitability in turn;
- Search for the best ways to improve the efficiency of the service and make a profit.

It is known that with the development of the market economy in our country with the expansion of the sphere of consumer services, the issues of assessing the effectiveness of its activities acquire special significance.

Solving the problem of accelerating the socio-economic development of consumer services enterprises will increase the efficiency of activities based on the application of the process of modernizing the economy in the service sector. In this regard, it is necessary to develop measures to increase economic efficiency, including an increase in labour productivity in the industry, a radical change in the content of labour in the service sector, a significant reduction in manual labour during the modernization of the industry and a new approach to the human factor.

In the context of economic recovery and growth, labour intensity issues are relevant, since many social and economic challenges, such as reducing the use of hard and manual labour, improving working conditions, raising labour standards, are closely related to changes in labour intensity. An increase in labour productivity is an important criterion for its intensification. In our opinion, the ultimate goal of labour intensification at consumer services enterprises is to increase its efficiency, improve labour relations, ensure the economic sustainability of the enterprise and improve social activity.

It is well known that a disproportionate result of costs or resources produced cannot be called efficiency because the content of efficiency consists in comparing the result obtained with the costs

or resources to achieve it. Efficiency increases only if the increase in the final result exceeds the increase in costs.

In our opinion, the factors and reserves for increasing the efficiency of consumer services enterprises are as follows:

1. Organizationally. Organization and management of labour in enterprises are one of the factors in achieving efficiency. The quality of work organization is influenced by some factors, one of which is increased productivity. In recent years, the role of a labour organization as a factor in increasing labour productivity has increased due to the slowdown in economic growth, increased competition between enterprises in the industry and the acceleration of structural changes in the economy. In such conditions, such types of employment as part-time employment play an important role, when employees have more freedom of initiative, acquire higher skills and are more responsible for the results of teamwork, work within the project. In such conditions, the qualification requirements for personnel are increasing. More important is the method of selecting an employee according to professional qualifications. In this case, the employee undergoes some different tests, and in this way, his ability to work and workability is determined. The selection of an employee based on professional qualifications leads to a rationalization of labour, since such selection provides high economic benefits and increases labour productivity, improves the quality of services provided, reduces staff turnover, and reduces training costs.

Labour regulation as an organizational factor is of particular importance. Labour standards at consumer services enterprises should be established by the labour costs required to perform a specific job within a certain period under certain organizational and technical conditions. Without labour regulation, it is impossible to ensure the organizational effectiveness of employees. Labour standardization serves as a tool for evaluating various options for organizational support for employees. Since any organizational change has a certain impact on the cost of working time, labour regulation allows us to quantify these changes and choose the most appropriate option.

2. Technically and technologically. In the process of modernizing the economy in our country, labour productivity can be achieved only if the use of new technologies and technologies in the production of various types of products and services in the industry is combined with a decrease in labour costs per unit of products and services. Subject to the introduction of new equipment and technologies at enterprises in the sphere of consumer services, the amount of wear of new equipment should be less than the monetary expression of living labour savings directly per unit of products and services created. Otherwise, the entrepreneur will not be able to get commercial benefits from the introduction of new equipment; he will have to spend more on new equipment than he will save on labour costs.

In every enterprise, new modern equipment and technologies are one of the main factors influencing the increase in productivity due to the increase in labour costs, but technical and technological innovation alone cannot make an enterprise or organization competitive. The introduction of modern techniques and technologies without optimal planning and interaction with the "human factor" can lead to a decrease in inefficiency. Therefore, when introducing new technologies into the labour process, the professionalism and qualifications of the personnel must be appropriately balanced.

3. Economically. In our opinion, the economic factors of increasing labour productivity in the field of consumer services include:

- Organizational-economic and socio-economic support of labour productivity;
- development of incentive systems for primary and secondary work and determination of their effectiveness;

- ensuring a correlation between the change in the results of labour created in the industry and the wages of workers;
- Ensuring the growth of real wages at the enterprise through the creation of products and services and labour productivity;

(J_{pih} > J_{MS})

- ensuring higher growth rates of labour productivity than the growth of average wages; (J_v > J_{ih})
- stratification of wages depending on the employee's contribution to the labour process, content and working conditions, etc.

4. Socially. The importance of working conditions, the system of its protection, social and psychological factors in consumer services enterprises is great and directly affects the change inefficiency. This requires comprehensive development of measures to improve social efficiency in the industry. Achieving social efficiency in consumer services enterprises involves ensuring the social development and health of the employee through participation in the labour process. The economic goals of the enterprise must be consistent with existing goals in the field of social working conditions and protection, the availability of skilled, intelligent personnel seeking technical and organizational innovation, and the ability to create a healthy social environment in society. At the same time, the level of development of social infrastructure is an important factor in increasing labour productivity at an enterprise.

In our opinion, an increase in the efficiency of resource use in the field of consumer services is reflected in the following:

1. The association "«SAM MAYSHIY SERVICE»" should involve persons providing household services, enterprises, retail outlets and individual employees, regardless of the form of ownership and departmental subordination. This measure will allow coordinating the activities of all enterprises, organizations and individuals working in the field of consumer services, the development of the necessary categories of the population, the creation of new jobs, complete and reliable statistical reporting on the number of retail outlets and the volume of consumer services in the region.

2. Taking into account the allocation of 1-2% of the volume of consumer services provided by enterprises and organizations, regardless of the form of ownership and departmental subordination, to the development of the industry, and the regional association will use these funds to create new jobs, build and equip new retail outlets; creation of a centralized material and technical base, which will improve the quality of consumer services and dramatically increase the volume of services and culture.

3. To provide entrepreneurs engaged in consumer services, equipment and raw materials, the regional association «SAM MAYSHIY SERVICE» should create a centralized material and technical base, which, in turn, will lead to a sharp decrease in the cost of services.

4. Considering the lack of funds to replace obsolete equipment and purchase modern technologies in our region, preferential concessional and long-term loans for employees up to 10 years, the introduction of new types of consumer services and employment of the unemployed. makes it possible to provide.

5. To develop the types of household services necessary for the population, especially in remote villages, increase the volume of household services, create new jobs for college graduates in the field of consumer services and attract entrepreneurial funds for these purposes, all household services,

offices and individual employees should be registered in the regional city and the MAYSHIY SERVICE region.

6. To improve the quality and culture of consumer services, it is necessary to consider the issue of certification of all employees working in the field, and training of specialists of direct production.

7. To increase and continuously monitor cash receipts from consumer services, it is necessary to create a permanent working group at the regional association «SAM MAYSHIY SERVICE».

Taking into account the above proposals, the household service will be able to increase the number of new jobs, as well as the volume of household services and monetary income from them by 50-60% per year.

Because today the service sector in the country is the fastest growing and creates the largest number of jobs, and many issues need to be addressed centrally throughout the country, and the introduction, implementation of modern international standards of services and improving the quality and culture of services provided, expanding the areas of coordination of activities in this area it is necessary to decide at the level of the Government, therefore the service sector, including consumer services Organization of ministry is a requirement of the times. The implementation of the above measures is an important methodological basis for the effective formation and improvement of the efficiency of enterprises in the industry at the present stage of the country's socio-economic development, increasing the number and quality of consumer services.

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