

THE STRUCTURE OF THE CONSULTING SERVICES MARKET IN UZBEKISTAN AND THE FACTORS AFFECTING IT

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ABSTRACT:

This article examines the development of consulting services to achieve high growth rates, macroeconomic balance, modernization and diversification of the economy in the process of economic development and effective activity in market relations. The role of foreign consulting firms for improving the consulting services market in Uzbekistan is also considered.

KEYWORDS: Activity, company, loyal customer, expert, loyalty, characteristics, factor, method.

INTRODUCTION:

The term "consulting" in the scientific literature is interpreted differently in terms of content. In the general case, Consulting is seen as the provision of qualified professional advice over a certain period of time, that is, advice is understood by the specialist in order to show the ways of solving the problems of customers. The need for consulting is formed in cases where there is a lack of knowledge and skills for effective decision making in individuals. Currently, to segment the consulting services market is based mainly on the signs of consulting facilities and consulting content. Depending on the consulting facilities, we can pay attention to the following when segmenting the market:

- Material wealth and property related consulting;

- consulting related to intangible (intellektual) property;

- Personlararo relationship related consulting.

Depending on the content of consulting, it is desirable to distinguish the following segments of the consulting services market:

- Legal consulting, that is, consulting related to the law, decisions and rules that make up the legal space in society, legal and obligations, legal solutions to conflict situations;

- Medical Consulting, that is, consulting related to the restoration and protection of the health of individuals;

- Socio-psychological counseling that is, consulting related to the stabilization of the mental state of individuals, the social psychological balance between person and group, person and society.

At the same time, the content of consulting in the modern age of social economic development kuprok was aimed at providing services in the sphere of Business Leadership. That is why when the consulting market is said, many scientists understand the exteriors to tips and innovative ideas and their satisfaction in maximizing the improvement of business processes. The research carried out in our republic is also mainly devoted to the study of the segment of providing consulting services to economic entities. Proceeding from this nuktai point of view, it turns out that in the consulting market as a buyer, all the subjects of the document (both legal and natural persons) involved in business and entrepreneurship are

manifested. And the offer of consulting services is paid by organizations, institutions and individuals who have experience, reliable information and knowledge in a certain field. The process of privatization of the majority part of consulting services during the period of 2000 years was dominated by consultations on the establishment of Joint-Stock Companies, business plans. In recent years, there has been a sharp increase in the demand for consulting services in the sphere of business in Uzbekistan. The reasons for this can be further liberalization of economic activity, the deterioration of the subjects of the document in various forms of ownership, the intensification of the processes of national integration. It is also permissible to separately recognize the increase in the number of types of consulting services. The need arises when the ways of solving the problems of consulting services, first of all, in the management of enterprises, do not lead to the expected positive results for a certain period of time. The current trends in the development of business in the Republic of Uzbekistan and abroad indicate an increase in the demand for consulting, as well as the fact that the projects are being developed and implemented by specially trained qualified specialists. According to experts, the annual turnover of the consulting company on average in 2015-2019 years increased by 4-6 times. Such growth is associated with the broad development of entrepreneurship and the right scale of foreign investment, which can be explained by the favorable conjuncture of the main export markets of Uzbekistan in the world market and the improvement of the business environment in the country. Measures carried out to liberalize the foreign exchange market, simplify the organization and licensing of business, regulate and increase the openness of inspections of economic activities, reduce the tax burden, improve the provision of banking services to enterprises and the population have

become particularly favorable for our economy. The sale of several standardized services to consulting organizations studied by researchers has generated substantial revenue, namely:

- Automation of accounting and management processes;
- Development of business plans and feasibility studies;
- Creation and adaptation of software products, opening and administration of sites and other areas of it;
- Training and seminars;
- Organization of advertising events and market information;
- Current advice on legal and financial matters.

The trends (marketing research, investment, and strategic consulting) that preclude complex analytical work are now providing consultants with a significant portion of their cash receipts. Studies have shown that the main customers for services are local private companies, which account for almost 58% of the revenue of consulting organizations. Think about the problems of organizing more production processes for small entrepreneurs, managing finances and solving current legal issues. It is known that the leaders of iiric business have a strong desire to solve strategic and investment issues, as well as to manage production and introduce modern information technologies. The study, which was conducted, showed the duration and stability of demand for operational consulting. The frequent change in the normative and legal framework of economic activity increases the demand for legal and financial advice, which is relevant to the formalization of documents on the conduct of economic activity on the basis of legislative requirements. The demand for the development of business plans and feasibility studies, valuation of property value is also stable. This requirement is mainly due to the need for a loan in commercial banks and other financial institutions. The demand for services such as

business value assessment is also increasing. Entrepreneurs understand that a quality-enhanced assessment allows to increase the market value of the enterprise and, accordingly, its value in the eyes of potential investors and creditors. Many enterprises of Uzbekistan have now passed a period of growth, which is associated with the approximation of business scales. Owners and managers of such companies need modern methods of management. This means that, first of all, the demand for services in the field of accounting and management automation, control of business processes, engineering, financial consulting, audit and advertising consulting is also increasing. The need to reorganize enterprises, manage assets and investments requires the introduction of strategic planning, Quality Management, marketing Information Systems, etc. In connection with the growth of business scales and the complexity of its structure, the demand for training is also high. In recent years, it has also been in demand in the field of marketing and product promotion, which is evidenced by the sharpening of competition in the markets of Uzbekistan. Assuming the professional consultants working in the consulting market of Uzbekistan today, most of them are commercial organizations. These are large consulting companies, small consulting organizations, private entrepreneurs (individuals working individually or under an employment contract). In addition, in the market of consulting services, there are divisions of other organizations (for example, specialists of commercial banks who prepare business plans for obtaining loans on a commercial basis, employees of state tax offices, etc.). The G.) Operate. The main difference between small and large consulting organizations in relation to customer categories is that small organizations work mainly with small businesses, and large ones - with large enterprises, with international and state organizations. Large consulting companies also

specialize in mass standard services (automation, training, market taking of tokens), complex analytical work (marketing Research). The main field of activity of small consulting companies is the development of business plans and technical and economic foundations, which are often required in obtaining a loan, as well as the provision of current consultative services to enterprises. The researchers divided the impact of several factors on the development of the consulting market in Uzbekistan:

- Studies have shown that the market size is not large due to insufficient demand for consulting services by private entrepreneurship. Many have not yet realized the importance of consulting, the low level of solvency in most enterprises also reduces demand.

- The consulting market of Uzbekistan can be called more "buyer's market", that is, the demand in this market is put by the customer, and the price of services does not allow sellers to receive the expected profit. The demand for consulting services is limited, and the number of consulting firms and individual consultants is much greater. so the choice for customers is very wide. And sellers are often forced to lower the price of services in order to attract customers. And this will not be a support for leading companies that have earned a reputation and paid a significant capital, with stable demand for services.

- The presence of regional disparities. The market is well developed in the cities of yiuik, relatively saturated in some regional centers, there are almost no rural areas and small towns.

- We can see that in Uzbekistan there are a lot of factors, the growth of consultants with strong knowledge, in some cases they are surpassing the army from their colleagues in the country. Local consultants have significantly increased their activities in the international projects market. In this perspective, it can become a

separate article of foreign exchange earnings for Uzbekistan.

- Network specialization within consulting organizations has not yet developed well. This can be explained by the low demand for consulting services. That is, narrow network firms cannot get the necessary volume of orders:

- The most basic resource of the local consulting business is professional consultants. Most organizations employ approximately 10 consultants on an average permanent basis, in addition, an average of 5 consultants from outside are involved. In most companies, however, there are up to 3 leading consultants. In very rare cases, the standard procedures adopted in large foreign firms in companies are prescribed. The special significance of the leading experts is determined by the fact that the consulting business provides high output for "network access" (large initial capital investments, barriers to licensing, etc.).k) Any expert can independently set up his business if he does not need it. In addition, the consulting business feature puts experts without landing. That is, a good specialist can easily go to another firm or work independently. As a result, the work in an expert organization will be able to master the technologies and gain experience, taking away a part of the clients as well:

- Consulting companies lack exactly qualified specialists in consulting. The higher education system does not prepare specialists in business-related disciplines to the extent necessary for the consulting sector. But to bring specialists to the desired level is much more expensive and requires a lot of time. The problem of lack of universal experts who can engage in extensive business consultation in the labor market is very acute.

- Consulting companies are suffering from obtaining the necessary statistical data, while detailing them is at a low level. How much quality of Marketing Research is directly related

to the quality of Statistics? Independent conduct of sociological questionnaires is also much more expensive.

- The taxation of business consultants is also quite high, this is especially true of labor taxes. A significant part of the consulting firm is the costs to employees. Tax and other mandatory payments will increase the cost of consulting services by 2 times. Many small and medium-sized enterprises cannot use the services of professional consultants. At the same time, at the same time, there are no standards that determine the quality of the consulting project in Uzbekistan, as well as the rating of professional skills assessment of specialists. This is due to the fact that people are insecure about this profession. There is a sharp need for online standardization, which makes the consulting market as open as possible, both for consumers of services and for newly mature professionals. On the other hand, undoubtedly, consulting companies will have to feel the market as a business structure and, of course, look for new ways of running their own business.

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