

MODERN TRENDS IN THE DEVELOPMENT OF PERSONAL SERVICE ENTERPRISES

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ABSTRACT:

This article examines the issue of trends in the development of personal services enterprises in modern conditions. The analysis shows changes in the principles of the placement of enterprises in the areas of new buildings, as well as the need to improve approaches to planning the retail and personal infrastructure of residential areas. The author studied the factors influencing the behavior of consumers of services.

KEYWORDS: personal services, business placement, planning of personal services businesses.

INTRODUCTION:

In the present stage Uzbekistan is undergoing a large-scale reform in the field of housing construction. This primarily affects the appearance of cities. In recent years, there has been a transition from low-rise construction to the construction of high-rise buildings and high-rise construction. The creation in each major city of the so-called "city" with houses of 12-16 floors and above leads to a change in the communal, transport and social infrastructure. In addition, the transition to the construction of multi-storey apartment buildings is also underway in rural areas.

The result of changes in urban planning policy are serious changes in the retail and personal services for the population. The high population density, increased living conditions have led to tougher requirements for the organization of personal services. New types of

consumer preferences are being formed regarding individual services. For example, home delivery of goods and services is becoming the norm. Digital technologies for the provision of individual services are increasingly developing.

In these conditions, the improvement of the methodology for placing retail trade and consumer services enterprises becomes an important problem. Modern trends in the development of the service sector in settlements indicate the need to abandon the traditional regulatory method of locating personal service enterprises. First, the previous classification of individual and consumer services has long become outdated due to fundamental changes in living conditions of the population. Secondly, the need for individual services differs sharply not only in the context of districts, but also within one small district.

Until now, the main indicator of the development of the service sector, in particular of personal services enterprises, is the provision of the population with the number of places or other indicators of capacity (the number of hairdressing salons, the number of visits to service enterprises, the number of workshops per 1000 inhabitants, etc.). The experience of countries' development shows that the high quality of the service sector does not directly depend on the normative density of the network of service enterprises.

ANALYSIS OF THE USED LITERATURE:

The development of the personal service system and its effectiveness have been the subject of research by many scientists. A.A.

Goncharov in his research, he proposes the concept of a system for managing the development and support of personal services for the population. This system, through local self-government bodies, should ensure the effectiveness of the development of a network of personal services enterprises [1]. Shadskaya I.G., examining the development trends of the market of household services in rural areas, identifies such market segments as dynamically developing, with a potential for development, which are in the stage of decline. The author proposes to organize marketing research on the part of municipal authorities, as well as to develop a program for the development of the market of personal services at the regional level, including, in particular, the regulatory and information support of this market [2]. In the work of Mairova A.Yu. on the basis of a detailed analysis of the structure of the personal services market, it is proposed to improve the management system by creating municipal models of personal services [3]. Some authors focus on the development of the management of enterprises in the sphere of personal services within the framework of optimizing their number and density of placement [4,5]. There are also developments based on the development of the personal services market as a mechanism for regulating the supply of individual services [6,7]. The analysis of the conducted research allowed us to conclude that in the development of the market for personal services it is necessary to plan the placement of a network of enterprises in this area. Based on this concept, the formation of a network of personal services enterprises in the regions is carried out according to the principle of sufficiency, that is, there should be as many enterprises as needed for a certain number of the population. This approach has been adopted not only by local government bodies, but also by entrepreneurs themselves. Local governments use this approach when allocating land plots for

the creation of business structures. For example, if there is already a shoe repair shop in the area, a new one is considered impractical. At the same time, the entrepreneurs themselves, purely psychologically, do not want to enter into a competitive struggle with an operating enterprise. This approach leads to the fact that in the local market, personal services subjects have practically no competitors. Most importantly, with this approach, there is a churn of customers from this local market.

At the same time, the experience of developing beauty salons (bridal salons) in cities and villages of Uzbekistan shows that increased competition and the concentration of several enterprises in a small geographical area contributes to the flow of customers and the preservation of income for all entrepreneurs. We observe exactly the same effect in other types of consumer services enterprises, as well as in retail trade enterprises. The location of several identical outlets nearby does not lead to a decrease in the number of customers, but, on the contrary, to their increase. This trend is also observed in the development of a network of pharmacies, diagnostic centers, "chicken houses", real estate agencies, etc.

RESEARCH METHODOLOGY:

We believe that this situation is due to a change in consumer behavior of the population. Observations show that a high concentration of individual and small businesses is characteristic of the sphere of individual services for the population, that is, all of the above-mentioned business entities are in one way or another connected with direct contact with the client. As the main concept for the study of this problem, we used one effective marketing research method - the method of questionnaire survey. This method attracts attention with its simplicity, low investment of time and coverage of different categories of consumers.

ANALYSIS AND RESULTS:

Our research in several districts of the city of Samarkand and rural settlements showed the following features of consumer preferences in the provision of individual services. The research concerned the study of factors affecting the choice of a particular retail trade and consumer services. Residents of the area were selected as respondents, who agreed to answer several questions of the questionnaire. The questionnaire consisted of the following questions:

1. Rate the convenience of the location of retail and personal services in the area.
2. What is the itinerary for visiting retail and personal services?
3. What has the greatest influence on the choice of specific retailers and personal services?
4. What location of consumer services enterprises do you think is the most attractive?

As an initial premise, we took this survey as exploratory, so the respondents' answers were also considered preliminary. In addition, the conditions of the survey and anonymity do not allow the results of this survey to be used as the basis for serious scientific conclusions.

At the same time, we consider the answers of the respondents worthy of attention. The overwhelming majority of respondents answered the first question positively, that is, they are satisfied with the state of the retail and household infrastructure of their place of residence.

On the second question, about 50% of the respondents indicated visiting several enterprises at once, over 35% indicated the traditional visit to selected retail outlets on the way home, and only 12% had a specific object of visit.

The third question of the questionnaire allowed the respondents to express their own opinion, so it was not possible to choose one priority factor. The most common answers are:

loyalty to one seller, attractive prices, offered assortment, choice, honest seller, good service.

The respondents were interested in the question of the structure of personal services enterprises, that is, the unevenness of their density. The answers to the fourth question were arranged in the following sequence: near the place of residence - 44%, the possibility of parking a car - 38%, on the way to work - 12%, there is no definite choice - 6%. It should be noted the positive attitude of the respondents to the presence of several service enterprises of the same type.

On the basis of the conducted research, we systematized the main motives for assessing household infrastructure enterprises by consumers. These include: the freedom to choose the subject of the provision of personal services, that is, there should be as many of these enterprises as possible; ensuring the availability of personal services, that is, their location and mode of operation should be unlimited; a variety of services offered, that is, taking into account individual needs in the proposal and provision of individual services; the quality of the provision of services, that is, the completeness and speed of service.

The conducted research allowed us to form a concept for the development of the personal services market, the main position of which is to create conditions for the free formation of supply on the personal services market. In the implementation of the proposed concept, special attention is paid to the lack of regulation of the number of personal services enterprises, as well as to stimulate their growth through self-employment programs.

CONCLUSION:

On the basis of the theoretical and practical research carried out, we propose the development of new approaches to the development of the personal services market based on stimulating competition in this area. It

is necessary to form an environment of consumer services, which includes an unlimited number of subjects of the provision of personal services. In addition, it is proposed to move from the distributed nature of the location of enterprises to the nodal principle, that is, the concentration of several similar enterprises of personal services in a limited area, which will stimulate the consumption of these services.

problems (electronic scientific journal), No. 5 (49), 2015. - pp. 644-652.

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