

AFTER-SALES SERVICE AS A LINK OF THE COMPETITION NETWORK OF B2B ENTITIES

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Annotation: Various aspects of the organization of the service are considered. The role of the provision of services in ensuring the competitiveness of the enterprise is revealed. Separately, the role of the service in the interaction of competing firms in the B2B industry is noted.

Keywords: competitiveness, after-sales service, interaction of competitors, service as a connecting link.

Competitiveness is the most important factor in ensuring the sustainable development of any organization. Although the necessary level of competitiveness is always provided by a whole set of interrelated factors, in practice, often neglecting or not taking into account specific individual factors leads to a decrease in the overall competitiveness of the enterprise and, as a result, to a crisis. and even lead to the liquidation of such enterprises.

After-sales service is a set of measures performed by the manufacturer or seller during the warranty period of the product (goods), installation and adjustment, elimination of defects and post-warranty repair. However, these are the general and basic elements of after-sales service. The company, striving to win the favor of the consumer, develops new service forms and standards. In the field of technically complex products (goods), the buyer should not feel "abandoned" after the purchase. Therefore, producers and sellers should strive for the "guardianship" of the consumer in various ways.

For example, a typical form of after-sales service for computer manufacturers and sellers is to install software and general training of the consumer in the use of particular software products. Software manufacturers themselves (for example, databases) guarantee after-sales service in the form of regular information updates, troubleshooting, version updates, etc. Manufacturers and car dealers from trade engaged in services, original spare parts and accessories, installation of additional installation systems (security alarm systems, antennas, satellite navigation systems, etc.) then includes the creation of service centers.

After-sales service is the warranty and post-warranty service during the operation of the product (use of the product by the consumer).

Although categories such as the high technical level of manufactured products, improvement of product quality, and the use of advanced production technologies often come to the fore in solving the tasks of increasing the competitiveness of the enterprise, but the insufficient level of customer service, the place of the enterprise creates a negative image about it and, as a result, destroys all efforts aimed at ensuring competitiveness, many examples can be given. In particular, the most common disadvantages of solving technical maintenance tasks: problems of supplying consumables and

components (various filters, detergents, spare parts, etc.), remoteness of service centers, warranty and post-warranty timely or long-term maintenance during repairs, preventive maintenance, etc.

Service is one of the competitive factors independent of price and is one of the components of the enterprise's marketing activities, providing customers (consumers) with certain services related to the purchase and consumption of the enterprise's goods. includes a set of functional activities to present the plan.

Service is a strategic direction aimed at establishing long-term stable and mutually beneficial economic relations and business relations, a factor of high business reliability of the enterprise, and strengthening and developing its competitive potential in order to form and expand the market of the enterprise on this basis.

Service, on the one hand, is the activity of providing services along with the purchase of goods by the buyer of the production enterprise, and on the other hand, it creates additional value in the form of the activity of providing additional services related to the use of this product. It is called an integrated product consisting of its actual operation and the services of its purchase and operation. In addition, the service is a source of additional income and profit of the production enterprise. Service provision is a component of the functional activity of the production enterprise in the entire value chain and system, and therefore is one of the main sources of ensuring the competitiveness of the enterprise.

It is worth noting that almost all large and well-known companies strive to provide a high level of service to consumers by creating a wide network of authorized service centers, concluding service contracts with companies located in the closest regions.

Unfortunately, many local firms, and especially small enterprises, cannot afford to create a network of specialized service centers, but it is possible to conclude service contracts with third-party organizations that specialize in providing services. The need to create a highly competitive service system imposes on the enterprise the task of fully optimizing this type of activity. To do this, it is not only a matter of creating a network of service centers, but also of constantly monitoring the current situation, for example, constantly analyzing the reasons for contacting service centers, forecasting the volume of diagnostics, service and repair work. making and planning, monitoring consumer preferences and other measures require study as an important area of marketing.

After-sales service makes a great contribution to the country's economy. In industrialized countries, V2V network services account for more than half of GDP. Service activities ensure the growth of the country's economic potential and employment of the population. Service activities save time and money for consumers, improve people's quality of life and contribute to the development of production. The reforms in the socio-economic life of our country in recent years created conditions for the development of corporate service, the emergence of new forms and methods.

The development of pre-sale and after-sale services ensures the competitiveness of industrial products, helps to combine service and production activities. In order for industrial products to be competitive in the conditions of intense competition, it is necessary to ensure not only their high-quality production, but also appropriate service during operation. The ever-increasing importance of service is related to the constant complexity of industrial goods, which creates the need for continuous technical maintenance of industrial goods, training of employees, and comprehensive solutions to technical problems.

Service centers began to pay more attention to the individual needs of consumers, began to adapt to strict requirements for the quality of service. In modern conditions, effective organization of technical service is becoming more and more important in the fight against competition. The state of competition is an additional incentive for the development and improvement of service provision.



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