



THEORETICAL BASIS OF AGROLOGISTIC SUPPLY

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Received: 10 th November 2022	It is known that agriculture is of special importance in providing the population with quality food products and raw materials for industry. This article describes the theoretical issues of logistics in agriculture.
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INTRODUCTION. It is known that the agricultural sector occupies an important place in the economy of Uzbekistan. Agriculture is of particular importance in providing the population of the country with quality food products and raw materials for industry.

"Land Code", "Law on Farms" and other regulatory documents have been adopted in our country, which create strong legal bases and guarantees for the development of farming, ensuring the financial and economic independence of farms. Also, the comprehensive measures taken to strengthen the material and technical base of farms, optimize the land areas of farmers ensured the increase of efficiency and profitability of farms.

MATERIALS AND METHODS. In order to achieve fundamental changes in the agricultural sector and to introduce reforms, first of all, the liberalization of the economy and, on this basis, the application of logistics in the agricultural system will facilitate the solution of existing problems.

It is known that activities related to the movement of material flows of different quality constitute the essence of logistics. In terms of its main content and essence, logistics involves planning, controlling the processes of delivering raw materials and materials to producers and consumers, organizing and managing transport operations, organizing cargo storage in warehouses, and finding solutions to problems related to the delivery of products to the consumer according to his requirements.

The implementation of these tasks requires analysis and research in their interdependence, a systematic approach and a logistical approach, since each of the common processes requires the optimization of processes related to very complex production and realization. Therefore, the optimization of agricultural production requires the application of logistics.

A more in-depth study of the theoretical foundations of logistic support in the agricultural system and the possibilities of their application to the specific conditions of Uzbekistan is the demand of today.

Logistical research conducted for the first time in Uzbekistan and the implementation of the logistic approach in the management of various types of production and commercial activities, the principles of logistics are consistently implemented in various fields in response to the new economic conditions and the developing priorities and needs of the country's economy.

The introduction of positive features of logistics is caused, first of all, by the change in the direction of production activity from the producer, supplier and seller market to the consumer market. This, in turn, requires the implementation of a number of serious and in-depth researches in the fields of material and technical supply, sales, transport, and wholesale and retail trade, which did not exist before in the country.

The ultimate goal of logistics is the efficient sale of farm products. It is the sale of goods, expanding and increasing the level of consumer demand that should determine the production and sales activity of the economy and justify it economically. Thus, the study of the market situation, the desire to satisfy the demand and the objective existing consumption should be placed as a whole on the basis of modern economic activity. This is the basis of the marketing function. As mentioned, logistics is a much larger concept, including marketing research.

Marketing deals with studying the market and its situation, the actual demand and potential needs, the availability of offers, the nature and level of competition. Logistics organizes marketing research in the practical production and sales activities of the enterprise in a way that is aimed at satisfying the possible physical demand and implements its results.

Marketing analyzes the real potential demand and forms information about where, when, in what quantity, in what quality, what kind of product is required. Logistics solves the problem of satisfying the identified need with the lowest costs and great economic efficiency. The range of issues related to the actual receipt of the goods that satisfy the demand determined by the consumer and the effective organization of this work in the performance of transport-expedition work with the lowest costs is within the competence of the functional area of logistics, which is called distribution logistics.

The importance of distribution logistics is increasing, especially in connection with the fact that the analysis of the directions of development of the modern economy shows that the role of the trade and sales sector is increasing.

This means that commodity producers, especially large producers, independently buy more and produce less. For example, according to the Swiss Banking Association, which conducted research on a number of machine-building and metal processing enterprises, 40 percent of the working capital of this enterprise is for purchases from other enterprises. This indicator may increase. Therefore, for the modern organization of production and sales activities, it is necessary to act in the following directions:

- promotion of sales, promotion of traditional and new goods, improvement of the level and volume of customer service, including after-sales service, conclusion of various leasing contracts, development of discounting and discount system, etc.;
- own transport and distribution activities, actual delivery of the product to the consumer through the distribution channels organized accordingly;
- ensuring the technological readiness of the farm to meet sales requirements, organizing a portfolio of technologies;
- conducting an integrated set of activities that respond to changes in sales in the same way.

Thus, marketing supplies the initial information for the operation of the logistics system. In a broad sense, the task of logistics is to ensure a level of sales that corresponds to changes in demand. In a narrow sense, ready-to-consume products should be delivered to the consumers who requested them on time, with minimum costs, without harming their quality, in the required quantity and within the agreed period. The above-mentioned functional area of logistics related to product distribution in the narrow sense is called personal distribution logistics.

CONCLUSION. In the following years, the process of development of mechanisms of sales activities may be continued. This development is carried out in the following directions:

- centralization of distribution, which increases the reliability of supplies and reduces the amount of reserves, and also allows small suppliers to participate in this process;
- collection of orders received from various customers for delivery in one place;
- to increase the level of promotion of the delivery of goods in combination with the expansion of advertising activities, increase of popularity, variety of catalogs and price lists;
- increase and increase the level of information provision to all partners on the sale and delivery of goods.

In this way, distribution or sales logistics should cover the entire chain of distribution - product transportation, warehousing and sales processes.

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