



THE ROLE OF LOGISTICS IN THE ECONOMIC DEVELOPMENT OF THE REGION

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Annotation: The article received information about the economic essence of logistics, its role in increasing the economic potential of the region, the rich scope and added value the role in the increase was studied. Opinions were made on the specifics of logistics services. The impact of transportation service, storage, packaging, documentation and other mediation relationships and actions on efficiency indicators was analyzed. The influence of logistics on the formation of the competitiveness of the enterprise was studied.

Keywords: SFS, logistics, general economy, logistics activities, logistics system, economic component, competitiveness, transportation service.

Introduction. Logistics provides solutions to the company's functional problems helps to optimize: it supplies material, information, financial and service flows it is a multifaceted activity that is required. Delivery, production, distribution and it is a system that combines and coordinates the interaction between sales. Each functional area of logistics (supply, production, transport, warehouse, distribution and sale) is a structure that constitutes a separate system, and the management of it has its own content and coordination mechanism. At the same time, logistics transfer of integrated materials in the structure of social reproduction, organizational and Social Flow Systems of information, services, financial and social should be considered as an economic aspect [1-6]. In this regard, Logistics is practically based on the interaction of economic and managerial components in production and allows you to comprehensively cover all areas of circulation.

Development of logistics development of the general economy and the region determined by trends and dynamics. A simple logistics system is known consists of a number of elements and certain relationships. Logistics systems one in interpenetration of different subsystems that make up multiple structures



characterized by expressible semi-structuralism. They are not static: they work organized in relation to the conditions, has the property of rapid restructuring – it is their flexibility.

The theoretical apparatus of a number of fundamental and Applied Sciences is the main one of logistics serves as a tool, which can be used in other areas of knowledge (for example, analysis, forecasting, modeling) the application of common methods and the use of business units allows you to determine the conditions for effective operation. On the basis of the developed information communication infrastructure of the subjects and facilities of logistics activities modernization of the intellectualization logistics system in the organization of interaction necessary condition for making and innovative development: business environment formation, help to expand and activate the infrastructure of business services gives [7-15].

Logistics as an economic component of a business, logistics activities are common the most due to its reliance on scientific, economic, Special Sciences and interdisciplinary knowledge recognized as knowledge-intensive.

Interdisciplinary nature of logistics-economic theory and management theory general rules, as well as macro and microeconomics, International Economics, organization (enterprise) economy, business organization, management, marketing, sales, interrelated the special foundations of Personnel Management, Quality Management, pricing includes a review in Fig. Thus, general scientific knowledge helps to develop the theoretical foundations of logistics, economic and special the sciences shape the practical nature of logistics and many functionalities in logistics and determines the presence of resource areas.

ANALYSIS LITERATURE

In a market economy, by the mid-1950s, it was possible to reduce costs and the company's growth reserves due to private solutions in some functional areas it was already over. The search for such reserves is the production, supply and started in integration processes in the field of distribution. Logistics from then on the period begins. The period from the mid-1950s to the 1970s was defined by the Western its experts called Logistics a period of conceptualization (formation).

In Economics, Logistics began with the field of distribution. Selling costs, according to experts, half the cost of the brand. Cost center development the transition from release to distribution required a change in the practice and theory of distribution. In practice, this is a new direction to combine trading functions and – led to the formation of the physical distribution of products. Theoretical framework



is the concept of total costs in the physical distribution, whose meaning makes them to minimize, it was an opportunity to regroup the costs in the distribution.[5]

Disagreement among scientists about the first stage in the development of logistics no. However, different approaches to the second stage, dating back to the 70s available. One of these, Gadzhinsky A. M. at this stage of logistics development it believes that production itself has been integrated into the integration process. Mirotin L. B. and Sergeev V. I. it is noted that the physical distribution of the procurement industry and materials on the basis of management, the concept of Business Logistics has developed and production management being converted to industrial logistics [4]. Unlike them, we have the physical distribution after the development of logistics in the field of supply, as well as industry logistics in the field of production in the form of logistics in parallel and independently we believe it is developing. There is a fragmentary development of logistics, and this the period should be called the period of decay, and not the period 1920 - 1950 [3]. Logically, combining supply and sale into one whole, the relationship between them-developed it is impossible not to take into account the release.

At the third stage of its development, logistics reaches the stage of maturity. In the literature, this stage is called the logistic or non-integrative period (1980- 1990) [1]. At this stage, all logistics parts (physical distribution, supply management and industrial logistics) combined into a single logistics chain and enterprise at the level, a micro logistics system is formed. Micrologistics separate flow the integration of its processes begins from the moment the problem arises and when the logistics system is formed at the enterprise, it reaches the stage of maturity.

There is a relatively good opinion among scientists about Micrologistics, which it is impossible to say about macrologistics. Author of a book on logistics A. M. Gadzhinsky writes: "the macro-system is a system in different regions of the country or industrial enterprises and organizations located in different countries, different large, covering the mediation, trade and transport Organizations of departments Material Flow Control System" [2]. It is not clear, but the macrological system what prevents the unification of enterprises in the region? Micro logistics chains include participants in flow processes within the company and are macro chains unite participants of different territorial entities.

ANALYSIS AND RESULTS

Logistics at the current stage of production at the level of territorial entities and regions separate from the universal concept the specifics of use remain a little-studied problem. The study of the region as a system of logistic potential, first of all, depends



on the location of the region and how well this system is developed at the same time, the mechanism for managing flow processes in the regional economy need to reveal[16-30].

Logistics methodology after studying the relationship of the object with the external environment then it requires a transition to the analysis of its structure. "National economy" the region acting as an element of its system is at the same time from different subsystems is a complex system formed, this region is the first sign of the system – integrity and shows that it is distinguished by segmentation. Separation of subsystems of the region can be made from different positions and criteria. At the same time, taking into account the logistics methodology of the study, from general to private the transition method must be used, according to which the region is first assigned to the largest subsystems divided, then each of them separately and together with other elements is studied.

A more complex world of market demand and the traditional content of market supply change in the economic system to the strategic goals of the participants of the logistics chain affects: stimulate demand and minimize total costs, as a whole improving the quality parameters of the system, environmental, resource saving, social capacity building.

Dynamically changing market environment, increased competition one farm requires a quick agreement of processes that go beyond the conducting entity makes. Application of the concept of logistics supply chain management joint supports business activities and inter-organizational, functional, organizational provides coordination, synchronization and control.

Logistics complex economic systems and subsystems organizational and analytical is the methodology of the optimization process. All components of his activities parts (Innovation, Organization, supply, production, distribution and sale) the competitiveness of a combined business entity is developing it has the ability to effectively solve problems, ensure sustainable development.

In such conditions, the decisive task is to significantly assess the effectiveness changes the criteria of end-to-end flow processes in enterprise management coordination and optimization is: logistics approach apart does not take into account the allocated costs, the optimal of each condition in the logistics system the minimum cost sum criterion based on the value is used. Interaction with logistics of disciplines such as management, marketing and sales trade and production in entrepreneurship- the economic component of commercial activity organizes, it is" logistics management", "marketing logistics", "commercial logistics".



In the context of a consumer-oriented economy, logistics, management, marketing and the functional separation of Commerce is unacceptable. Functional logistics management at the enterprise general logistics functions (organization, planning, regulation, coordination, control, accounting accounting and analysis) with special logistics functions (Supply Quality Management, risk management, logistics cost management, logistics innovation management) causes the enterprise to achieve its goal. Logistics management it is unique in that it is strategic and tactical in objectives and objectives, also manage the purchase of material resources, develop the finished product all functional areas of Management in the processes of release and sale (investment, innovation, production, Financial, Information, personnel) with related to infrastructure.

Conclusion. Thus, Logistics is a functional economic activity to coordinate the directions, optimize the management system and economic contributes to the stability of the production and market position of structures. The variety of logistics processes makes the components of logistics systems allows you to combine, as well as enterprises and even the like the landlord taking into account the differences in the working conditions of the units to the most accurate and meaningful results in accordance with the goals and objectives of the subjects it uses a number of approaches to achieve.

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