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**Assessment of factors influencing the development of trade enterprises.****Yuldasheva Gulmira Azatovna**

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Annotation. In this article, the effectiveness of retail and wholesale trade enterprises is often determined by assessing their economic efficiency and classifying it through the calculation of relevant financial-economic indicators. At the same time, economic efficiency is presented as a component of the overall effectiveness of the trade enterprise. The research aimed to summarize the main components of assessing the effectiveness of retail and wholesale trade enterprises within a unified system by providing their logical and detailed classification.

Keywords: economic efficiency, impact of factors, strategic directions, assessment of trade enterprises' effectiveness.

Introduction. The retail and wholesale trade services market, which is developing within the field of social services, and its efficiency are characterized by the availability of demand for the volume of services offered and its features. The formation of real demand for retail and wholesale trade services is directly influenced by consumer characteristics such as the quality and price of the services offered, as well as the convenience of using the services. The state of these consumer characteristics is directly related to the factors that arise in the process of creating and delivering services to the consumer.

In economic literature, the assessment of the efficiency of retail and wholesale trade enterprises is often classified as determining its economic efficiency and calculating the corresponding financial and economic indicators. At the same time, economic efficiency is one of the components of the overall efficiency of a trade enterprise. The study attempted to generalize the main components of the assessment of the efficiency of retail and wholesale trade enterprises within a single system, presenting their logical and detailed classification. When building a system of indicators, the following requirements are taken into account: coverage of all key aspects of activity, complete and detailed reflection of the results of the achieved activity, the presence of generalizing and specific indicators, quantitative measurement of assessment indicators, coherence of the system of indicators, absence of duplication of indicators, universality for various types and organizational forms of retail and wholesale enterprises, ensuring comparability of performance indicators of various wholesale trade organizations with each other and with performance indicators of other areas of activity, and well-known requirements for indicators in the theory and practice of economic analysis.

In the study, the direction of studying the effectiveness of retail and wholesale business activity was chosen as a feature of the classification of the influence



of factors on the development of retail and wholesale trade enterprises in Fergana region, which represents the main existing directions of efficiency research.

In accordance with this classification feature, the analysis of four enlarged financial, economic, organizational, logistics and competitiveness groups corresponding to the main analytical directions of retail and wholesale trade enterprises was determined. The need to distinguish these groups in the general system of assessing the efficiency of retail and wholesale trade activities is explained by the variety of indicators included in them, that is, each of the four groups is a local analysis of efficiency, characterizing it from a certain point of view. All of them are widely used in the theory and practice of economic analysis (it is advisable to include these structural elements in the general efficiency assessment system). However, together they can comprehensively reflect the efficiency of retail and wholesale trade enterprises. Based on this, a system of indicators was developed for the integrated assessment of the influence of factors on the development of the activities of retail and wholesale enterprises (Fig. 1).

The fact that retail and wholesale enterprises are oriented towards consumer demands requires them to pay more attention to the issue of assessing customer satisfaction in collaboration with them. The system for evaluating customer satisfaction serves as a key factor in the quality of service provided by retail and wholesale enterprises.

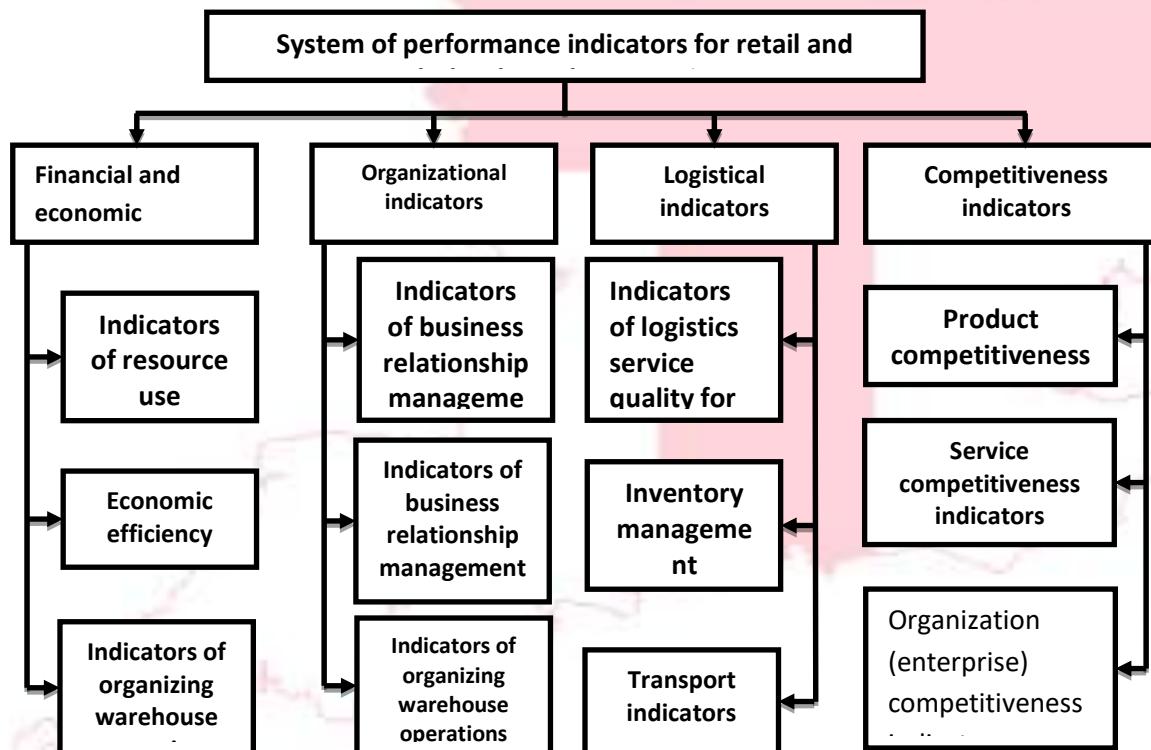


Fig. 1. System of performance indicators for retail and wholesale trade enterprises





Conclusion and recommendations. The indicators for assessing the impact of factors on the management of retail and wholesale trading enterprises are based on existing indicators such as the price elasticity coefficient of goods, the warehouse service speed coefficient, the payment terms flexibility coefficient, competitiveness, and logistics services.

Additionally, the competitive values of individual, complex, and generalized indicators used to assess the level of complete and effective satisfaction of the needs of customers of retail and wholesale trading enterprises are determined based on the comparison of these indicators' actual and average market values.

Table 2**Factors for organizing retail and wholesale trade regionally**

Factors	Group	Factors Measurement Indicators
1	Level of Retail and Wholesale Development	Network retail and wholesale turnover
		Retail turnover per capita
	Level of development of the trade sector in retail and wholesale	Share of retail and wholesale networks in retail and wholesale turnover
	Formation of the material and technical base of trade in the region	Number of retail and wholesale enterprises by regional population
2	Level of economic development of the region	Number of stores
	Development of transport	Gross regional product value
	Established level of development of the material and technical base of the region	Density of roads per unit area of the facility
		Value of fixed assets

Studying the factors affecting the efficiency of retail and wholesale enterprises operating in the region allows for providing clear guidelines to determine the strategic directions for the development of retail and wholesale enterprises. As a result of the research, the system of factors was clarified, and it was concluded that their specific characteristics and internal criteria are related to the efficiency of organizing the business processes of retail and wholesale enterprises.

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