



WAYS TO IMPLEMENT THE VOLUME OF PRODUCTION AND SALES OF
PRODUCTS IN THE FINANCIAL MARKET THROUGH INTEREST AND
PROFITABILITY RATES

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ABSTRACT

In the final part of the analysis of product production and sales, it is necessary to determine the possibilities of increasing the volume of the product at the expense of the internal possibilities that have not been used. Opportunities to increase product production and sales are improvements in the use of enterprise resources that have a quantitative dimension. We systematically search for additional opportunities to increase the volume of production and sales.

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Introduction

A set of opportunities for increasing the product volume is determined, that is, it is the value of comparing the minimum and maximum opportunities for all reserve groups. The difference between the minimum and maximum capacity forms the future reserve.

Every enterprise, firm and organization operating in our republic should study the market and operate according to the principle of "what kind of product should be produced, for whom should be produced and how much should be produced". highly qualified specialists are required. In his writings, the President touched upon this issue and said, "Looking for large and small projects for technical and technological renewal of production in order to ensure product competitiveness, finding the necessary funds and resources for this is the first priority of every enterprise manager and engineer technical staff. should have an important task and obligation". Based on the information collected by these specialists, the enterprise should analyze the market situation in depth in order to effectively use resources and meet the needs of consumers. For this purpose, complex marketing research is conducted. Through marketing,

new types of services are constantly offered, which, due to the expansion of their market, the company achieves a high level of profit. Business activities are regulated through marketing. Therefore, the analysis of the result of the production activity of the enterprise should begin with the analysis of the marketing activity.

Materials and methods

Complex marketing analysis is the main part of the marketing research system, effective marketing conclusions are made by collecting sources, registering them, processing information related to goods, work and services on the market.

As an object of comprehensive economic analysis in the process of marketing research, in our opinion, firstly, the real market process together with consumers and competitors, and secondly, the specific economic and production capabilities of the enterprise in the production of product types should be taken into account.

Through a deep study of both interrelated objects, an optimal assortment program is created, taking into account the market situation and the company's capabilities. By implementing this program, the competitiveness and stability of the company's products will be ensured. The main tasks of complex marketing analysis:

- assessment, analysis of the demand and need for enterprise services, making sure that the production program has a real basis;
- analysis of the main factors affecting the requirements for products and services;
- identification of unsolicited services;
- analysis of price policy and types of assortment;

Main part

The information system of comprehensive marketing analysis consists of internal source, external source, marketing research. In the process of analysis, each of these departments participates as an independent information system. Internal information sources include operational and current production and scientific and technical sources of accounting and statistical reports of the enterprise. The system of external resources includes the external activities of the enterprise, the market and its infrastructure, the situation of buyers and suppliers of goods, the actions of competitors, measures taken by the state to regulate the market mechanism, etc. These sources are reflected in periodic and special publications, statistical collections, reviews of research conducted by commercial organizations. The list of such sources is supplemented by the sources of the organized exhibition and conference, the meeting of businessmen and the minutes of their negotiations. The business plan (marketing plan) of the enterprise is also used as the information source of the analysis.

The system of indicators representing the volume of product production includes, in addition to the comparative price of the product, the return on capital, that is, the volume of production corresponding to each soum of the value of fixed assets. Return on capital is a summary indicator that represents the efficient use of total fixed assets.

$$\Phi_i = \frac{N}{F},$$

In this case: Φ_i - fund return;

N – product volume (work service) at a comparable price;

F – average annual value of the main production funds.

It is known that the main task of the comprehensive analysis of production and sales volumes is to determine the factors that have increased production volumes, and then to make management decisions aimed at increasing production efficiency. Due to factors affecting product volume, sales revenue is

different from last year. In a general way, it is necessary to study the production factors by dividing them into three groups: labor, labor objects and labor tools. These factors affect the volume of product production in a complex way in an organic relationship. The effect of three factors on the product volume is determined based on the following formulas:

$$N = R * D = R * \frac{N}{R}, \quad (1)$$

In this:

R – average number of employees on the list;

D– labor productivity (average annual output per employee).

$$N = F * \Phi_{\kappa} = F * \frac{N}{F}, \quad (2)$$

In this:

F– average annual value of the main production funds;

Φ_{κ} – fund return of capital production funds.

$$N = M_x * M_{\kappa} = M_x * \frac{N}{M_x}, \quad (3)$$

In this: M_x – cost of materials used for product production;

M_{κ} – material return (product volume per soum of material cost)

The first formula represents the dependence of the volume of production on the number of employees and labor productivity, the second formula - the main production funds and the return of funds, the third formula - the consumption of materials and the return of materials.

Labor productivity is the arming of employees with funds ($\frac{F}{R}$) and the return on capital of the capital goods ($\frac{N}{F}$) dependence is expressed as follows.

$$D = \frac{F}{R} * \frac{N}{R} = \frac{N}{R} = D$$

Instead of D in the first formula, the effect of factors on the volume of the product can be expressed in an expanded form as follows.

$$N = R * \frac{F}{R} * \frac{N}{F} \quad \text{or} \quad N = R \Phi_{\theta} * \Phi_{\kappa}$$

So, according to this formula, the volume of production depends on three factors: the supply of employees of the enterprise, the arming of labor with funds, and the return on capital of fixed assets.

The dynamics of the sales volume index is determined based on the data of the "Financial Results Report" (form-2) taking into account the inflation rate.

$$I_N = \frac{N_1}{N_0},$$

Conclusion

In the leading sectors of our country, programs designed for different periods of production modernization, technical and technological re-equipment and transition to international quality standards have been developed and are being consistently implemented. In a context of declining demand in the

global market, supporting local producers by stimulating demand in the domestic market is critical to maintaining high rates of economic growth. Finished products are the final product of the production process. Finished products are products that have passed all stages of technological processing, comply with approved standards and technical conditions (provide with a certificate or other document confirming its quality), accepted by the technical control department and delivered to the warehouse or shipped to the customer. are frozen products.

It is known that every operating enterprise produces its products mainly for sale. The products sold on time create the opportunity to improve many financial conditions of the enterprise, such as achieving positive financial results, making dividend payments on time, continuous and efficient circulation of property and funds.

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