

THE APPLIANCE OF RETAIL INTRAPRENEURSHIP IN BUKHARA TRANS INC.

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Abstract: The task of increasing the competitiveness of enterprises, retail trade through the activation of innovative management technologies is of particular relevance, trading enterprises in order to strengthen their market positions are actively involved in the process of development and implementation of innovations. Marketing innovations occupy a special place in the retail sector. Innovative processes in the field of trade have a clearly defined marketing consumer orientation, thus marketing in trade should help determine the need for changes, justify them and ensure implementation of the innovations process from the origin of the idea of innovation to its dispersal and obtaining of commercial effect.

Key Words: Creativity, Innovation, Creative Destruction, E-Commerce, Mobile Wallet, Intrapreneurship, Global Environment, Innovative Marketing, PESTEL Analysis.

Annotatsiya: Ayni kunlarda korxonalarining raqobatbardoshligini oshirish, innovatsion boshqaruv texnologiyalarini faollashtirish orqali chakana savdoni oshirish vazifalari alohida dolzarb bo'lib, savdo korxonalarini o'z bozor mavqeini mustahkamlash maqsadida innovatsiyalarni ishlab chiqish va joriy etish jarayonida faol ishtirok etmoqda. Chakana savdo sohasida marketing innovatsiyalari alohida o'rin tutadi. Savdo sohasidagi innovatsion jarayonlar aniq belgilangan marketingning iste'molchi yo'nalishiga ega, shuning uchun savdoda marketing o'zgarishlar zarurligini aniqlashga yordam berishi, ularni asoslashi va innovatsiyalar g'oyasining paydo

bo'lishidan boshlab uni tarqatish va olishgacha bo'lgan innovatsion jarayonni amalga oshirishni ta'minlashi kerak.

Kalit soʻzlar: Ijodkorlik, Innovatsiya, Ijodkorona Halokat, Elektron Tijorat, Mobil Hamyon, Ichki Tadbirkorlik, Global Muhit , Innovatsion Marketing, PESTELTahlil.

Аннотация: Особую актуальность приобретает задача повышения конкурентоспособности предприятий розничной торговли за счет активации инновационных технологий управления, торговые предприятия в целях укрепления своих рыночных позиций активно включаются в процесс разработки и внедрения инноваций. Маркетинговые инновации занимают особое место в сфере розничной торговли. Инновационные процессы в сфере торговли имеют четко выраженную маркетинговую потребительскую направленность, поэтому маркетинг в торговле должен способствовать определению необходимости изменений, их обоснованию и обеспечению реализации инновационного процесса от зарождения идеи инновации до ее распространения и получения коммерческий эффект.

Ключевые слова: креативность, инновации, креативное разрушение, электронная коммерция, мобильный кошелек, внутреннее предпринимательство, глобальная среда, инновационный маркетинг, анализ PESTEL.

Introduction: The development of Marketing Innovations in Retail Trade creates the conditions for accelerating the economic growth of the country and its integration into the world economic system. This contributes to leveling the level of social and economic development of the regions, by increasing the mobility of the population, goods and services.

In this article, we review on Retail Intrapreneurship applying it in the case of Bukhara Trans Inc. From the given theory of Retail Intrapreneurship, we carry out analysis and start to apply it in the case of Bukhara Trans Inc. a logistics retail trade company, operating in USA, whose main office is in North Aurora, IL state. The company outsources retail trading agents namely dispatchers from all over the world

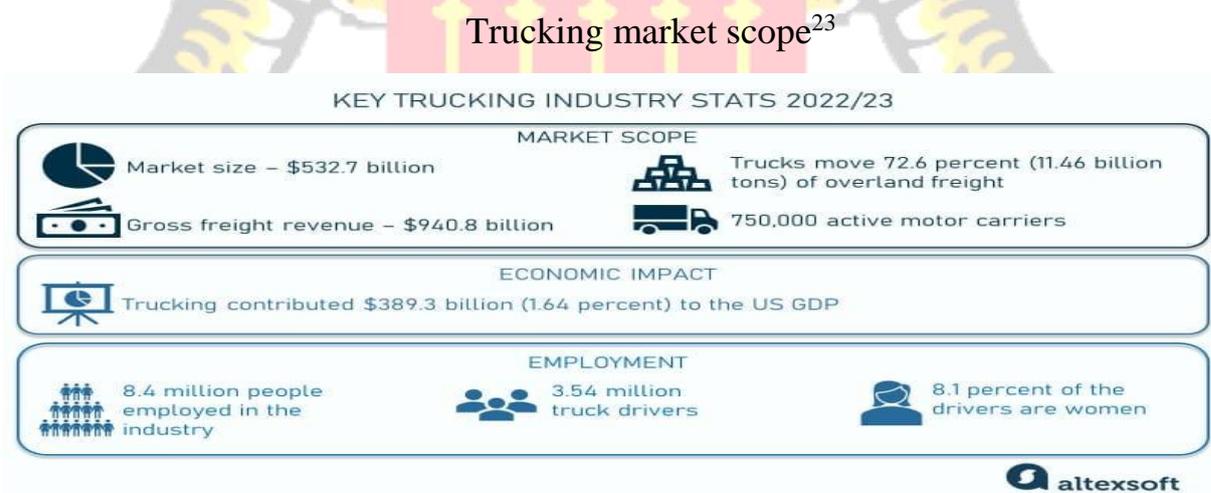
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to work online from overseas and one of the headquarters is located in Tashkent Uzbekistan. For the research purposes, we learn and analyze the company's structure, business operation and offer innovative ways in Intrapreneurial terms to improve sales and effective management.

Method: This paper included review of multiple studies and applications of Innovative Retail Trends in the world focusing on analysis and data research. This study is a compilation of data obtained from these multiple sources and is concentrating on journal and textbook information together with the researchers' experience preparing for, and internet websites.

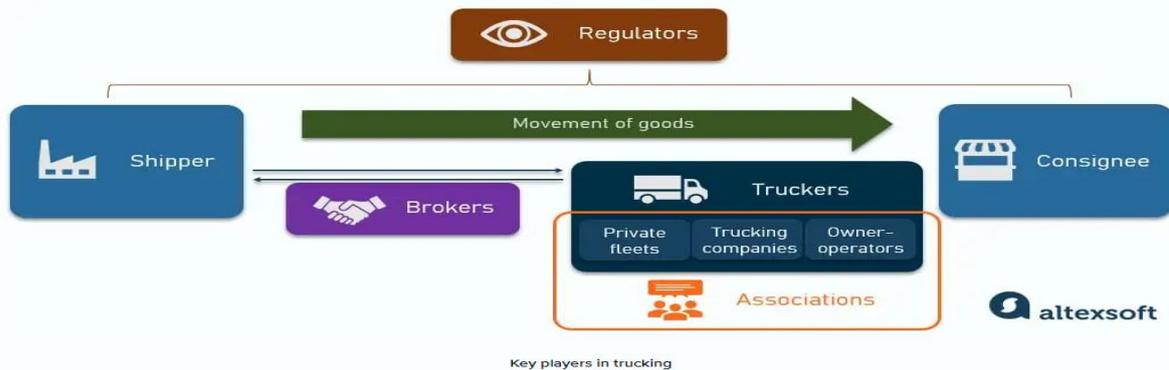
Analysis and Results:

Delving into the realm of USA trucking industry statistics unveils a dynamic landscape marked by significant figures and trends, (Photo 3.3.1):



There are several key groups of stakeholders in the US trucking industry. Besides trucking companies that do the actual job of moving freight, there are also regulators that develop industry policies and ensure safety, trucking trade associations that serve as advocates and provide useful resources to their members, and brokerage firms that connect shippers and carriers (Photo 3.3.2):

²³ <https://www.altexsoft.com/blog/trucking-industry/>

US Trucking Industry²⁴

From above given photo, **Associations** include dispatchers namely retail trade agents are the part of the chain in Trucking business operation. Dispatchers are the main trading agents, they book the load with the **Broker** or **Shipper** directly taking the responsibility of the load delivery in the **Consignee** and should take into account the Regulating Policies such as Safety while movement of the goods. Developments in technology, such as computers, satellite communication, and the Internet, have contributed to many improvements within the industry. These developments have increased the productivity of company operations, saved the time and effort of drivers, and provided job opportunities for working overseas for the dispatchers. A good example of this can be Bukhara Trans Inc. trucking company which operates in the USA and Uzbekistan having offices in Tashkent. In Intrapreneurial terms we will have analyzed the Bukhara Trans Inc. company management and dispatching, providing innovative retail trading offers which are new in the sphere and can be used to boost sales and overall company performance and efficiency.

Conclusions and Offers: From above given data about Bukhara Trans Inc. company, in Intrapreneurial terms, there are can be offered following **marketing innovations** for the better performance of the company:

1. Company should use flat structure in management.
2. Diminishing overtasking.

²⁴ <https://www.altexsoft.com/blog/trucking-industry/>

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3. Applying work-exchange programs with other trucking companies to gain experience.
4. Investing in Innovative technologies and apps for better performance.
5. Using more Marketing and Advertisements in Universities and Colleges for attracting talented youth.
6. Entertainment and health programs should be applied.
7. More Cooperation with the Uzbekistan government.

Uzbekistan has the best conditions for doing business and on the way of economic development. The effective utilization of the Marketing Innovations in Retail Trade helps a lot for our country to better perform by attracting more foreign investments and specialists. As Uzbekistan is emerging as a regional IT hub, it is offering more advantages to foreign IT and Retail companies²⁵. Under the leadership of President Shavkat Mirziyoyev, Uzbekistan has undergone significant political and economic reforms aimed at modernizing the nation and fostering stability. These reforms have created a predictable and transparent business environment. Uzbekistan today stands as the most promising and attractive destination in Central Asia for BPO (Business process outsourcing) and IT outsourcing. Over the past 5 years, the country has achieved an 82-fold growth in the export of IT services and aims to elevate this figure to \$5 billion by 2030. Primarily, Uzbekistan's appeal lies in its talented, youthful and cost-effective workforce. With over half of its 37 million population being under the age of 30, possessing high literacy rates and proficiency in foreign languages. For instance, over 5 million people in the country are proficient in English. Moreover, the average salary for a BPO specialist in Uzbekistan is \$300, presenting a significant competitive edge for international companies²⁶. Therefore, the company should focus on outsourcing in one country, instead of set of countries reviewing the PESTEL analysis and Uzbekistan has the best conditions from above given.

²⁵ https://www.uzairways.com/assets/mag/wnt_2023.pdf page, 113

²⁶ <https://outsourcing.gov.uz/why-uzbekistan/political-economic>

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Summarizing the thesis statement, we elucidated the importance of the Retail Intrapreneurship in the trucking sphere in USA and the case of its usage in Bukhara Trans Inc. a logistics BPO retail trade company, where we provided innovative ways of retail trading for boosting sales and revenues.

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