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THE ROLE OF SMALL BUSINESS IN THE DEVELOPMENT OF THE SERVICE SECTOR

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ABSTRACT

This article discusses the concept and essence of service activities. The activities of small businesses in the service sector were analyzed. Innovative forms of small business organization in the service sector have been studied.

KEYWORDS: *Service, Small Business, Innovation, Franchising, Market Economy*

INTRODUCTION

The colossal effect of using small business as a market instrument abroad has been noted for a long time. The phenomenon of its influence on the political, economic, social and technological development of the country and the ability to stabilize the processes taking place in these areas is receiving close attention.

Small business mitigates the consequences of structural changes in the economy, quickly adapts to changing market requirements, makes a significant contribution to regional development, and has the ability to generate and use technical and organizational innovations. Organically linked with big business, it is the basis for the country's sustainable development and increasing the competitiveness of its economy. Small business plays a special role in the development of the service sector, which serves as a kind of indicator for assessing the level of economic development of any country.

The relevance of the chosen topic does not raise doubts, since at the present stage one of the main trends in the development of the economy is advanced development of the service sector, which predetermines the constant search for its quantitative growth and qualitative improvement. An important role in solving these problems is assigned to small business, which, by its very

nature, is able to flexibly respond to the needs and demands of the service market, better and sooner saturate it with high quality services. In this regard, it is becoming increasingly important to create a small business management system in this area, as an objective necessity for the country's further movement along the path of economic and social progress.

Service activity is a type of activity aimed at meeting the needs of people through the provision of individual services. Service activities are carried out by individual entrepreneurs and service organizations. The result of their labor is service. A service is a product of labor, the purpose of which is to meet the specific needs of people.

The service is the result of direct interaction between the contractor and the consumer (customer), as well as the contractor's own activities to satisfy the needs of a person. A service is an activity aimed at satisfying the needs and requirements of people.

This activity can be embodied in products (material services) or exist as a useful effect of labor consumed in the labor process itself (non-material services). For example, the service of a tailor is that he sews a suit. The transformation of the material into a suit is the tailor's service. The tailor's activity is embodied in a suit (material service).

An important feature of a service is a useful action for the consumer, and this action can be provided by both living labor (intangible service) and labor embodied in a tangible product. This is the fundamental purpose of services, their social function - direct service to the population, creating comfortable living conditions: in transport, in public places, during rest.

The useful effect of a service is a set of useful properties of a service, directly aimed at satisfying a particular human need.

A consumer of a service is a citizen who receives, orders or intends to receive or order services for personal needs.

Service provider - an enterprise, organization or entrepreneur providing a service to a consumer.

The result of the service is the restoration (change, preservation) of the consumer properties of the goods, the creation of a new product by order, the movement, the creation of conditions for consumption, the provision or maintenance of health, the spiritual or physical development of the personality, the improvement of professional skills.

In serviceology, there are concepts of ideal and real services. An ideal service is an abstract, theoretical model of a particular type of service activity. It includes the rules for serving the population, quality standards, technology for the provision of services.

A real service is a specific material action aimed at meeting the needs of the consumer. These services are individualized for performers, consumers, specific conditions for their provision.

Service organizations provide material and socio-cultural services. Material services are services that satisfy the material needs of people. Material services provide the restoration (change, preservation) of consumer properties of products or the manufacture of new products according to the orders of consumers, as well as the movement of goods and people, the creation of conditions for consumption. In particular, material services include household services (services for the repair and maintenance of products, buildings and structures, photography services,

hairdressing services), housing and communal services, catering services, transport services, agricultural services, and so on.

Social and cultural services are services that satisfy the spiritual, intellectual needs of people and support their normal life. Social and cultural services ensure the maintenance and restoration of health, the spiritual and physical development of the individual, and the improvement of professional skills. Social and cultural services include medical services, cultural services, tourism and education.

The result of material services is the work or product performed. The result of social and cultural services (services proper) has no material form (the result of tourist or excursion services).

Material and socio-cultural services are complementary. Often the purchase of goods is accompanied by the consumption of services (for example, after-sales services), and the consumption of services is accompanied by the purchase of related goods. For example, when consuming public catering services, a consumer receives a product - food products, a place of consumption of food products, a service for serving food and drinks, and psychological relief.

Services are provided to consumers in the process of servicing. The provision of a service is the activity of the service provider necessary to ensure the performance of the service. The provision of the service is divided into separate stages: provision of the necessary resources, the technological process of execution, control and evaluation, the process of service. Services are inseparable from consumers and performers.

The service life cycle is divided into several stages:

- 1) Provision of information on services offered to consumers;
- 2) Acceptance of an order for a service;
- 3) Performance of the service;
- 4) Quality control of the performance of the service;
- 5) Issue of the order to the consumer.

The interaction between the consumer and the service provider takes place in the process of service. The nature of the interaction depends on the form of service provision and can be direct (face-to-face) and mediated (correspondence). With direct interaction, there is a direct contact between the contractor and the consumer, and with indirect interaction, the contact can be carried out through intermediaries or auxiliary personnel of the service provider.

Service is the activity of the service provider in direct contact with the consumer. The service process is provided by means of production and personnel of the service organization. The service includes the analysis of the consumer's order, the development of projects for the provision of services (technical specifications and the process of rendering services), the search for compromise solutions in the conditions of the multivariance of methods of providing services, the establishment and provision of the required quality of the service, coordination, registration and delivery of services to the consumer.

The efficiency of the service enterprise depends on the correct organizational and management activities of the managers.

Organizational and managerial work includes:

- planning the service activities of the organization, forecasting the development of the organization when the market or the range of services changes;
- Assessment of production and non-production costs;
- optimization of the composition of technological equipment and technical means, taking into account the range and level of quality of services;
- organization of the contact area for communication with the consumer of the service;
- selection of employees with psychological abilities to work with consumers.

Thus, the service activity is a complex multifaceted process, which is ensured by the competent management of the personnel and resources of the enterprise, the observance of the requirements of service standards, and the correspondence of the services provided to the requests of consumers.

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