

LINGUOPRAGMATIC ANALYSIS OF ONLINE MARKET TERMS IN THE FIELD OF LOGISTICS

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Annotation: Currently, the service sector is becoming one of the important driving forces of economic development. An ever-increasing share of the world's resources is transferred to this sector, and an ever-increasing share of the population's income is directed to meeting needs through the consumption of various types of services. It is possible to observe the increase in the number of services, their diversity and complexity in various sectors of the economy all over the world. Individual consumers and society as a whole, organizations that produce and use products are focused on a number of services, along with consumer goods and industrial products.

Keywords: commerce, online market, logistics, company, market, operator, supply, warehouse, customs, consulting.

LOGISTIKA SOHASIDA ONLAYN BOZOR TERMINLARINING LINGVAPRAGMATIK TAHLILI

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Annotatsiya: Hozirgi vaqtda xizmat ko'rsatish sohasi iqtisodiy rivojlanishning muhim harakatlantiruvchi kuchlaridan biriga aylanib bormoqda. Dunyo resurslarining tobora ortib borayotgan ulushi bu sohaga o'tmoqda va aholi daromadlarining tobora ortib borayotgan ulushi har xil turdagi xizmatlarni iste'mol qilish orqali ehtiyojlarni qondirishga yo'naltirilmoqda. Butun dunyoda iqtisodiyotning turli sohalarida xizmatlar sonining ko'payishi, ularning xilma-xilligi va murakkabligi ortib borayotganini kuzatish mumkin. Alohida iste'molchilar va butun jamiyat, mahsulot ishlab chiqaruvchi va ishlatuvchi tashkilotlar iste'mol tovarlari va sanoat mahsulotlari bilan bir qatorda bir qator xizmatlarga yo'naltirilgan.

Kalit so'zlar: tijorat, online bozor, logistika, kompaniya, bozor, operator, ta'minot, ombor,

bojxona, konsalting.

ЛИНГВОПРАГМАТИЧЕСКИЙ АНАЛИЗ ТЕРМИНОВ ИНТЕРНЕТ-РЫНКА В СФЕРЕ ЛОГИСТИКИ.

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Аннотация: В настоящее время сфера услуг становится одной из важных движущих сил экономического развития. В этот сектор передается все большая доля мировых ресурсов, а все большая доля доходов населения направляется на удовлетворение потребностей за счет потребления различных видов услуг. Рост количества услуг, их разнообразия и сложности можно наблюдать в различных отраслях экономики во всем мире. Отдельные потребители и общество в целом, организации, производящие и использующие продукцию, ориентированы на ряд услуг наряду с потребительскими товарами и промышленной продукцией.

Ключевые слова: коммерция, интернет-рынок, логистика, компания, рынок, оператор, снабжение, склад, таможня, консалтинг.

In the competitive, rapidly developing e-commerce market, a large part of the costs of organizations operating in this market are related to logistics and product promotion. The implementation of fulfillment in the activities of companies, that is, a complete set of services provided by one universal logistics operator to e-commerce companies, helps to ensure the safety of cargo transportation and provide high-quality service. Research and development of ways to improve logistics processes of companies operating in the e-commerce market. To study the characteristics and trends of the e-commerce market, to analyze the existing methods of delivering goods from online stores to final consumers, to justify the need to use modern methods of delivering goods. Using the general methods of scientific knowledge, the logistics processes of e-commerce are reviewed and the main approaches to improving the logistics of online stores are developed. The article analyzes the terms of the e-commerce market. The characteristics of the e-commerce logistics market and methods of goods delivery were studied. As it turns out, the payment for the online store includes the receipt and storage of goods, correspondence and other types of cargo in a specially equipped warehouse, the correct packaging of goods for shipment to customers, the selection of an optimal scheme for the delivery of goods. includes. the urgency of the order and other factors, the need to use this delivery technology in the operation of the online store. Improving the methods of delivery of

goods to consumers of online stores allows to reduce logistics costs and provide high-quality service.

In recent years, the emerging e-commerce industry has brought significant changes to the traditional global trade model. A major consequence of the rapid expansion of Internet access is that the global network now acts as an intermediary for transactions between organizations and their customers. This change has had an impact on the traditional supply chain, as logistics operations at each point have had to actively adapt to this new reality. In particular, in connection with the emergence of online trade enterprises, many logistics operators had to not only improve their existing services, but also expand the types of services offered, taking into account the specific characteristics of this industry, in order to master online trade.

Logistics for an online store is one of the components based on its viability. With the rapid development of technology, the demands and expectations of customers for the logistics services provided by the online store are constantly increasing. It is very important for the customer that the selected product is in stock, otherwise he may order it from another seller. Therefore, here the online store must competently build forecasting and inventory processes. As for receiving the order, at this stage it is not enough to deliver the order from point A to point B - various receiving options are required, as well as delivery as soon as possible. In each of the considered situations, the buyer in one way or another evaluates the quality of the logistics services offered to him and, on this basis, makes a decision to make a purchase and continue working with the online store in the future. Thus, the quality of logistics services for online sales comes to the fore, as it directly affects the level of sales and customer loyalty.

Thus, based on the existing work, it is possible to create a classification of logistics services according to the following criteria: functional purpose, importance for the client-company, field of activity (modes), as well as functions of logistics management.

Supply - providing organizations with material and technical resources;

Warehouse - Receiving, storing, transporting goods, sending products - Receiving orders in the warehouse - Marking, sorting, bar coding, marking in the warehouse;

Transport - transportation of goods and passengers in various types of transport;

Sales - distribution and sale of industrial and consumer goods;

Information - providing information to the product distribution system;

Main (key) - cargo storage, transportation, shipment, consolidation, documentary provision;

Assistant - Procedures for collection and return of goods, management of secondary material

resources;

Additional - Bonding of goods, joint packaging - packing of similar products in sets;

Customs - import/export of goods customs clearance - services of customs representatives;

Expedition - formalization of shipping documents - formalization of receipt and delivery of goods;

Recycling - organizing the flow of returnable materials (rejection, returnable packaging);

Consulting - advice to clients on the full range of logistics services;

Management of intermodal and multimodal cargo transportation - Organization of transportation routes - preparation of transport documents;

Managing the order fulfillment process - processing incoming orders - Forming a portfolio of orders - preparing and registering goods for shipment to the recipient - monitoring the receipt of goods to the customer - keeping feedback on the quality of service provided to the customer stand up

Quality management of logistics services - monitoring indicators describing the required level of logistics services;

Based on the analysis of foreign and local scientific sources, we can come to the conclusion that today there is no single definition of logistics services, nor their universal classification. In various detailed works, the author's own definitions are given, which, as a rule, are more relevant to a specific logistics process or, on the contrary, have a broad generalizing nature. In general, logistics services can be considered as a set of services provided to consumers in the form of logistics procedures and operations in the organization and management of flow processes.

Regarding the classification of logistics services, various criteria for their grouping, including the functional purpose of the services, their importance for the company, the direction of activity, the main consumer of the service, as well as the logistics management function, have been defined. . For each of the characteristics, in turn, different types of logistics services can be distinguished.

Turning to the impact of e-commerce on the traditional supply chain, we can identify two main factors that led to its change - the emergence of e-commerce platforms at the level of the B2B sector, which allows suppliers to directly communicate with customers allowed to apply. as well as a reduction in the number of intermediaries in B2C-level networks. The general trend of changes has affected distribution logistics, as online sales companies have to coordinate the flow of products up to the point of delivery to the customer's home address. Another area of change is growing demand for third-party logistics services as online retailers look to better perform their

core marketing functions by outsourcing non-core activities. Consolidation has also increased in importance, as large numbers of small parcels from online retailers are often sent to a single destination. Finally, the changes also affected return logistics, the organization of which creates certain difficulties for online stores compared to traditional retailers.

In general, it can be noted that online stores are the most marginal customers for logistics providers, since logistics services for them are actually "retail". However, in order to enter the online shopping market, logistics operators, in addition to improving their basic functions, had to add new services that were not usual for them before. These include working with customer payments, organization of call centers and customer support services, as well as development of IT systems that allow simultaneous work in B2B and B2C segments.

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