

**CURRENT ISSUES IN THE DEVELOPMENT OF MARKETING  
LOGISTICS IN WHOLESALE TRADE***Kholmamatov Diyor<sup>1</sup>***Abstract**

The article describes by the author the interrelation of marketing and logistics in wholesale trade, the connection of marketing and logistics functions, the content of marketing logistics. The article covers the parameters of marketing logistics as a result of a symbiosis of marketing and logistics functions, marketing logistics, wholesale marketing and logistics in three main areas.

**Keywords:** wholesale, marketing, logistics, marketing logistics, competitive advantage, brand distribution channels, service, wholesale procurement, distribution, supply



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## **INTRODUCTION**

Any business activity is aimed at meeting the needs of customers. In particular, wholesale organizations and enterprises achieve the end result through a high level of customer service, efficient delivery of goods in accordance with consumer requirements. In this case, the cost and resources should be kept to a minimum.

Marketing and logistics functions play an important role in wholesale brand purchasing and sales activities. Marketing and logistics together ensure the achievement of the goals set in the wholesale business. Marketing activities are aimed at identifying consumer demand and offering it the goods it needs. Logistics, on the other hand, involves delivering existing goods on time, in the required quantity and place, providing a high level of customer service. The evolution of logistics and marketing development has led to the merging of their functions and the consequent emergence of marketing logistics.

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Hence, the role of wholesale trade in the organization and management of commodity flows in distribution channels is invaluable. In today's highly competitive environment, wholesalers are also facing strong competitors. Marketing logistics is an important means of gaining a competitive advantage in wholesale trade.

## **ANALYSIS OF THE RELEVANT LITERATURE**

With the formation of modern concepts of marketing in the mid-1990s, the term "marketing logistics" began to be used in theoretical scientific sources. Leading marketing scientist F. Kotler (1998) argues that the strategic problems of brand distribution, which are an important component and element of marketing, are related to logistics and marketing. Noting that the term marketing logistics has become more widely used in recent times, he has shown in his research that the process of movement of goods from producer to consumer includes not only the delivery of goods and materials from suppliers to enterprises [7]. Russian scientist Bagiev G.L. (1998) introduced the term marketing logistics into its glossary of marketing. Marketing logistics has been interpreted as a method of ensuring the compatibility of marketing activities with logistics in optimizing all types of flows [2]. Another well-known Russian scientist, Golikov E.A., who specializes in marketing and logistics in wholesale trade. (2006) proved that marketing and logistics are closely related and defined the concept of marketing logistics. He noted that marketing logistics is a new tool of management [4]. Dwiliński (1998) describes marketing logistics as a system of movement of goods in the shortest possible time and at the lowest prices, using appropriate means of transport, ensuring the timely delivery of goods ordered in logistics and marketing sequence [6]. Ryszard Barcik and Marcin Jakubiec (2013) described marketing logistics as a marketing mix (brand policy, pricing policy, sales policy, promotion policy) and logistics mix (transportation, warehousing, inventory, packaging, ordering and service) has shown in its research that it serves a high level of customer satisfaction [8]. AA Trifilova and AN Voronkov (2011) developed marketing logistics from the primary source of material flows (raw materials, spare parts, materials) to production, planning the physical

distribution of the finished product, delivery of finished products to effectively meet the needs of consumers and describes it as an operational management activity [9]. The most efficient storage of wholesalers in the production, sale and delivery of products to the place of consumption is carried out through marketing logistics to meet their needs through customer service [9].

From the above analysis, it can be seen that marketing logistics includes the operations performed in the distribution channels of goods in the process of reaching the flow of goods from the primary source to the final consumer. The main function and operations in this process are performed by the wholesaler. Therefore, the issue of developing marketing logistics in wholesale trade is relevant.

### **RESEARCH METHODOLOGY**

In writing the article, an attempt was made to reveal the problem using methods such as scientific observation, abstract-logical thinking, analysis, synthesis. The information required for the study was obtained mainly from foreign literature, statistical and regulatory databases.

### **ANALYSIS AND RESULTS**

As a result of the economic reforms implemented in Uzbekistan in recent years, the procedures of a market economy are systematically applied in all sectors and industries of the economy. The changing competitive environment in the commodity and financial markets, the intensity of competition in all sectors is increasing. This process highlights the need to develop sustainable and long-term strategies for enterprises to gain a competitive advantage.

In particular, the growth of industrial production in Uzbekistan, the development of processing is increasing the role and importance of wholesale trade in the distribution system. Competition is also intensifying in wholesale trade. As a result of large manufacturing enterprises having their own logistics systems, retail enterprises introducing digital technologies, the process of direct purchase of goods has intensified.

Wholesalers achieve a competitive advantage, the application of marketing concepts that allow them to meet the needs of consumers in a combination of quality and price to maintain competitiveness, by ensuring a sufficiently high level of profit by optimizing the flow of goods from a logistical point of view. It is clear that marketing and logistics play important roles in wholesale trade.

Using marketing tools, wholesalers determine who their customers are, what products they need, and how much they need. Logistics tools ensure optimal organization of wholesale flows in wholesale enterprises, delivery of finished products to consumers in a timely manner, in the required volume, in the right place. It can be seen that both of these tools in wholesale activities solve different functional tasks and in no case are they interchangeable. Only their joint use can guarantee the effectiveness of wholesale trade. Wholesalers can use both marketing and logistics independently in their activities.

Wholesalers cannot effectively market their products using marketing concepts alone. This is because unresolved logistics issues of delivery, transportation, storage of goods can hinder this. Marketing and logistics are inseparable. Because together they form the general conditions and policies of wholesale and wholesale activities of wholesale enterprises. The skillful use of both tools at the same time, in harmony, gives a much greater synergistic effect than using each one separately.

In order to combine marketing and logistics functions in wholesale, it is necessary to determine the specificity of each. The main tasks of marketing and logistics in wholesale trade are given in

**Table 1: The main tasks of marketing and logistics in wholesale trade**

**(author's development)**

<b>Маркетинг</b>	<b>Logistics</b>
<ol style="list-style-type: none"> <li>1. Finding new markets for wholesale goods</li> <li>2. Develop wholesale and purchase strategies</li> <li>3. Decide on the choice of market coverage strategy</li> <li>4. To study the needs of consumers in the wholesale market</li> <li>5. Implement sales promotion and promotion measures</li> </ol>	<ol style="list-style-type: none"> <li>1. Construction and selection of product distribution channels</li> <li>2. Determining the optimal amount of warehouses in the service area</li> <li>3. Selection of rational forms of trade and organization of trade</li> <li>4. Acceptance and processing of wholesale orders</li> <li>5. Standardization of commodity stocks</li> <li>6. Packaging, packaging and delivery of goods.</li> </ol>

Today, marketing and logistics include wholesale operations management, supplier and consumer market analysis, and supply and demand coordination in the goods and services market. It is clear that logistics issues are intertwined with marketing issues. As a result, the concept of marketing logistics is being formed.

Marketing logistics is a set of theoretical and practical rules for the optimization of information, material and service flows associated with the marketing activities of the wholesale enterprise in the market. The basis of marketing logistics in wholesale trade is processes. This includes managing relationships between wholesalers and buyers, managing relationships with manufacturers and retailers, managing relationships with distributors, managing relationships with competitors.

In wholesale trade, marketing logistics is formed as a result of a symbiosis of marketing and logistics. The main parameters of marketing logistics in wholesale trade are given in Table 2.

**Table 2: Parameters of marketing logistics as a result of symbiosis of marketing and logistics in wholesale trade (author's development)**

<b>Indicators</b>	<b>Marketing</b>	<b>Logistics</b>	<b>Marketing logistics</b>
Purpose	Satisfy customer needs more fully and benefit on that basis	Wholesale purchase of the required product, in the required quantity, in the right place, at the right time, in the required quantity and quality	Delivery of the finished product to the consumer with high consumer value, which is useful for wholesale trade
Object	The process of marketing management in the wholesale market	The process of managing circulating flows in wholesale trade	Marketing management of wholesale flow processes to meet market needs
Subject	Mechanism of optimization of consumer behavior in the wholesale market	Mechanism of optimization of wholesale flow processes	Mechanism of simplification of wholesale flow processes focused on market needs
Mix	Product, price, place, promotion	Proper product, proper information, proper amount, proper quality, proper time, proper place, proper cost of order	Proper market, Proper product production, Proper product distribution, Proper price formation, Proper satisfaction, Proper profit
The end result expected for a wholesale business	Increase profits	Minimize logistics costs with a quality of service that satisfies consumers	Achieve high profits by meeting the demand for goods and related services at a high level and optimizing logistics costs

Wholesalers make wholesale purchases from manufacturers in distribution channels. It sells wholesale goods to retailers. Failure to comply with the rules for the purchase and sale of wholesale goods can cause wholesalers to terminate the relationship between the two partners manufacturer and retailer at the same time. Therefore, wholesalers must ensure the timely and timely delivery of the required goods in the required quantity and quality. In this case, marketing focuses primarily on sales efforts to the end consumer, while logistics focuses on service processes.

## CONCLUSION

Logistics is intertwined with marketing in the supply and distribution of business processes. Marketing and logistics channels operate in the field of supply and distribution. Wholesalers are a key player in organizing and managing product flows in marketing and logistics channels. The efficiency and competitiveness of wholesale trade is achieved through the application of the concept of marketing logistics of modern business.

To develop marketing logistics in wholesale, it is advisable to pay attention to the following:

1. Establishment of wholesale and distribution centers in free economic zones, small industrial zones, large industrial zones established in Uzbekistan. Development of a mechanism for joint implementation of marketing and logistics functions in wholesale organizations and enterprises in these centers.
2. Management of material and information flows in wholesale enterprises should be coordinated with marketing strategy.
3. Wholesale purchases and sales should be tailored to the needs and requirements of end users.
4. Reduction of wholesale costs through the use of modern methods in the optimization of inventory, transportation and storage.
5. In order to develop marketing logistics in wholesale trade, it is necessary to establish an integrated business cooperation in the chain "producer-wholesale-retail trade".
6. It is necessary to create a business process model of marketing logistics for wholesale enterprises to gain a competitive advantage.

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