

THE ROLE OF EFFECTIVE MECHANISMS IN THE DEVELOPMENT OF THE TRANSPORT SYSTEM IN THE CURRENT CONDITIONS

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Since the stability of the financial and economic activities in the economic sectors differs, the mechanisms of action of the accompanying marketing processes also differ in them. Therefore, it is important to use effective marketing mechanisms based on the specifics of each network. Any changes in economic and social life finally led to the transport system being recognized as the resulting movement of goods and people in modern economic literature. That is why it is important to increase the sensitivity of the transport system to changes in the economy and its management, to study the regularities of its development, not only for the network but also for other economic spheres.

Increasing the speed and quality of transport, and reducing transport costs will promote the development of transport and economic relations, and improve mobility activity and living conditions of the population. As a result of the economic reforms implemented since the first years of independence, several positive works have been carried out on the network, including the introduction of market relations, taking into account the specifics of each mode of transport. The legal framework for the formation of the transport services market and the regulation of the activities of its participants has been created. At present, the emergence of a competitive environment in the field of providing transport services requires that each business entity and entrepreneur provide quality services. To assess the state of the transportation services market, its prospects, and trends for change, to analyze the long-term strategy of the network, its current policies that are directly affected, and the basis for determining the needs for financial, human, material, and technical resources and Developing a plan for its development.

An important issue in this area is equipping the fleet of land transport companies with modern vehicles and technological equipment, increasing the initiative of transport companies to increase the volume and quality of transport services, as well as organizing their systematic marketing activities. Ultimately, it is necessary to combine into a single complex of processes all the work carried out in connection with the full and high-quality satisfaction of demand for transport services. When solving this task, there is a need to develop a unified strategy for the development of the area at the national level, which should include, first of all, measures to update the vehicle fleet of the republic's transport system. These include the development of the production of trucks with a certain carrying capacity, which today has high commercial

demand, the establishment of leasing-based purchases of foreign-made cars with similar transport systems, or conducting joint projects in cooperation with them as the basis for assembling cars in the republic and the provision of existing vehicles, to provide high-quality maintenance to the owners of private transport, it is necessary to modernize large service companies.

The rapid formation of the transport services market, functioning under conditions of free competition, and the establishment of a system that does not create monopoly problems in the timely and high-quality delivery of products from manufacturers to consumers is one of the main problems of the economy today. To solve these tasks, in all types of transport systems, although the form of privatization has been carried out, it is necessary to look for opportunities for their liberalization and development of competition, the use of modern management mechanisms, including the introduction into practice of the principles of marketing. Since transport is one of the financially strong industries, such companies cannot develop and implement serious marketing strategies without state support. In addition, the physical and mental obsolescence of vehicles, and the lack of financial resources for their renewal have limited the opportunities for increasing the quality of transport and using marketing approaches in management, even by reasonably financially stable transport companies in the conditions of free economy and competition.

The main reason for the occurrence of such a situation is, of course, the systemic transitional crisis of the economy of the republic, as well as other CIS countries. Nevertheless, large transport and forwarding companies, especially rail and air transport, are sticking to their relatively stable financial situation. In recent years, the observation of regular economic growth, the volume of industrial production, construction, and trade, as well as the rising standard of living of the population, have led to an increasing demand for freight and passenger transport, both in quantity and quality. The currently developing requirements of small and private companies for high-quality delivery of small series \door to door\ are not fully satisfied by the offer of large transport companies with outdated production capacities. For example, the main part of the truck fleet consists of universal road vehicles with an average carrying capacity

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high-quality delivery of small series \door to door\ are not fully satisfied by the offer of large transport companies with outdated production capacities. For example, the bulk of the fleet of cargo vehicles consists of universal road vehicles with an average carrying capacity, and to date, commercial demand for such a car service has declined. The fluctuations in transport demand from transport companies are not sufficiently studied and promotion activities are not widespread. [1]

The problems of the traffic system are mainly related to problems related to the complexity of introducing a new business management mechanism into the network. In addition, with the introduction of the concept of marketing in the transport sector, several problems are characterized by the specifics of direct transport production and lead to the need to transform generally accepted ideas of marketing under network activities proportion of non-production costs in the structure of transport costs associated with it Company or other types of transport companies in road transport companies directly affects the ability to maintain a non-tariff policy or conduct related marketing activities to attract customers.

In addition, the methodology for determining the economic effectiveness of marketing in road transport is characterized by a certain peculiarity, namely the complexity of determining the share of the influence of marketing and other activities (technical, technological, intellectual, etc.) on the economic impact from the provision of receiving traffic services. As the transportation volume and sales of an automotive company increase, one of the most difficult tasks is to identify the interaction between the costs associated with organizing marketing activities. After all, such increases in most cases can also occur under the influence of such factors as the expansion of the volume of production in certain regions, the abundance of agricultural cultivation, the opening of the tourist season, or the arrival of citizens for the summer vacation suburbs. Exact calculations of the effects of advertising costs on the transport volume or discounts on the tariff for the provision of transport services are carried out in addition to business management methods through special market research, customer surveys, and experiments. [3]

Instead of the conclusion, it should be noted that the economic or social effect that can be achieved through marketing activities can manifest itself in two different ways: in the form of a network effect and the form of an off-network effect. From the point of view of social interests, the second vision of Samara can be several drums higher than the first. For example, increasing the speed of cargo delivery and introducing discounts on the transportation tariff will help increase competitiveness, since the amount and turnover of working capital spent by cargo owners will decrease, and the price of the transported product will decrease.

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