

ANALYSIS OF ECONOMIC MECHANISMS IN THE DEVELOPMENT OF WHOLESALE TRADE SYSTEMS

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Abstract. Wholesale trade (B2B trade) plays a critical role in the supply chain by connecting manufacturers with distributors and retailers. It ensures efficient flow of goods, price stability, and competitive market conditions, while enabling market expansion for producers and quality choice for buyers. Modern wholesalers also act as market intelligence providers, helping manufacturers to forecast demand and adapt production strategies. In many cases, wholesalers manage logistics and inventory, ensuring rapid delivery and cost savings for retailers and business customers. The academic research highlights that wholesale trade is a key component of economic relations and significantly supports the functioning of retail channels and overall economic development

Keywords: Wholesale trade, B2B trade, wholesale market, distribution channels, supply chain, bulk sales, intermediaries, logistics, pricing strategy, market competition, wholesale mechanisms, retail trade, economic development, customer relations, online wholesale, children's clothing wholesale.

Аннотация: Оптовая торговля представляет собой **важнейший элемент системы товарного обращения**, обеспечивающий связь производителей с дистрибьюторами и розничными торговцами. Она способствует **эффективному перемещению товаров**, поддержанию ценовой стабильности, расширению рыночного охвата и формированию конкурентной среды. Оптовые торговцы выполняют логистические функции, анализируют рыночный спрос и помогают

поставщикам адаптировать производство под текущие условия. Данные исследований подчеркивают, что оптовая торговля является ключевым элементом экономических отношений и тесно связана с эффективностью розничных сбыточных каналов и развитием национальной экономики.

Ключевые слова: Оптовая торговля, B2B торговля, оптовый рынок, каналы распределения, цепочка поставок, оптовые продажи, посредники, логистика, ценовая стратегия, рыночная конкуренция, механизмы оптовой торговли, розничная торговля, экономическое развитие, взаимоотношения с клиентами, электронная оптовая торговля, оптовая торговля детской одеждой.

The essence of wholesale trade is that it is important for the development of the economy. Through wholesale trade, direct contacts are established between manufacturers and distributors, which ensures fast delivery of products and quality control. Also, through wholesale trade, competition in the market increases and a wide range of choices are created for consumers. This trading model is also widespread on a global scale and is used in various industries: from food to technological products. The success of wholesale trade largely depends on marketing strategies and customer relations.

Wholesale trade, or “b2b” (business-to-business) trade, is an important part of professional trade, the main purpose of which is to sell products or services in large quantities. This type of trade is usually carried out between manufacturers and wholesalers. The main goal of wholesale trade is to reduce costs, keep the prices of products and services at a competitive level, and ensure prompt delivery to customers. Also, through wholesale trade, companies have the opportunity to optimize their production processes and use resources efficiently.

In addition, another important goal of the wholesale type is to strengthen its position in the market. This is mainly achieved by attracting new customers and

developing long-term relationships with existing ones. Wholesale companies often strive to improve the quality of products and offer innovative solutions. In this way, they not only increase their own profits, but also contribute to the development of the entire industry.

This allows customers to receive discounts for large orders, as well as to meet the need for large quantities of goods for retail or production or business use. For many manufacturers and suppliers, wholesale is the main distribution channel and a source of a significant portion of their revenue.

Wholesale has a number of advantages for both sellers and buyers. For sellers, it is a way to increase sales volume and distribute inventory efficiently. Wholesale also allows you to reduce packaging and shipping costs through larger orders. For buyers, wholesale usually means lower prices per item, because the more you buy, the lower the price per item. This makes wholesale attractive to retailers, who can then sell the products at a higher price and make a profit. One of the important advantages of buying wholesale children's clothes online is that the stores offer clothes in different sizes, shapes, patterns, as well as shades. This alternative benefits mothers and fathers who want to buy the best and most elegant clothes for their little one.

The main functions of wholesale trade are:

- Supply of large quantities. In wholesale trade, goods are supplied in large quantities, which allows you to effectively meet the needs of enterprises, retail stores and other wholesale buyers.
- Providing competitive prices. Due to the scale of purchases,

wholesale suppliers can offer lower unit prices, which makes their products attractive to buyers.

- Distribution of goods by distribution channels. Wholesale trade plays the role of an intermediary between manufacturers and retailers, ensuring the effective distribution of goods through various distribution channels.
- Meeting the needs of business customers. It allows enterprises to purchase the necessary goods in large quantities for subsequent sale or use in production.
- Ensuring the diversity of the assortment. Suppliers offer a wide range of products by brands and categories, which allows customers to choose the most suitable options for their business.
- Providing additional services. Wholesale trade can include providing additional services such as logistics, warehousing, product labeling, and even marketing support.
- Market creation. Trade creates a market where supply and demand meet, and prices and transaction terms are set.
- Another important function of wholesale trade is to support economic development. Trade is an important element of the economy because it creates jobs, increases production, and expands markets.

This table presents a table of wholesale trade mechanisms.

Table 1

Main types of wholesale mechanisms¹

No.	Mechanism name	Description	Advantages	Disadvantages
1	Direct wholesale	Directly from the manufacturer to the buyer	Low price, strong control	Coverage area is limited.
2	Trading through intermediaries	Through a distributor or dealer	Broad market, easy logistics	The price is higher.
3	Warehouse sales	The product is stored and sold in a warehouse.	Fast delivery	Storage costs
4	Contractual sales	Long-term agreements	Stability, guarantee	Low flexibility
5	Electronic wholesale (B2B)	Through online platforms	Fast, transparent	Technical connection
6	Auction and tender	Competitive trading	Best price	The process is complicated.
7	Logistics and financial mechanisms	Transport and payment systems	Reduces risks	Additional cost

Wholesale and retail trade between difference is that the first goods enterprises and other wholesale to customers many in quantity or public accordingly sell for intended . The second last to consumers aimed at to divide , goods little in quantity to sell own inside takes . Wholesale prices usually big in size purchases because of low will be , retail unity price and additional packaging , logistics and other expenses because of high to be can . The customers of wholesale suppliers are usually businesses such as retail stores or businesses that sell clothing, including children's clothing. Retail customers are end consumers who purchase goods for personal use. Also, wholesale often involves negotiating contracts and delivery terms, while retail involves the simpler process of selling directly to consumers. How does wholesale differ from retail? It focuses on selling goods in

¹ Author's development

large quantities or bulk to businesses and other wholesale buyers, allowing them to save on prices due to the volume of their purchases. In contrast, retail focuses on meeting the needs of end consumers and involves selling goods in small quantities, which is usually reflected in higher unit prices. Wholesale suppliers often work with businesses such as retail stores or companies that need large quantities of goods to sell. Retail, on the other hand, is aimed at end consumers who purchase goods for their own needs. It is also worth noting that wholesale usually involves specific sales processes, such as concluding contracts and negotiating delivery terms, while retail is simpler and often involves selling goods directly to the end consumer. In addition, wholesale often uses special sales channels, such as wholesale markets, exhibitions or online portals specializing in wholesale purchases. These channels allow wholesale buyers to effectively choose a wide range of products and receive competitive prices. In general, wholesale and retail perform different functions and target different market segments, but together they ensure the effective functioning of trade relations and meet the needs of business customers and end consumers.

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