

## **THE ROLE OF ELECTRONIC COMMERCE SITES AND MARKETPLACES IN THE DEVELOPMENT OF SMALL BUSINESS IN UZBEKISTAN**

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<b>ABSTRACT</b>	<b>KEY WORDS</b>
In recent years, e-commerce and marketplaces have created new opportunities for small businesses. Small businesses are an important component of the economy, and their development greatly affects the economic stability and social well-being of countries. This article analyzes the role of e-commerce sites and marketplaces in the development of small businesses in Uzbekistan.	Small businesses, e-commerce sites, marketplaces, economic growth, modern technologies, society, innovation.

### **Introduction**

Small businesses play an important role in the economy. They employ many people and support local communities. Small businesses also actively participate in the implementation of new ideas and innovations. They often innovate the market by developing new products and services. These processes contribute to economic growth and increase competition. Small businesses also have a social responsibility. They play an important role in ensuring social stability by strengthening ties with local communities, supporting the local economy, and participating in social projects. Today, the use of e-commerce plays a very effective role in small business. Electronic commerce - (e-commerce, visual. "e-commerce") is the organization of trade practices through the Internet. Internet auction and e-Bay online store are examples of electronic commerce.

### **Methodology**

Electronic commerce is the organization of trade practices through Internet technologies. E-commerce is powered by the internet. Customers access the online store to purchase products through their devices. They allow buyers to compare goods and services from different sellers. As a result of the rise of our country to a new economic stage, large-scale works were carried out in all areas. The first law on "Electronic commerce" in Uzbekistan was adopted in 2004. As a result of the development of information technologies, electronic commerce systems have risen to a new level. In the decree No. 37 of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev dated May 14, 2018 "On measures for the further development of electronic commerce", a number of plans were defined as the goal of

the development of electronic commerce. Development of new ideas and products, introduction of technologies and monitoring of market trends help to increase the competitiveness of small businesses. An innovative approach allows small businesses to adapt to changing market conditions.

## **Research outcome**

In Uzbekistan, the field of e-commerce is rapidly developing, products and services are provided to consumers through many platforms and sites. Below are the most popular e-commerce sites in Uzbekistan:

### **1. Marketplace (online markets):**

OLX.uz is the most popular platform for local ads. It offers the opportunity to buy and sell everything from developments to real estate and vehicles, with its advantages: an easy-to-use interface, various categories and the possibility of posting ads for free.

ZoodMall is a shopping area in Uzbekistan that offers international and local products. Its advantages: various forms of payment and wide choice. ZoodMall is an international online shopping platform that operates in many countries, including Uzbekistan. Through the ZoodMall mobile application, users can shop for a variety of products, including clothing, accessories, electronics, home appliances, and more at low prices. App features include new arrivals and great discounts. ZoodMall also offers the option to pay in installments with no upfront fees.

Book.uz is a specialized site for selling books. Its advantages: a wide range of electronic and printed publications.

### **2. Trading sites connected to electronic payment platforms:**

Apelsin Store. An online store connected to the Apelsin mobile application.

### **3. Specialized trade sites:**

Technomart.uz is a platform specializing in the sale of household appliances and electronics.

Goodzone.uz is the sale of electronics and household appliances.

Anor.uz is a platform for buying international products.

### **4. Trade and logistics integrated sites:**

Uzum Market is one of the largest e-commerce platforms in Uzbekistan, offering a convenient marketplace service for buying local and international goods. In 2023, the app was downloaded more than 13.5 million times and became one of the leading online shopping platforms in the country. Uzum Market has established distribution points for users in 72 settlements, and it is planned to increase this number in the future. The Fulfillment by Seller (FBS) model is introduced on the platform, and sellers have the opportunity to independently manage and store their products, and the marketplace provides online storefront and logistics services. In addition, attention will be paid to expanding the assortment of the marketplace and making the purchase process more convenient.

Express24 is a service for delivery of food, ready meals and various products from stores in Uzbekistan. The service delivers food products, including markets, quality imported products, household chemicals. Market products, for example, meat and dairy products from the Oloy market, and products from the Chorsu market, are provided with ease of delivery. Following the development of the company, it is planned to merge Express24 and Yandex Eats services into a single platform, which is

expected to increase the number of orders and optimize delivery processes. This partnership expands the choice for users and ensures faster delivery of orders.

## **5. International e-commerce platforms:**

Wildberries.uz. this is the Uzbekistan version of the International Trade Platform. Advantages: Wide assortment and fast delivery.

AliExpress is one of China's largest online shopping platforms, founded in 2010 by Alibaba Group. (In Uzbekistan) AliExpress offers its customers the opportunity to buy clothes, electronics, home appliances, accessories, and many other goods. The platform works worldwide and serves global customers. Each platform is tailored to consumers with its own products and services.

## **Discussion**

In Uzbekistan, electronic commerce is at the stage of its development. Today, it is about one percent of the country's GDP. In order to further develop electronic commerce, it is necessary to determine the factors affecting it, to study the appearance of connections between them, and to make forecasts for future periods on this basis. In the coming years, the growth of the e-commerce market in Uzbekistan can be ensured on the basis of the following factors:

- Increase in population income levels;
- Internet audience growth;
- Level of attraction of Internet users to electronic commerce;
- Increase in product categories;
- Growth of purchases within product categories.

The above factors indicate the prospects for the development of electronic commerce in Uzbekistan. The share of e-commerce in the total volume of retail trade in Uzbekistan is 1.4%, this figure is 4% in Russia, 8.3% in the USA and 9.9% in most countries of Western Europe.

## **Conclusion**

The role of e-commerce and markets is now incomparable for the further development of small business in the country. In the Uzbekistan, small businesses have the opportunity to present their products to a wide audience through e-commerce, which helps them grow. Also, the development of electronic commerce has a positive effect on the structure of the labor market of Uzbekistan. The industrialization of high information technologies will create thousands of new jobs. In general, it should be emphasized that the opportunities for the development of electronic commerce in Uzbekistan are growing year by year. Its development creates opportunities for our national producers to open new markets and find new customers.

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