

DEVELOPMENT PROSPECTS OF THE FURNITURE MARKET IN SAMARKAND  
REGION

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**Abstract:** *In this article, the expansion of the range of products, the full satisfaction of the wishes and demands of consumers, the formation of modern production, and the delivery of furniture products to consumers are considered.*

**Key words:** *Enterprise, market, furniture products, demand, assortment.*

Liberalization and development of the economy is noted as one of the urgent tasks in the Strategy of Actions for 2017-2021 of the President of Uzbekistan on the five priority directions of further development of our country. That is, in the sustainable development of the economy, the standard of living of the industries producing consumer goods, including the furniture industry

it is required to pay special attention to its importance in increasing.

The specified tasks require modernization and technological rearmament of real sectors of the economy. Today's enterprises are complexes adapted to the production of the most convenient and affordable products based on modern technologies. The most important thing is that modern production enterprises have the ability to fully satisfy the ever-increasing needs of our people.

We can cite the furniture industry of our country as an example. Today, more than a thousand enterprises in the Republic are producing various types of furniture products. With their efforts, together with the satisfaction of the demand of the population and organizations for furniture products, the ideas about the equipment of the warehouses and offices have changed radically.

We are proud of the contribution of "Gulobod Mebel" limited liability company. Our enterprise started its activity in 2003 and has been producing various types of furniture for enterprises and organizations, educational institutions and residents.

During our activities in the past period, we always tried to modernize the production of furniture products. Especially in recent years, we paid a lot of attention to the re-equipment of the enterprise. In 2019, the society will receive 78 thousand US dollars from Slovenia, 136 thousand US dollars from China in 2020, 14 thousand US dollars from Turkey in 2021, 220.3 thousand euros from Germany in 2021, 68.8 thousand US dollars from China in 2022 In 2016, modern equipment worth 33,000 USD was purchased from China and 34,000 EUR from Germany.

Investments have led to the formation of a modern production aimed at fully satisfying the wishes and demands of consumers, along with the expansion of the product range. By the end of 2023, more than 40.5 billion soums of furniture products

were produced and delivered to consumers by the society, which is 15% more than last year. In recent years, the export of furniture products to the country of Singapore has also been launched.

The guarantee of our success is the use of new methods of supplying the consumer market with furniture products. It is known that furniture products are designed for a long period of time. Such a situation requires that the furniture is suitable for the consumer, embodying his wishes.

In this regard, we have introduced a system of individual work with each customer in our company, which means that before the creation of each product, all the customer's requirements are taken into account, researched on site, the most optimal options are offered by designers, and then sent to production. Such a system leads to the prevention of customer objections and the improvement of product quality.

Our society also focuses on creating jobs and increasing the number of employees in Samarkand district. Today, more than 100 jobs have been created in the enterprise, and we have plans to increase their number in the future. That is why we need highly qualified, enterprising personnel. We have many years of relations with Samarkand Institute of Economics and Service. Graduates of the institute are working well for us. I would like to take this opportunity to invite the students of the institute to try their hand at our company.

Today, the furniture market is one of the most competitive and fast-growing markets. We have 5 competing enterprises in Samarkand region itself. In addition, the volume of imported furniture is also increasing. The main reason for this is the increase in the standard of living of the population, the development of office technologies and, as a result, the sharp increase in the demand for furniture. To win the competition, it is necessary to constantly monitor the market, develop and implement marketing programs.

Regarding the development prospects of the furniture market, we can see the following as the main factors:

1.The assortment of furniture products is constantly expanding. Many new organizations are emerging in our country, foreign technologies of production are entering, the living culture of the population is increasing. As a result, the demand for various new furniture products is increasing. At the same time, the design of traditional furniture is also changing day by day.

2.Differentiation of types of household furniture. In today's house, we observe that the furniture harmonizes with the way of living. For example, kitchen equipment requires full adaptation to modern machinery. So, the furniture should match the modern technologies in the kitchen. In the same way, the furnishing of multi-storey houses under construction requires the use of specific furniture.

3.Improvement of functional properties of office furniture. Previously used desks and chairs will be replaced by office technologies and will have to meet the most modern requirements of document management.

4.The use of advanced material processing technologies and modern materials in the furniture industry. The development of approaches to shaping furniture requires the creation of new methods of working with materials, assembly and installation of furniture, and the use of new composite materials.

In general, in the near future, we will be able to observe the cooperation of furniture manufacturers with builders in the creation of apartments and offices. I wish competitive experts not to get tired in training, to achieve higher results .

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