



Ways to Improve the Efficiency of Publishing and Printing Services in the Republic of Uzbekistan

Djabbarova Yulduz Abduvalievna
Lecturer of the Jizzakh Polytechnic Institute

Abstract: In this article, general trends in the market of book products are discussed, as well as the volume of the publishing market, which depends on the number of publishers and the scale of their activities, effective demand and the number of readers.

Keywords: Segmentation of the publishing market, Subjects and types of publications; products of the largest central and regional publishing houses, Quantitative indicators of the book market.

Introduction

Introduction High printing in the printing industry is a printing method that differs from flat and gravure printing in that the printing elements on the form are located above the blank ones, so that when printing, the blank elements do not touch the paper. Historically, this method, apparently, was the first to become widespread as an image replication technology (for example, it was used by Johann Guttenberg, the same principle underlies office printing). In the printing industry, high-quality printing technologies include typographic (high, book) printing and flexography. The difference lies both in printed forms (high-quality printing forms are made, in particular, on the basis of linotype and monotype types of a set of sufficiently hard garth alloy or using modern technology from leaching photopolymers), and in the printing process. On the printed form of high-quality printing, the printed elements are located above the whitespace. The paint is applied to the surface of the protruding printed elements. When in contact with the paper, pressure is necessary for the complete transition of the paint. Before the invention of printing machines, a press was used for this purpose. To reproduce text and dashed images consisting of individual strokes and lines, it is not difficult to make a printed form even on a blackboard, since all printed elements are on the same level. It is easy to apply paint on them with a swab or roller, put paper and press it to transfer the paint.

ANALYSIS OF THE RELEVANT LITERATURE

The Uzbek Book Chamber provides the development of a scientific and methodological base for creating a unified information space and information support for book-selling processes based on the ONIX standard and the EDItX standard for the exchange of commercial documents. But currently, the draft industry standard "Electronic exchange of bibliographic and commercial information in the book business" has not been approved, which reduces the efficiency of electronic document management. As a result, at the moment most publishers and bookselling enterprises use completely different formats – this is especially noticeable on the example of price lists, order forms and classification schemes of book products, which complicates the operational information exchange in the book industry.

RESEARCH METHODOLOGY

The article used such methods as methodology of economic research, system analysis, monographic analysis, comparison, grouping, expert assessment, economic and statistical.



ANALYSIS AND RESULTS

One of the most important aspects of the book distribution system is the management of information in the book market. The information support system forms the basis for modern technologies for the distribution of publishing products. For the organization of an effective system of book distribution, it is important to create a unified information space in the publishing industry.

A single information space involves the use by all subjects of the book market of such components as: ISBN and barcodes; a single standard for bibliographic description of book products; national databases on publications available on the market ("Books in Print" or "Books in stock and print"); classification of books (based on UDC – or other world classification); a single format for electronic data exchange in the book business.

In its current work in the process of publishing and distributing books, a modern publishing house constantly needs reliable information about the book market and prompt exchange of information with distribution partners. The main information sources in this case are: RCP statistics, industry reports on the state of the book market, market research, as well as data from the publisher's own logistics information system.

A logistics information system is a set of organized information flows and technologies, equipment and workers performing operations that ensure the movement of information in the logistics system, as well as between the logistics system and the external environment. In this case, the main directions here will be information exchange with suppliers, and information flows directed from the publisher to potential buyers of their publications.

When transferring publishing products to retail, a whole range of information support is used both from the publisher and the bookseller. In bookselling enterprises, a local computer network is organized, consisting of registrars (scanners) of operations for the reception, movement and sale of book goods; computers that form incoming and outgoing documents (invoices, invoices, specifications, price tags); servers that accumulate information about commercial transactions and provide access to it for analysis and generalization. Each batch of goods is accompanied by an electronic (and printed) invoice. Acceptance of the goods, the data about which has already been received from the publisher in electronic form, is carried out using a scanner that reads the barcode and is connected to a computer. All data about the received goods (name, quantity, price) are compared with the data of the electronic invoice, which, in turn, is compared with the order stored on the server. All information about the accepted product is transferred to the server, its bibliographic description is compiled, which enters the database

As already noted, due to the lack of a single information space and unapproved unified standards of electronic document management, different standards of documents, forms of bibliographic description and classification schemes are used in the practice of different bookselling enterprises, which creates certain obstacles to the rapid exchange of information.

Another important application of information technology in modern publishing is the organization of advertising and information activities. Publishing houses today actively use the Internet to promote their products. According to surveys of publishers, the most popular way of promotion is to support your own website and promote book products in social networks (more than 80% of respondents noted them as effective) This is followed by such forms of book promotion as blogging and direct advertising on the Internet (41% and 32%, respectively). Next in terms of decreasing effectiveness are contextual advertising on the Internet and participation in forums, but, nevertheless, 27% and 23% of publishers in 2021 noted that they use these forms of advertising and information activities.



As for information work in social media, there are several main directions and types of activities that publishers undertake. Among them – informational support of events: publication of announcements, press releases, advertising messages and promotion of individual books (86% of publishers noted that they use these forms) Publishers also actively promote the brand of the publishing house (68%) and their authors (64%) on social networks. More than half of the surveyed publishers take part in the life of groups related to literature and reading, as well as conduct various surveys, contests, quizzes (50%). A third of publishing houses create and moderate pages (groups) of their own authors, products, services, ideas, events, and 23% are engaged in promoting books in groups not directly related to reading, but somehow related to the products of the publishing house.

The sale of book products is the final stage of the publishing process and means its delivery to the end consumer. There are several options and levels of implementation, depending on the number of intermediaries – intermediates involved in the process. There are direct distribution channels (without intermediaries) and indirect channels – single-level, two-level, etc.

In the case of a single-level channel, there is one intermediary between the publisher and the consumer - a retail enterprise. The two-level implementation involves two intermediaries representing the wholesale and retail link. The task of the wholesale link is to deliver books to retail enterprises as soon as possible and at the lowest cost. Wholesale trade performs important logistical functions for the transportation, warehousing and information support of the supply of book products. Indirect channels are used by publishers to increase target markets and expand sales, and most of the book products are distributed through them.

Retailers of publishing products today are: bookstores (among them are network and independent enterprises of various sizes and formats); online stores; kiosks and kiosk networks; non-book retail Among the listed channels, bookstores are the most important distribution channel – more than 50% of all books are distributed through them. At the same time, it should be noted that the number of bookstores has almost halved over the past 10 years: from 3 thousand to 1.5 thousand bookselling enterprises. Online stores are a dynamically developing channel today, whose share in the book market is constantly growing. In recent years, the share of this channel has increased from 5.5% to 15%. Among online stores, the most popular are such as Labyrinth, Ozone, Wildberries.

The sale of books to supermarkets and hypermarkets of FMCG (non-book consumer retail) has increased in recent years: the share of the channel has increased from 6.5% to 8.8%. The range and number of books presented in these stores has expanded somewhat, but, as a rule, there are those in mass demand. At the same time, the share of kiosk networks as a distribution channel for book products decreased from 3.8% to 0.9%.

Currently, the share of direct sales and publishers' own sales in the distribution structure of publishing products is increasing. Forms of direct sales of books today are: sale on the publisher's own website and through social networks; sale of books directly by the publisher: from a wholesale warehouse or a warehouse store; book-mail: sale of goods in the form of mail parcels for individual orders; book club: combines publishing and mail-parcel trade, produces books on paid orders of club members; peddling (traveling salesman).

The choice of the sales channel depends on many factors: the type and quality of the book, the target address of the publication and the attitude of consumers to it, the features of the publishing house's distribution network, the types of wholesale or retail enterprises and the principles of operation of specific stores.



CONCLUSIONS AND SUGGESTIONS

Today, processes and technologies have been developed to produce high-quality publications in multiple copies, which greatly expands the capabilities of the new publishing system. It should also be noted that the put forward and justified factors are constantly acting stimulants for further self-development and self-improvement of the publishing and printing system of Uzbekistan. In this regard, the study of the factors stimulating the development of the system should become permanent, since in the foreseeable future both the book and book publishing will remain an important information resource of society, allowing a person, on the basis of consistent coexistence with constantly improving information technologies, to master new knowledge and solve a variety of tasks in the economic, cultural and social spheres, in all areas of life.

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