

Types of Electronic Commerce and its Infrastructure

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Abstract:

the internet is one of the most powerful and rapidly developing communication networks today. This article describes the content and nature of the types of electronic commerce and its infrastructure.

Keywords: internet, communication, technique, development, network, customers, user, www, sales processes, tool.

The Internet is the most powerful and rapidly developing modern is one of the communication networks, in a short period of time it has risen from the quality of an ordinary departmental network to the level of the world information communication infrastructure. Internet communication technical means are being re-analyzed and new effective technologies are being sought.

If we analyze it from the point of view of use, the Internet is one. First, it serves as an "information highway" that enables network clients to exchange information and communicate virtually, and secondly, the database set in it forms a repository of world knowledge. In addition, the Internet is becoming one of the most important tools of modern business in studying the world market and organizing marketing activities. In recent years, information technologies have turned the Internet into an advanced information system. This system united a number of information centers, world information resource centers, libraries, scientific and legal information bases, many state and commercial organizations, stock exchanges and banks.

The use of the usual form of trading contracts is moving to the use of a home or office, which is convenient for the buyer. Therefore, the creation of software and devices, trade and financial organizations are paying attention to various ways and methods of conducting commercial activities

on the Internet¹.

Trade, various household service enterprises, bank branches in our daily life are accepted as a means of payment by plastic card, and form a system of receiving points for plastic card service.

The e-commerce system is aimed at implementing trade relations between the product supplier and the buyer, material and technical support, and solving the issue of product transfer.

The product movement process is divided into 6 types. Ownership entity, supplier of new products - distributor - dealer - retailer or wholesaler - buyer. Only the first and last subjects participate in this chain. Organization of electronic commerce in pairs connected in a chain

There are unique characteristics of reaching automation of time-consuming complex manual processes, order acceptance, agreement of requirements, exchange of ideas on other business-related information. To increase the effectiveness of e-commerce, it is necessary that there is an exchange of information between the product supply and production organization, and it must be constantly agreed.

Common e-commerce:

1. Procurement management system;
2. Full control of the product delivery tracking system;
3. Sales management system;
3. Full clicks of the customer tracking system;
4. Sectors (branched) electronic trade areas;
5. Electronic markets or multi-sector shopping areas.

By connecting them together, the system of supplying raw materials to production organizations is integrated, that is, interconnected.

The main elements of the procurement management system:

- ✓ database of the registered list of product suppliers;
- ✓ the single product catalog of the product supplier;
- ✓ tender trading system;
- ✓ cooperative purchasing system (buying several buyers together, in order to reduce the purchase price);
- ✓ justification system;
- ✓ system of loan allocation and insurance for the agreement; - logical (logistics) management system;
- ✓ module for integration of various accounting systems between procurement and product delivery (accountant, warehouse);
- ✓ data security system.

Organization of centralized purchasing in regionally distributed large enterprises is the most effective method and is called a corporate purchasing system.

In this system, control over procurement is reduced, the time spent on procurement is reduced, and the cost of document exchange is reduced. The benefit of implementing this procurement system is represented by the reduction of the cost of the purchased product and the ease of service from the

¹Калужский М.Л. Электронная коммерция: Маркетинговые сети и инфраструктура рынка. – М.: Экономика. 2014. – 256с.

automated tendering.

This system allows the managers and employees of the company to perform the following actions in an automated mode:

- generation of purchase orders for office inventory, equipment and spare parts and services, production components, raw materials and other materials;
- analyzing incoming orders, making changes,
- support and rejection;
- sanctioning the selected payment depending on the results of the product delivery based on the tender;
- providing information about the needs of the company, the planned tender (terms and conditions) on the Internet, as well as informing the registered product suppliers about the price request and purchase, about the tender;
- conducting auctions at specific times for used products from the company, which are necessary for production;
- to have information in advance about the planned purchase of the product produced by them;
- Taking part in the auction at a certain time using the Internet, viewing the results of the sale and offering a very low price.

The electronic supply system is able to work with external catalogs and electronic trade areas, as well as with the database of business enterprise catalogs.

The Internet - purchasing system expands the benefits of product suppliers to manufacturing enterprises and trade organizations, allowing them to purchase products at reasonable prices. This, in turn, raises doubts about the disagreements between product suppliers and product suppliers. The procurement system increases the efficiency of the employees of the supply department. A typical service provider makes 15-20 phone calls a day. Through the electronic system, it is possible to send offers to thousands of product suppliers, analyze the information from them, and automatically select the best offer. If the buyer is a large organization, the interaction can be regulated through the electronic procurement system.

A few years ago, the Internet was mainly used for data exchange and file transfer. But In recent years, information technologies have become the developed information system of the Internet turns This system united a number of information centers, a world library, a scientific and legal information base, many state and commercial organizations, stock exchanges and banks. At the same time, consider the negative aspects of e-commerce necessary. These are:

- the presence of cross-sections. In particular, all entrepreneurs does not have the opportunity to develop in directions, for example, in the category of food products;
- There is a fear of buying the "wrong thing". When buying the same jewelry or clothes, the buyer first wants to try the goods on himself, and when buying electronically - to check the integrity and efficiency of the device;
- increase in business optimization costs. You need to invest in optimizing and developing your site to keep it top notch. Thus, it is necessary to spend money on educating people, training people, optimizing the material and technical system, etc.;
- there are questions about ensuring the security of the transaction. Today, customers are afraid of paying online for goods shipped;
- privacy is harmful. In some stores, you need to provide your personal information - your name,

phone number, email address and similar information. At the same time, companies can use this customer base for corporate purposes and even sell them;

- imperfection in the legal field and the impossibility of quick settlement of disputes arising from Internet purchases.

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