

EVALUATION AND ANALYSIS OF ECONOMIC INDICATORS OF "ALFA PLUS" LLC USING THE RECALCULATION METHOD

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Abstract

This article discusses the content and essence of the recalculation method used in economic analysis. It also reveals the advantages and disadvantages of the recalculation method.

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Introduction. Integral method is an improved method that belongs to the traditional methods on the one hand, and the mathematical method on the other. Determining the effect of individual factors on the result indicator by the integral method is an improved form of methods such as differentiation and chain substitution. One of the positive aspects of the integral method is that if the order of the factors in the chain substitution or differentiation methods is changed, the effect on the result will be different. In this method, it is not necessary to follow the sequence when calculating the effect of one or another factor. Regardless of the change in the sequence of factors, the effect of factors is always the same, and most importantly, it is found correctly.

The integral method helps to explain the main problem of deterministic factor analysis. If the dynamics of factor changes within the limit of one reporting period are clear, the effect of factors can be scientifically evaluated only by the integral method.

Analysis and results. Calculations related to the integral method, on the one hand, require knowledge of the basics of mathematical analysis, and on the other hand, they require performing calculations related to the chain substitution method. Therefore, the use of this method is effective in exposure conditions. There are different forms of calculating the influence of factors on the result indicator. If the result is influenced by two factors, the following relationship will occur:

"ALPHA PLUS" LLC Basic information about:

Indicators	2018	2019	Difference	Influence of factors
Gross product	150,000	280,000	130,000	420,000
Main fund or.	30,000	40,000	10,000	200,000
The fund is efficient.	5	7	2	220,000

$$\Delta T_{AC} = FC \times \Delta AC + ((1/2) \times (\Delta AC \times \Delta FC))$$

$$\Delta T_{AC} = 40,000 \times 6 - 1/2 \times 40,000 \times 2 = 240,000 - 40,000 = 200,000$$

$$\Delta T_{FC} = AC_0 \times \Delta FC + ((1/2) \times (\Delta AC \times \Delta FC))$$

$$\Delta T_{FC} = 2 \times 130,000 - 1/2 \times 40,000 \times 2 = 260,000 - 40,000 = 220,000$$

$$\Delta T = \Delta T_{AC} + \Delta T_{FC}$$

$$\Delta T = 200,000 + 220,000 = 420,000$$

produced 420,000,000 more products in 2019 compared to 2018. Factors influencing this are as follows:

1. The increase of the main fund by 10,000,000 soums increased the turnover of goods by 200,000,000 soums.
2. The increase of the efficiency of the fund by 2 units increased the turnover of goods by 220,000,000 soums.

Under the influence of these 2 factors, the turnover increased by 420,000,000 soums.

should work on strengthening its supporting structures in order to produce more productive horses in the future.

Organizations engaged in trade are always troubled by one question: how to increase the volume of trade. Below we present 5 of the most reliable and effective methods.

Business has always interested people as the most popular way to start their own business and become rich. Due to the increase in money as the trade increased, merchants of different eras were concerned about selling goods faster. Some of the methods they came up with were the key to success, while others were completely useless.

What does sales volume depend on?

Any organization engaged in trade, be it a small shop or a large company that sells and manufactures products, it is the activity of the sales department that ensures the success of the company. If there is a lot of sales - that is, everything is done correctly, if it falls - this means that it is necessary to look for sources of increasing their volume. Only when the situation becomes very tense, the goal is not to increase sales, but to not lose existing customers.

Both large and small companies have one thing in common: when sales fall, management blames the responsible departments or direct salespeople. This is wrong.

and polite the salesperson or manager is, the customer will not buy the product when:

- if the store does not have many types of goods - he cannot find what he needs;
- can immediately buy from another without waiting for it to appear;
- dirt or unpleasant odors are emitted from the trading hall;
- Unless the product is advertised.

"If you don't care about your customer, someone else will..."

What are the modern methods of increasing the volume of sales based on?

It is possible to increase the volume of sales when:

- if the number of customers is increased.
- per customer is increased.

Depending on the problem you have, initiate action in one or more directions.

Increase the number of customers

from a lack of customers or new companies that have recently entered the market, or that have started to lose customers rapidly due to competition and internal problems .

Often, leaders and managers begin to fundamentally update the company's work, change the assortment of goods. As a result, old customers start leaving. The main thing is not to chase new customers and lose old ones.

If you have nothing to lose (for example, you also have very few customers), you can definitely try to make drastic changes.

Otherwise, it is better not to apply major updates.

Increase average check

Let's say you have more than twenty regular customers, but every day they buy one loaf of this x and x olos. And your neighboring business rival has only three regular customers, but every day they buy 50-100 thousand soums from the store .

It is certain that the income of the neighbor is much higher.

You need to convince your customers that not only bread , but also other products in your store are very tasty.

Experienced entrepreneurs advise not to limit yourself to just one direction (that is, to focus only on increasing the number of customers or to encourage old customers to buy more goods without paying attention to new customers), but to take into account all aspects.

There are many proven ways to increase sales, but we have selected the 5 most reliable among them:

1. Thorough market research

Commercially reckless actions are not captured by x .

You need to study the changes in the modern market, the success stories of your competitors , the reasons for their failures , and adapt the information you receive to your business.

2. Advertise your product

Yes, the ad is the same, the sales engine, nothing has changed.

and air a full television or radio commercial , use other methods, such as newspaper ads, social media, e-mails, phone calls , flyers, and business cards.

3. Grades should be reasonable

Do you know what some stores do before selling items at low prices ? At first, they raise prices , for example, by 20-40%, and then attract customers with attractive advertisements: "50% discount on all goods ! " .

You will lose almost nothing financially, and the word "discount" will start calling customers to your store at lightning speed.

4. Run more promotions

Many investors are very fond of stocks .

Especially in foreign countries, resourceful and inquisitive businessmen spread the word with their actions related to various directions, such as "price of the week", "hot offer", "thematic days", "coupons to increase points" .

5. Make changes to the company's work

Focus on exactly which aspect is leaking. Trade turnover is nothing, nothing, it will not fall by itself .

Maybe those who are delaying the company's work are cheap sellers, or the range of goods is outdated, your prices are higher than those of your competitors, is it time to repair x moms, maybe you need to change the name of the store...

Yes, remember one more thing, no matter what the sales situation is, in 90% of cases it can be at least doubled. For this, it is enough to spend 2-3 hours a day on learning, researching and new ideas! To increase sales, you need to understand your pipeline percentages. Start by tracking each initial contact - you need to know exactly how many contacts you've identified and how many leads can be determined. How many of these positions did you manage to close when you went to the meetings? Once you have these numbers, you'll know exactly how to reach out to increase your sales by the desired amount.

Conclusion. Of course, dialing your way through your phone book is not an efficient method for ISPs.

The more qualified your results are, the more likely you'll end up talking to people who aren't real candidates for your product. In essence, discovery is finding people who have a problem that your product can solve and offering them a solution that can be presented to them.

So, the higher the quality of your results, the higher the conversion percentage (and therefore the total number of sales you will generate).

Buying these qualified leads will either cost you time or cost you money. In other words, you pay someone to collect qualified leads for you, or you collect them yourself.