STUDYING ADVANCED DOMESTIC AND FOREIGN EXPERIENCES IN GOODS DISTRIBUTION

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Annotation. *This article examines the Walmart distribution system, which is a highly efficient, technologically advanced model based on the integration of logistics, information systems and partnerships with suppliers, the largest retailer, combining offline and online sales, channels retail stores, online store, suppliers.*

Keywords:*Company, distribution, sales, retailer, optimization, efficiency, product.*

Annotatsiya. *Ushbu maqolada Walmart kompaniyasining taqsimlash tizimi logistika, axborot tizimlari hamda yetkazib beruvchilar bilan hamkorlikni o‘zida mujassam etgan, yuqori samaradorlikka ega va texnologik jihatdan rivojlangan model tahlil qilinadi. Yirik chakana savdo korxonasi sifatida Walmart an’anaviy (oflayn) va onlayn savdo kanallarini, jumladan, jismoniy do‘konlar hamda elektron tijorat platformasini birlashtiradi, shu bilan birga, yetkazib beruvchilari bilan mustahkam aloqalarni saqlab qoladi.*

Kalit so‘zlar: *Kompaniya, taqsimlash, savdo, chakana sotuvchi, optimallashtirish, samaradorlik, tovarlar.*

Аннотация. *В данной статье расматрывается дистрибуционная система Walmart представляет собой высокоэффективную, технологически развитую модель, основанную на интеграции логистики, информационных систем и партнерских отношений с поставщиками, крупнейший ритейлер, объединяющий офлайн и онлайн продажи, каналы розничные магазины, интернет-магазин, поставщики .*

Ключевые слова: *Компания, дистрибьюция, продажа, ритейлер, оптимизация, эффективность, товар.*

Introduction. One such area is improving the distribution system, including optimizing distribution channels, implementing modern logistics technologies, and improving the quality of delivery to consumers. A modern distribution system is a complex set of organizational, economic, and technological processes aimed at ensuring the efficient movement of goods. It encompasses not only the physical movement of products but also the management of information flows, interaction with intermediaries, and the organization of storage, transportation, and distribution.

Modern international companies utilize a variety of distribution models to achieve broad market coverage, reduce costs, and provide a high level of service. Let's look at some of the most successful examples.

Analysis of literature on the topic Based on international experience, it should be noted that the development of non-cash payments and the digitalization of the financial sector in Uzbekistan have received extensive coverage in both academic research and analytical reviews in recent years. Many economists have explored these concepts and their practical application, including M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, and D. Marshall. It is worth noting that scholars who have made significant contributions to the development of marketing theory should

be recognized, while research conducted in the field of marketing in our country over many years has been based on national characteristics. These include R.G. Ibragimov, M. Mukhammedov, M. Sharifkhodjaeva, Sh. Ergashkhodjaeva, Sh. Musaeva, and others.

Research methodology. The study utilized a systematic approach, analysis, and numerical metrics. Mass observation methods were used to collect and analyze data from social media platforms.

Analysis of the result. The Coca-Cola Company

The Coca-Cola Company is one of the most striking examples of effective global distribution. Its distribution system has evolved into a multi-tiered and flexible model, enabling the brand to be present in virtually every country in the world.



Figure 1. Distribution workflow in global companies[1]

1. The Coca-Cola Company

Coca-Cola's distribution is based on a franchise model, in which the company collaborates with independent partners—bottlers. The parent company produces the beverage concentrate and oversees the brand's strategy, while the bottlers handle production, packaging, logistics, and delivery to local markets. This system allows the company to effectively address regional demand patterns and reduce operating costs.

[1] https://ru.wikipedia.org/wiki/%D0%94%D0%B8%D1%81%D1%82%D1%80%D0%B8%D0%B1%D1%83%D1%86%D0%B8%D1%8F_(%D0%B1%D0%B8%D0%B7%D0%BD%D0%B5%D1%81)?utm_source=chatgpt.com

A key feature of the company's distribution system is its extensive network of distribution channels. The company's products are distributed through retail chains, restaurants, vending machines, online platforms, and small retailers. Coca-Cola actively utilizes an "intensive distribution" strategy, striving to ensure maximum product availability to end consumers—from large supermarkets to small kiosks.

The company's logistics system is highly optimized. It utilizes modern supply chain management technologies, including demand forecasting, warehouse automation, and digital platforms for supply chain coordination. Particular attention is paid to last-mile delivery, ensuring consistent product availability at points of sale.

Another important characteristic is the localization of distribution. The company adapts its sales channels and logistics processes depending on the specific characteristics of a particular market—the level of infrastructure, consumer preferences, and economic conditions. This allows it to maintain efficiency even in developing countries.

Thus, the Coca-Cola distribution system is a comprehensive, multi-tiered structure based on partnership, technology, and a focus on product availability. Its experience is widely used as a benchmark for building effective distribution systems in international companies.

The company produces concentrate and transfers it to independent partners (bottlers), who are engaged in bottling and delivery of the products.

Distribution channels: manufacturer → bottlers → distributors → retail chains → consumer;

Vending machines: HoReCa (cafes, restaurants);

Features: Franchising system, Intensive distribution (maximum market coverage), Localization of production;

A key element of Amazon's distribution model is its extensive network of fulfillment centers (warehouses) located near major markets. These centers are equipped with robotic systems (such as Kiva technology) that ensure rapid order processing, sorting, and packaging of goods. This significantly reduces order fulfillment times.

Amazon places special emphasis on inventory management. The company uses demand forecasting algorithms based on big data analysis, allowing it to pre-position products in warehouses located closer to the end consumer. This approach, called "predictive distribution," minimizes delivery times.

Another important feature is the development of its own logistics infrastructure. Amazon is gradually reducing its dependence on third-party carriers by creating its own delivery system, including air transport, courier services, and partner programs. This allows it to control all stages of distribution—from the warehouse to the customer's door (the "last mile" concept).

The company also actively implements innovative solutions in distribution:

- use of drones (Prime Air project) for accelerated delivery;
- automation of warehouse operations;
- implementation of artificial intelligence for route optimization;
- development of a network of order pick-up points and parcel terminals.

A key element of distribution is the Amazon Prime program, which stimulates demand by offering fast and often free delivery. This strengthens customer loyalty and increases order volume.

Thus, Amazon's distribution system represents a highly efficient, technologically advanced model based on the integration of logistics, digital technologies, and data analytics. The company's

experience demonstrates that modern distribution is becoming an integral part of competitive strategy and a key factor in success in the global marketplace.

A key feature of Unilever's distribution system is its multi-tiered sales channel structure. The company utilizes both direct deliveries to major retail chains and indirect distribution through wholesalers, distributors, and local partners. This allows for wide product availability and effective coverage even in hard-to-reach regions.

A key element of the system is its focus on the so-called "last mile." Unilever is actively developing microdistribution, particularly in developing countries, attracting small entrepreneurs and creating decentralized sales channels. For example, direct sales models through local agents are used, increasing brand penetration in rural and remote areas.

The company is also actively implementing digital technologies in distribution management. Big data analytics systems are used to forecast demand, optimize inventory, and plan deliveries. Mobile apps allow sales representatives and distributors to track sales, orders, and inventory in real time.

Another key characteristic is supply chain integration. Unilever builds close relationships with suppliers, logistics operators, and retailers, ensuring the synchronization of production and distribution processes. This reduces costs and increases the resilience of the entire system.

The company also places a strong emphasis on sustainable development in distribution. This includes reducing its carbon footprint by optimizing transportation routes, using eco-friendly packaging, and developing local production to reduce logistics costs.

Unilever's distribution system is thus a flexible, scalable, and technologically advanced model, based on a combination of global strategy and local solutions. Its experience demonstrates that effective distribution requires not only advanced logistics but also close market integration, digitalization, and social responsibility.

Produces mass-market products and adapts its distribution system to each country.

Distribution channels: Supermarkets and hypermarkets, traditional markets, distributors and wholesalers, Door-to-door sales;

Features: Multi-channel strategy, adaptation to the country's level of development. Work with informal channels (bazaars, street trading).

4. Walmart is a global leader in retail and logistics, and its distribution system is considered a benchmark for efficiency and scalability. The foundation of its success is a highly integrated supply chain focused on reducing costs and ensuring consistent product availability.

The core element of Walmart's distribution is a network of large distribution centers strategically located near stores. This geography minimizes delivery times and reduces transportation costs. The company employs a "cross-docking" approach, which means products spend virtually no time in the warehouse: they arrive from suppliers, are sorted, and immediately shipped to stores. This significantly reduces warehouse costs and speeds up product turnover.

A key feature is the use of modern information technology. Walmart was one of the first to implement electronic data interchange (EDI) systems, enabling close integration with suppliers. This allows suppliers to access sales and inventory information in real time and replenish inventory promptly.

The company actively uses big data analytics to forecast demand and manage inventory. This allows for accurate supply planning, avoiding stockouts while minimizing excess inventory. Warehouse automation and transport route optimization systems are also used.

Walmart places special emphasis on transportation logistics. The company has its own fleet of vehicles and a sophisticated transportation management system, ensuring a high level of control over the delivery process. Drivers undergo rigorous training, and routes are optimized to minimize time and cost.

Walmart is also developing omnichannel distribution, integrating traditional stores and online channels. This allows customers to order products online and receive them at nearby pickup locations or via home delivery. This integration strengthens the company's competitive position in the digital economy.

Thus, Walmart's distribution system represents a highly efficient, technologically advanced model based on the integration of logistics, information systems, and supplier partnerships. Its experience demonstrates that distribution success is achieved through synchronization of all elements of the supply chain and continuous innovation.

The largest retailer combining offline and online sales.

Channels: Retail stores, online store, Suppliers → distribution centers → stores;

Features: omnichannel distribution, control of the entire supply chain, low costs due to scale.

5. GeekChamp is an example of a modern digital distribution model based on the dissemination of educational services through an online environment. Unlike traditional companies that deal with physical goods, GeekChamp distributes intangible products—knowledge and digital content.

A key feature of GeekChamp's distribution is the use of an online platform as the primary distribution channel. All educational products (courses, lessons, and training materials) are delivered to users online, allowing the company to reach a wide audience regardless of geographic location. This model significantly reduces logistics and infrastructure costs.

A key element is direct-to-consumer (D2C) distribution. The company interacts with clients without intermediaries, offering courses directly through its website and digital channels. This allows for greater control over service quality, pricing, and user experience.

GeekChamp actively uses digital marketing as a distribution tool. Promotion is achieved through social media, targeted advertising, affiliate programs, and educational webinars. This helps build a steady stream of customers and expand the market.

Another important characteristic is distribution scalability. Unlike traditional models, where increasing volumes requires expanding warehouses and transportation resources, the digital platform allows for a virtually unlimited increase in the number of users without significantly increasing costs.

The company also utilizes personalization in its distribution. Data analytics allows courses to be tailored to students' skill levels, interests, and learning goals, improving the effectiveness of the educational process and customer satisfaction.

Thus, GeekChamp's distribution model is characterized by a high degree of digitalization, direct interaction with consumers, global reach, and low transaction costs. This experience demonstrates that in the digital economy, distribution goes beyond physical logistics and becomes a tool for delivering value in an intangible form.

Leading companies use: combined channels (direct + indirect), digital technologies, logistics centers, franchising and partner networks.

Based on an analysis of advanced international and domestic practices, it can be concluded that distribution efficiency directly depends on the level of development of logistics infrastructure, the use of digital technologies, and the flexibility of distribution channels. Companies that utilize

omnichannel strategies and automated supply chain management systems achieve higher efficiency and competitiveness.

In Uzbekistan, the distribution system is actively developing and has its own characteristics.

The main retail trade organizations on the market are OOO Angll Food Korzinka.uz, Makro, Havas.

Main activities: purchasing goods from manufacturers, storing them in warehouses, distributing them to retail outlets, and engaging in marketing and promotion.

These companies use the following distribution channels:

- Manufacturer → distributor → retail → consumer
- Manufacturer → supermarket chain → consumer
- Manufacturer → wholesale markets → small retail

Features of the Uzbek system: a high role of intermediaries, developed wholesale trade (bazaars), mixed channels (traditional + modern), limited digitalization compared to global companies.

Table 1.1

Comparison of distribution channel features in global companies in the Republic of Uzbekistan

Criterion	Global companies	Uzbekistan
Mixed channels	Omnidirectional	Partially
Technologies	High (IT automation)	Limited
Logistics	Global, developed	Local
Intermediaries	Optimized	Significant role
Coverage	International	Domestic market

The comparison above shows that foreign companies are significantly ahead of domestic ones in terms of digitalization and integration of logistics processes. At the same time, intermediaries and traditional distribution channels remain highly significant in Uzbekistan. This demonstrates the potential for improving the distribution system through the implementation of modern technologies and optimization of distribution channels.

Best international practices show that distribution efficiency is achieved through digitalization, channel optimization, logistics development, flexibility, and adaptation.

For Uzbekistan, promising areas include: developing e-commerce, eliminating unnecessary intermediaries, and implementing IT systems in logistics.

In conclusion, a study of the scientific approaches of domestic and international authors has revealed that modern trends in distribution development are linked to the integration of logistics processes, the implementation of digital technologies, the automation of supply chain management, and a focus on consumer needs. In an environment of increasing competition and the digitalization of the economy, the efficiency of distribution channels is becoming a key factor in the sustainable development of a company.

A study of the types and structure of distribution channels revealed that choosing the most effective channel depends on the product characteristics, target market, and company strategy. Using optimal distribution channels allows for expanding sales markets, increasing product availability, and ensuring a high level of customer service.

An analysis of advanced international and domestic practices has shown that global leaders such as The Coca-Cola Company, Amazon, Unilever, and Walmart achieve high distribution efficiency through digitalization, logistics automation, the development of omnichannel sales, and flexible supply chain management. At the same time, Uzbekistan's distribution system has significant potential for improvement through the implementation of modern information technologies, the development of e-commerce, and the optimization of intermediary structures.

Thus, an effective distribution system is one of the most important factors in increasing the competitiveness of an enterprise.

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