

WAYS TO INCREASE AGRICULTURAL PRODUCTION THROUGH THE INTRODUCTION OF MARKETING SALES CHANNELS

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Abstract

The research topic is marketing activity and sales market in agriculture. Uzbekistan was taken as a macrolevel object. For comparison, such large countries as the USA and Russia were considered. For a deeper study of the topic, analysis, statistics, grouping, comparison, and deduction were used as research methods. The study analyzes the current state of agriculture in Uzbekistan, the market for agricultural products. The conclusions give suggestions for increasing the volume of agricultural products through proper marketing and regulation of sales channels. Key words. Marketing, agriculture, Republic of Uzbekistan, efficiency, sales.

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