
DEVELOPMENT OF WAYS TO INTRODUCE MODERN MARKETING METHODS BASED ON THE ANALYSIS OF THE SYSTEM FOR THE SALE OF FISH PRODUCTS

Introduction. As a result of the reforms carried out in the agrarian sector of our republic, a system has been formed that ensures high profits by organizing the marketing of products grown by farms in various areas. A feature of the system for selling products grown on farms is that it depends on the type and scale of products grown, based on the direction of farm production. Based on the goals and objectives of the study, we will consider issues related to obtaining high profits through the sale of fisheries products within the framework of fish and fish products.

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