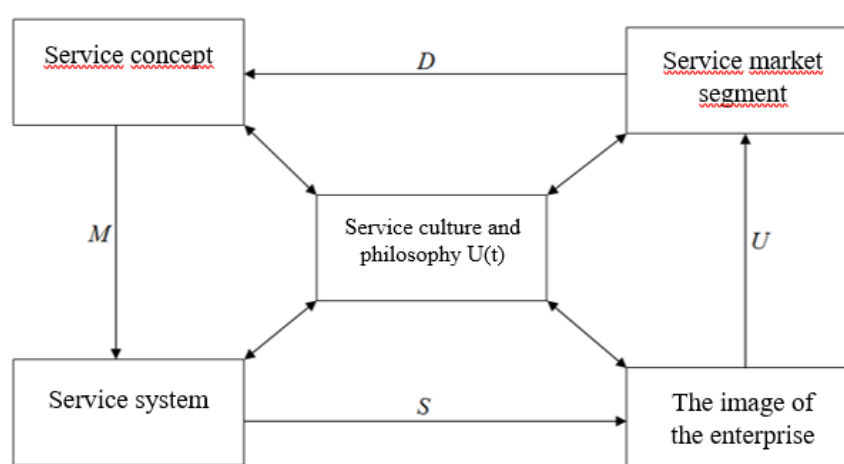R.M.Rustamov, I.A.Xolmirzayev (Nam.I.E.C)

MODEL OF AGRICULTURAL EQUIPMENT SERVICE ENTERPRISE

Abstarct: In many countries of the world, scientific research and innovation work is being carried out aimed at increasing the effectiveness of providing TS to cars. In this regard, choosing a rational form of TS performers (service enterprises, technical centers, dealerships), carrying out targeted scientific research on the basis of their functioning parameters is considered an urgent issue. In this regard, there is an urgent issue of the need to establish service centers that meet the needs of farmers, provide high-speed and high-quality services, and low prices

Key words: service enterprise model, service system blocks, multifactorial function

The scheme of the service enterprise model is presented in the figure. The analysis of the scheme starts counter-clockwise from the market occupied by the enterprise, passes through the service concept and service system blocks, and ends with the image of the enterprise. A blog on the company's service culture and philosophy integrates the remaining blocks into a cohesive system.

Scheme of the service enterprise model

The model can be formally written as:

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$$D = f_1(x_1, x_2, ..., x_n);$$
$$M = f_2[D(\bar{x}), \pi];$$
$$S = f_3(M, N);$$
$$U = \min(S - Z^0);$$
$$Y(t) = f_4(D, M, S, U, t),$$

where D is a multifactorial function of service demand; M is a function representing the effectiveness of service according to the accepted concept, the size of the need D and the importance p depend on the system;

S is a function representing the volume of services provided depending on the service concept and the enterprise's resource potential (N);

U is a function representing the deviation value of offer(S) from the ideal point Z0; U(t) is a function that determines the effectiveness of the enterprise's functionalization strategy and takes into account not only D, M, S, U arguments, but also time(t) [2].

The functions of the blocks in the model are as follows.

A service market segment is a group of consumers who have specific requirements for the service system, including the service concept and TS (arrow D). Market segmentation is the division of consumers of a particular market into separate groups based on their needs.

The concept of service delivery is based on the concept of service that relieves the burden of the consumer and satisfies his specific need. The scientifically based concept ensures full satisfaction of consumer requirements and development of the service enterprise.

A service system is formed based on these concepts (arrow M).

The service system is a set of original ideas and suggestions of the company about the service. The following components are distinguished in this system:

1) staff status. A complex and laborious job that requires service, speed and quality. That's why the managers of the enterprise direct the staff to

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complete the staff with qualified employees, not only to perform their specific tasks at an excellent level, but also to solve the general practical issues of the service;

2) consumers are an important element of the service system, because they are not only a customer, but also a legal entity that directly affects the volume, type and process of the service. Therefore, studying consumers, selecting them, attracting them to the service are urgent issues;

3) service rendering technology defines operations and procedures for service performance. The quality, speed, volume, price, even the perspective of the service directly depends on this technology (arrow S);

4) financial support of the service. It is known that the implementation of the service concept, the functioning of the system at the level of requirements, and the full implementation of the technology depend on the financial situation of the enterprise. The surest way to improve the financial situation is to dramatically increase the volume, types and number of customers[3].

The image and image formation system of the enterprise includes a number of elements, such as increasing the reputation of the enterprise among customers, occupying service market segments, attracting consumers to the market and expanding their ranks, eliminating employee dissatisfaction (U arrow).

The company's service culture and philosophy are important, and the management of the company uses them to organize and develop a service system that benefits both customers and itself. Culture and philosophy strongly influence the normal functioning of the service system, and in the time interval [0, T], the integrating function U(t) plays the role (two-way arrows connecting the peripheral blocks of the scheme with the center).

Apparently, R. Norman's model is complex in nature and covers a wide range of problems related to the functioning of the dealership. Disadvantages: formalization (practical use) is difficult: in a static state - there are no links

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representing the transition of variables and processes from one state to another over time. Nevertheless, this model can be used in researching the issues of forming a dealership.

Scientific problems related to the TS display system for the modern machine-tractor fleet require deep study and development of the methods of formation and functioning of the dealer enterprise system.

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