

THE UNIQUENESS OF E-COMMERCE PLATFORMS

Adhamov Umidjon Yorqinjon o`g`li
Kimyo international university in Tashkent

Abstract. This article describes the emergence, development and introduction of e-commerce platforms in Uzbekistan, the rapid development of e-commerce in the world today, e-commerce in numbers.

Keywords: E-commerce, trends, e-business, business models, corporate sector, retailer

INTRODUCTION

E-commerce is the organization of online trading operations. EBay is the largest e-commerce auction and store in the world today.

In Uzbekistan, Vibo Maeketplace is an example of e-commerce.

The term e-commerce itself appeared almost in the 1950s and 1960s after the computer. One of the first programs was to order tickets online, as well as exchange information between different services to prepare flights.

From the above, it is clear that e-commerce is, in fact, an online business practice that involves buying and selling products or services that meet our needs through electronic means such as social networks and other websites. Developing new technologies with a clear trend in results and this can be one of your first steps towards your great future. But before you start any digital business, you need to know which model it will fit into. Before doing e-commerce, you need to know where to set it up. In either case, they will have the same management model, and will only be affected by the specifics of the business model you choose.

RESULTS AND DISCUSSION

E-commerce includes:

- * Electronic data exchange (Electronics Date Interchange, EDI);
- * Electronic capital movement (Electronic Funds Transfer, EFT);
- * E-commerce (English e-trade);
- * Electronic money (e-cash);
- * Electronic marketing (e-marketing);
- * Electronic banking (e-banking);
- * Electronic insurance services (e-insurance).

The role of e-commerce is very important as a result of the gradual development of the digital economy in Uzbekistan. Today, every Internet user in our country does not know the full meaning of e-commerce, but in part knows how to use e-commerce.

At present, Uzbekistan pays great attention to the development of e-commerce. In

Uzbekistan, government agencies are implementing the following principles in the development of e-commerce, which are widely used in world practice:

- * The corporate sector should play an active role in the development of e-commerce;
- * There should be no restrictions on e-commerce by government agencies;
- * The government can intervene in e-commerce in order to support these entities and develop the legal framework;
- * In developing e-commerce management measures, public authorities should take into account the specifics of the Internet;
- * The e-commerce process should take place on a global scale, regardless of administrative-territorial divisions and state borders.

At present, many laws and decisions have been adopted in our country on the establishment, further development and operation of e-business. These are as follows:

- * Electronic digital signature law
- * Informatization Act
- * Electronic payment law
- * E-Commerce Act
- * Electronic Document Management Law

Let's take a look at the countries where e-commerce is developed. E-commerce markets are the largest and most distinctive trade trend in the world by country.

CHINA

Today, the country is the largest e-commerce market in the world. From the Alibaba Group, Taobaba, Tmall and other companies are run by e-commerce. The country has an annual growth rate of 35%, making China one of the fastest growing e-commerce markets in the world.

UNITED KINGDOM

Despite the small size of this country, the UK has made a significant contribution to the growth of e-commerce markets. Amazon UK, Argos and Play.com are one of the largest e-commerce sites in the UK. It should be noted that e-commerce accounts for one of the highest percentages of total retail sales in the country.

ALEMANIA

Germany is the second largest e-commerce market after the United Kingdom. Amazon has a good stake in Germany as well as in the UK. Otto, a local online retailer on eBay and in Germany, is the state's largest e-commerce player.

UNITED STATES OF AMERICA

For more than a decade, the world of e-commerce has made the United States the second largest e-commerce market in the world to date. Countries led by e-commerce giants such as Ebay and Amazon are seeing tremendous growth in e-commerce in all areas and are often the home of innovations for new e-commerce trends.

FRANCE

Odiego and the C-discount are run by local players. France is the sixth largest e-commerce market in the world. Like Europe's largest e-commerce markets, Amazon is expected to do well in France, but local brands have found the strength to continue to compete alongside their American counterparts.

CONCLUSION

In summary, the use of e-commerce is beneficial in many ways. The rapid development of modern technologies in all spheres of our e-commerce society will play an important role in achieving the lofty goals of the future. The use of the Internet in every field increases the efficiency of work, and e-commerce is a good example of this.

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