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DEVELOPING AN INFORMATION SYSTEM FOR A SUSTAINABLE AND EFFICIENT SALES PROCESS IN THE GREEN MARKET

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Abstract
This article talks about the development of an information system for the sustainable and effective sale of products in the green market. The information society creates a great ground for economic and scientific-technical progress, the quality of products produced in the country and the improvement of labor productivity, the improvement of macro- and micro-level management of the economy, and the development of promising scientific directions.

Keywords: Digital economy, product, green market, information system, production, information and communication technologies.

Introduction

Informatization of production sectors of our country is an objective process of social development and a natural continuation of the collection, storage, transmission, processing and presentation of the necessary information. Improving the quality of work, labor productivity and efficiency in the sectors of the economy, production, communications, science, education, medicine and business is associated with the introduction of the most modern information and communication technologies. Modern information and communication technologies provide people with quick access to accumulated information products and create ample opportunities for solving existing problems while reducing the level of labor intensity. Therefore, the effective use of information and communication technologies in all sectors of the economy serves as an indicator of the technological and economic development of the country. Achieving high results by Uzbekistan in both the economic and social spheres, maintaining its role as a full partner in the global economic system depends on the scale of the high level of use of modern information technologies in all aspects of human activity and the role that these technologies play in increasing the efficiency of social labor. In order to constantly provide the population with food at affordable prices, mobile stores "Yashil Bazar" are being created. It is planned to create a system for delivering products to the population at affordable prices through field stores "Yashil Bazar". An informed society creates a large basis for further economic and scientific-technical progress, improving the quality of products manufactured in the

country and labor productivity, improving economic management at the macro- and micro-levels, and developing promising scientific areas. The creation of such a society is closely linked to the achievements of scientific-technical progress and the use of information and communication technologies in advanced areas of production and creation of materials and raw materials. The processes of informatization serve as the main basis for the development of human well-being, which is considered the main social productive force of society. One of the most widely used concepts in science and technology today is a system. A system means a whole consisting of components. In general, we define a system as follows. A system is a set of elements that are interconnected and interact according to certain rules to achieve a single goal. This set of elements does not only consist of simple elements, but each element can also be a system in itself. Systems can be divided into categories according to various characteristics. In general, systems can be material or abstract (abstract ones are a product of human consciousness). Material systems consist mainly of a set of material objects. In turn, a material system is divided into inorganic (mechanical, chemical) and organic (biological) systems or mixed systems. The main place in material systems is occupied by a social system. One of the features of such a system is the reflection of relationships between people. Conceptual systems are a product of human consciousness and consist of various theories, knowledge, hypotheses. New information technologies include both material elements of the system (computers, documents, people) and immaterial elements of the system (mathematical models, human knowledge, etc.). Meanwhile, it is appropriate to define information technology. Information technology is the process of using a set of means and methods for collecting, processing and transmitting information (initial data) in order to obtain new information about the state of an object, phenomenon or process (information product). Information systems are understood as an interconnected set of means, methods and personnel used to store, process and transmit information in order to achieve the set goal. Economic systems are considered from the point of view of management as information systems and are often called automated systems. The main task of these systems is to collect and prepare, store, transmit and present information in accordance with user requirements.

An information system is a set of information that functions in the relevant economic entities and is structured in various ways, forming its information system. The main objective of information systems is to generate information necessary for economic entities for the effective management of all resources, and to create an information and technical environment for managing an economic entity.

In accordance with the content of information and decisions, an information system of a certain level appears in an economic entity. Work in the information system is carried out with the following goals:
- determining the need for information;
- collecting information;
- receiving information from external or internal sources;
- processing information, assessing its completeness and significance, presenting it in a convenient form;
- issuing information for presentation to consumers or transferring it to another system;
- organizing the use of information to assess trends, develop forecasts, assess alternative solutions and actions, develop strategies;
- organizing feedback on the information processed by the employee of this economic entity, adjusting the incoming information. All these actions are carried out within the framework of the information system of the economic entity using one or another information technology. The most important issue for any economic entity is determining the sequence of the system's operation, from determining the need for information to using the information. Here we are talking about dividing the issues resolved in the economic entity into types, determining the frequency of receiving, processing and using information, standardizing incoming and outgoing documents, standardizing the procedure for processing information. Requests to the information system, as well as the procedure for generating responses to them, can be divided into obsolete and non-obsolete types. Separating obsolete tasks and the procedure for processing information allows them to be generated and subsequently automated. The main question is whether the information technology used in the economic entity can provide the infrastructure for this. In a non-automated information system, all actions related to information and decision-making are assigned to a person. Automation of the information processing process leads to the emergence of decision rule processing within algorithms. Today, in some sectors and industries of our country, there are such unpleasant situations as a decrease in export volumes and an increase in import volumes, a decrease in production volumes and labor productivity despite the costs of large capital funds, a decrease in scientific and technological progress, the introduction of new equipment and technologies, instead of reducing costs and production costs, on the contrary, growth, unregulated currency relations, the difference between cash and non-cash payments. In conclusion, it should be emphasized that if farms are provided with practical assistance from the Department and other relevant departments, and their products are delivered to consumers

directly through "green" corridors, without any obstacles and intermediaries, according to the principle "From field to table", then not only farmers will benefit, but our population will also be provided with affordable food products.

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