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**SECTION 31. Economic research, finance,
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IMPROVING THE DELIVERY AND MARKETING OF BEEKEEPING PRODUCTS TO CONSUMERS

Abstract: *Were investigated the main features of improving the delivery and marketing of beekeeping products to consumers. According to the economic efficiency of the production and sale of farm products from beekeeping organization, the selection depends on the direction of the exercise. The majority of those involved in the production of the product through the use of intermediaries enter the market, causing the deaths of some of their large amount of money that ultimately comes down to the product quality and economic efficiency.*

Key words: *beekeeping farm, Azerbaijan, regulation, marketing.*

Language: *English*

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Delivery of the products to consumers in modern conditions, the sale of all production a key objective of the organization. It should be noted that the volume of production planning, first of all, the products will be produced in the market, in other words, they can be carried out after a certain consumers.

Consumer unpredictable, but less likely to be implemented in volume products at the planned dam is more chance of being collected. Being the subject of consumer products around the economic processes taking place in the market. Its purpose and the nature of the commodity depends on the nature of the alleged claims that, thanks to them, it is useful to man.

A number of features inherent in the product, but the features that determine the usefulness of consumer value is expressed only his. Hence, the use value of a commodity market conditions and the price of the product reflects turns carrier [2].

The development of beekeeping in the country in recent years, the number of bee families in various regions, as well as increasing productivity, as well as the sale of agricultural fairs held in the capital of the country to carry out the organization of bee products is of special importance.

Beekeeping before being sent to consumers in a variety of products for sale in accordance with the technical requirements developed. Like in the beekeeping regulations in each area should be

regulated through special accepted standards. According to the standards, labeling, packaging, acceptance, quality, identification, transportation, storage and others included.

In accordance with regulations adopted by the standards of bee products packed tare adjustment. They are coated paper tight inside wooden boxes, containers for honey, the food inside is coated with varnish, the amount of not more than 500 dm³ lifoqraf metal cans, food coated with varnish 30-45 cm³ in volume aluminum or cups, glass.

Package cans and glass, cast or printed corrugated cardboard, moisture-proof hopturulmus article, the state sanitary and epidemic control, which is available for use by the food industry, cups, paper, pergament and artificial materials in small packs and boxes, cardboard, paper and combined materials pack to frame a glorious score, ceramic dishes, trays and covered with juice can be inside [1].

Perception - is sent to the parties, all products made in beekeeping farms. At the same time, to ensure the competitiveness of the products on the market, taking into account the demands of customers according to their quality standards to determine whether the procedures are carried out using different methods and techniques. It is different when the paperwork is done.

One of the key documents about quality should be reflected in the document are as follows:

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- Enterprise (organization) name and its legal address (for natural persons - surname, first name, middle name);
- Product type (botanical source), produced by the authority;
- The year of harvest;
- The party's number;
- Number of seats to the party;
- Gross and net weight;
- Document issuance dates (veterinary certificates, invoices, etc.);
- Analysis points;
- The date of packing (packing for businesses);
- The provision of the standard;
- Produced by the trademark (if any);
- The cost of energy;
- Shelf life;
- Storage conditions;
- Information on certification;
- Information about the health of veterinary-sanitary.

Studies show that marketing activity in the country in accordance with the gradual development of the agricultural market development, supply and demand balance on the range and quality of the solution to the problems of economic activity proves that the establishment of a new content management interests. A number of reasons for this form of management transition process.

In modern times, to monitor markets successfully, the needs of today's customer orientation is no longer sufficient. I need to know that they will need tomorrow, and why they should count superior. Therefore, entities operating in the agricultural sector should be engaged in collecting information aqromarketing quality, objective assessment of the status of the marketing environment, to carry out an analysis of its performance, increasing financial risks, they find more profitable markets, as well as their attitude towards consumer-cover defining an advantage and others may be able to get.

Modern conditions during the implementation of marketing to improve its planning system and the special importance of proper organization of marketing.

First, the agricultural market increasingly dominated approach to the management of the problem and the difficulties arising from this situation to be resolved with the help of marketing, mainly due to the existing conditions.

In other words, the specific means of governance by involving, depending on the nature of the problems is important to use them in a flexible manner. In determining the rate of supply and demand, thereby giving priority to market relations, market regulation through targeted programs to include the date the request is related to the harmonious economic mechanism.

It is also connected with the agricultural sector units to coordinate with each other, bolmælærarasi new form of governance is explained by an increase in demand [3].

Strategic planning and marketing planning is regarded as a single process. It should be noted, however, giving preference to a broader understanding of the strategic planning, as part of a major marketing objectives, as well as other problems are also included in the appointment. Strategic planning within the agricultural economic entities provides the foundation for all management decisions.

Strategic planning and long-term goals of the global system of economic sectors, as well as their design and reflect the development of effective management mechanism. It also allocates resources, external adaptability, enterprise workers and farm units, and the coordination of the implementation of the strategic directions. included.

Marketing plays an important role in the performance of the control system. It is clear from research that control the function of the economic managers and marketing services are beginning to realize that from that moment, they may be able to achieve the formation of a set of goals and objectives.

The above-mentioned can come to a conclusion summarizing the marketing activities of the enterprise market, but rather focus on his demand. Therefore, the focus of attention in every area of marketing, maintenance and improvements on a regular basis in accordance with the market and the effect of other important factors.

The existence and nature of inflation continued monopoly on the market, is one of the factors contributing to the free prices. Beekeeping level of prices of agricultural products, the impact of the industry to its specific features.

It then shows itself in most cases, the consumption of bee products, agricultural products and this area is crucial to the low market price elasticity limits the ability of equalization.

Here we come to the conclusion that the possibility of forming the basis of free competition keeping prices of farm products produced in other areas of the economy is relatively limited.

The rate of increase in prices of industrial products in the future growth rate of prices of bee products go, it creates conditions. For this reason, the production of bee products is growing slowly, product unit cost is expensive. In either direction, market trends, customer demands, changes in the actions of competitors, the company's business plan instability, especially in terms of production should be reflected.

In other words, taking into account the production and sale of these changes on the plan should be adjusted regularly.

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The current era of increasing formation of market relations beekeeping activity, increase in production and sales of the products to ensure

economic efficiency depends directly on proper arrangements.

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