

Audit and Marketing Audit in Small Business and Private Entrepreneurship: The Order and Process of Inspection

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Abstract: This article discusses the importance of audit in the context of small business and private entrepreneurship, its types and content, with a special focus on marketing audit. Audits and auditors are at the heart of the business, and for a period of time they are responsible for determining whether the company's operations are conducted in accordance with applicable law, and for correcting errors.

Keywords: Audit, small business, private entrepreneurship, marketing audit, accounting, money circulation, inspection, auditors, accounting, economy, finance, analyse, business.

Audit firms also play an important role in the proper conduct of financial and accounting calculations in the economic activities of entrepreneurs. Audit firms are one of the most important elements of the market infrastructure and exercise independent financial control to protect the property interests of owners and the state.

In Uzbekistan, the audit is carried out in accordance with the Law of the Republic of Uzbekistan "On Auditing".

An audit is an organization that independently reviews business entities and analyses their financial statements. This is done by auditors (audit firms) who are authorized to do so.

The main purpose of the audit is to determine the accuracy of financial and business transactions and their compliance with the legislation and other regulations of the Republic of Uzbekistan, their completeness, clarity, accounting or other to determine the extent to which it meets the requirements applicable to financial accounting. The audit also includes consulting, ie contracting with the client and providing services.

Auditing is not a substitute for the control of government agencies with special authority over the activities of business entities. The main "moving entity" of an audit is the auditor and the audit firm. An auditor is a specialist who has been duly authorized to engage in auditing activities and is listed as an auditor. An audit firm is an organization that provides audit services in accordance with its charter, established by a legal entity or an individual and registered in the prescribed manner.

It is impossible to do business without sufficient and accurate information. This information will be a set of information and messages necessary for the business. Information is a form of communication between producers, sellers and buyers.

Businesses mainly work with a variety of information, including statistical, financial, operational, organizational information, order information, accounting, marketing information, supply,

personnel, information and other information. The information is further divided into internal and external, programmatic and normative information.

Internal information consists of internal materials of a small enterprise or trade organization and includes information on the activities of the enterprise, its technical and economic indicators, the amount of material and labour costs, cash flows, receivables and payables.

External information represents relationships with manufacturers and consumers, government agencies, banks, competitors, and other organizations. It consists of external messages about the terms of sale and purchase of goods.

Information on time of use is divided into operational, periodic and long-term, primary and secondary information on the degree of change.

In business, economic information plays a leading role because it reflects the relationships in the production of goods, the distribution of material wealth, exchange, and consumption.

The role of scientific and technical information is also important for small enterprises, they reflect the development of production on the basis of scientific and technological progress.

Information on the level of continuity is constant, conditionally constant and changeable. Permanent information does not change its meaning for a long time (information about cities, businesses, trade organizations, types of goods, etc.).

Conditional information retains its meaning for a period of time. It includes technical conditions for production, standards, tariff rates, positions, salaries, etc.

The main activities of small businesses and private entrepreneurship are closely linked with banks, which are engaged in the purchase of raw materials, manufactured goods, payment for services, wages, various categories of enterprises, firms. and economic relations with other legal entities, i.e. income tax, all types of payments for transport, utilities, as well as loans and other settlements are made through banks.

Banking operations consist of active and passive operations. Passive operations are aimed at mobilizing funds in a certain direction. Active operations are related to the issuance of loans of various types.

Taxes are statutory, mandatory payments to the budget. Taxes are primarily due to the need to finance the functions of the state. The Republic of Uzbekistan has national and local taxes. Effective July 1, 2005, a single tax system was introduced for micro and small enterprises.

The audit service plays an important role in the economic operation of the business, the correctness of financial and accounting records. The main purpose of the audit is to determine the accuracy of financial and economic operations of enterprises and compliance with Uzbek legislation.

Theoretical understanding of the essence of retail marketing audit made it possible to form a theoretical and methodological foundation for a comparative analysis of the actual and planned results of a retail enterprise in order to ensure its effective business activity, which acts as the most important attribute of classical marketing control. With the help of a marketing audit, indicators of the retail market are monitored, and a whole range of complex marketing tasks is solved.

The composition of the targets is quite wide and boils down to the study of:

- quantitative indicators of sales of a retail store, competing enterprises and the market as a whole;

- fluctuations in sales volumes in stores of various types, such as small pavilions, average stores and hypermarkets;
- profits from the sale of a particular product to the consumer;
- the nature of the distribution of goods and its changes;
- cost indicators, which include selling and retail prices, bid and offer prices, the price range for the product and its average market value, etc.;
- Ways to promote products on the market.

Taking into account these data, it is possible to determine the level of demand for the assortment, the prospects of retail trade enterprises and the characteristics of the target segment.

Marketing audit is a standard method for obtaining systematic data on product movement, market share, distribution, category development dynamics, promotional performance, pricing and other important indicators characterizing the state of the market. When using a retail marketing audit, its limitations should be taken into account. In particular, it should always be an assessment of only retail distribution channels that have certain geography. In addition, the audit of trade does not include the HORECA channel, excludes military and government purchases, sales in vending machines, wholesale sales and sales in cash & carry stores.

Retail marketing audit data allows you to make informed marketing decisions, but for this you need to track the studied indicators and trends, both in relation to a particular firm and competing organizations in dynamics over several periods.

If we take into account retailers, they can use marketing audit data for the following purposes:

- evaluation of the results of its activities and the activities of competitors in the retail channel;
- monitoring the dynamics of sales of certain groups of goods and the competitive environment in the process of developing the components of the marketing policy;
- modelling the development of retail sales of certain categories of goods and forecasting changes in market indicators of individual markets;
- research of consumer behaviour and consumer preferences in various categories;
- control of the directions of development of the market, product group or individual product;
- Search for problem points and identify areas for growth of your own business.

Retail marketing audit is recognized by many researchers as an important imperative of the concept of marketing control. Daily marketing audit data allows you to determine which brands contribute to the promotion of the entire category, how to change the assortment, what pricing policy to use, what the share of retail in the category is and what factors affect it, what are the positions of other retailers. It should be noted that the marketing audit of retail trade was used mainly by representatives of global business. Currently, national manufacturing companies and retailers are actively turning to the use of marketing research technologies, realizing that only reliable and up-to-date information can provide a holistic view of business development.

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