



BUSINESS OPERATIONS MANAGEMENT OF “TEXNOMART”

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Abstract

Today, people utilize a range of services to simplify their daily lives. Almost all major corporations offer their customers both online and offline services through their websites, applications, or in-person interactions with specialists who provide the necessary goods (Xu et al., 2014). Texnomart, a distributor of retail electronics, laptops, smartphones, appliances, and other products, is one of the leading companies offering both types of services in Uzbekistan.

The company was established in 2008 to offer high-quality electronics at affordable and competitive prices to reach a wide customer base.

To provide customers with convenience, efficiency, and quality, the company develops e-commerce by authoring applications. By collaborating with electronic and payment brands, the company can gain credibility in buyers' eyes (Texnomart, 2025). The purpose of this report is to give you an auditing in operations management of the company observed from a customer's perspective. To compare and provide feedback on the company's service, the audit will be conducted for both online and offline services.



Five performance objectives

Organizations consistently seek ways to enhance their performance. Their response to the achievement of five operational objectives, which include cost, quality, speed, flexibility, and reliability, is the primary factor in achieving efficiency. Companies can improve and grow with emerging trends and innovations by taking necessary steps to improve these five goals, ensuring



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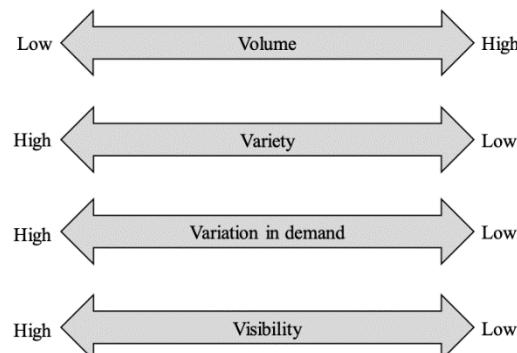
satisfaction for consumers and maintaining their popularity without harming other similar companies (Ayodele, 2013). Five operational objectives of the Texnomart company are as follows:

Competitivness	
Cost	The price of all products is not overpriced to provide convenience and comfort for buyers, while also satisfying a broad customer base.
Quality	Texnomart's goal is to provide customers with authentic products of high quality by selling only original equipment from the best brands.
Dependability	Quick assistance with issues that arise through call operators or chats regarding problems is available through a reliable service. The company's customers are reassured by this.
Speed	Both a call center and online orders are used to offer effective delivery services, which allow customer to select the date and time of delivery for their goods. The goods are delivered to them within one or two days.
Flexibility	Satisfying customer preferences can be achieved through a variety of seasonal promotions and shares. The company also makes a pre-order for any product when requested by the customer, which enhances its user-friendliness among buyers.

Four V's of the company

Texnomart's operations, like any business, are defined by four V's, which are four dimensions that allow us to categorize, compare, and understand their nature, structure, problems, and approaches. Comprehending the significant proliferation of organizations and categorizing them into the four V's is essential for understanding how we can apply and focus on the major operational management challenges that affect them (Gartside, 2024).

Volume - high: Daily, Texnomart offers a vast array of goods, both online and offline. By conducting a rigorous exchange with distributors and sales of goods, they ensure that they always have sufficient equipment in their stocks, which is why they are highly resource-intensive and capital-intensive.





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Variety - high: From garden accessories and car products to kitchen equipment, Texnomart has a wide range of equipment brands to choose from. Customers can find convenience in terms of money and price category by having a variety of prices for products, from the most basic to the most luxurious ones. The task of precisely aligning with customer preferences and dealing with specific challenges, such as intricate process routings, complex supply chains, and a need for flexibility, is a common challenge for high-quality corporations (Hibba, 2023).

Variation in Demand - high: Significant demand fluctuations can occur in some operations due to external factors, such as seasons and weekdays. The Texnomart can easily fulfill both large and small demands due to the fluctuations in demand at different times of the year. For example, they often have discounts on cooling equipment during the hot season, and there are also reduced prices for smart equipment depending on the peak seasons, such as holidays or analyzed periods, which makes their sale more pleasant and efficient for buyers.

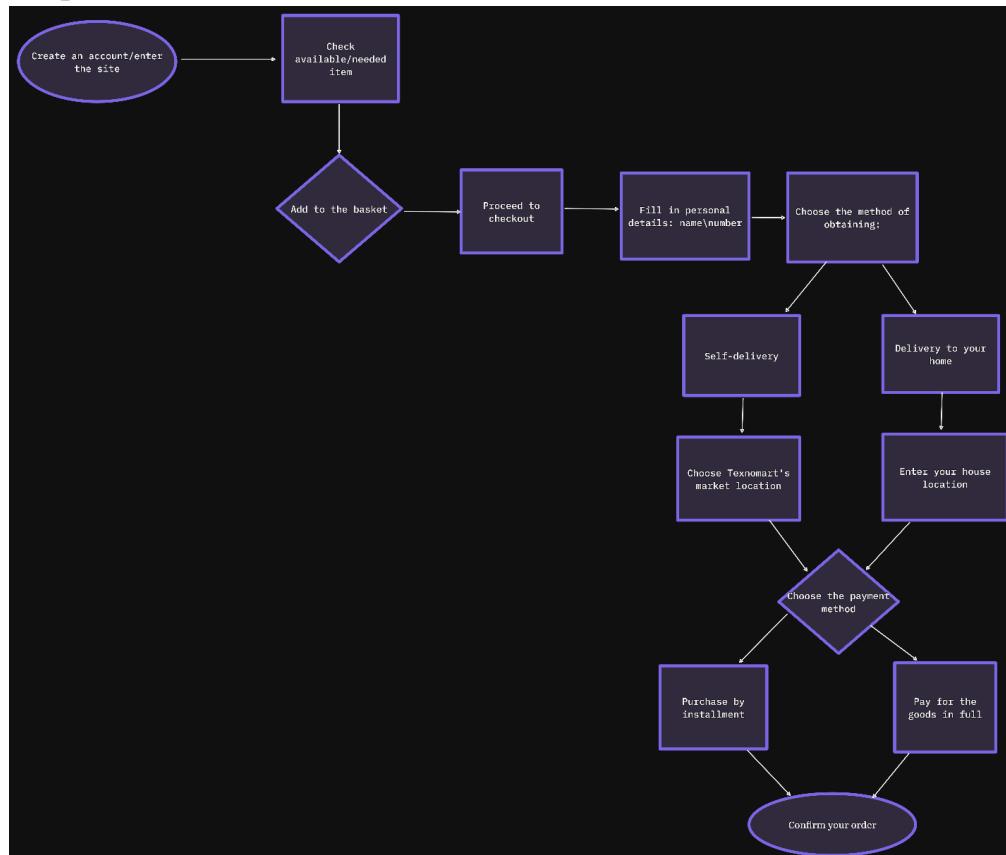
Visibility - high: The operations of Texnomart are fairly transparent. For example, the customer knows what they have in stock and what will arrive in a few days, as well as the customer can track the delivery time of goods or their orders, the deadline for displaying stocks and discounts on goods, giving buyers confidence in its transparency. The client's official website or application is the only source of news on similar actions, but also through posters on the street and TV channels.

Process map

Organizations use process maps extensively to ensure they have a complete view of all processes and their relationships. The company's activities can be understood without having to go deep into the process, making it easy. A map of the buying process is presented from the buyer's perspective, showing the stages of buying both online and in-person (Mendling & Mandelburger, 2013).

With the help of a company employee, the offline purchase process is quick and easy, with the customer being assisted from the beginning to the processing of their desired goods. A consultant is responsible for suggesting a suitable model, choosing the appropriate price range, and demonstrating how the product works in practice. This technique is designed for those who are not familiar with the brand and would prefer professional consultation and product testing before making a purchase.

Furthermore, it is ideal for individuals with limited time and a clear intention of buying goods online. The company website, the author application, or calling the call operator are all options for making an online purchase by the customer. In this case, the buyer will be able to choose the brand and price of the goods, after they enter their data: name, phone number, choose between delivery or home delivery and choose the payment method. The customer completes the purchase process (Picture 1).



Picture 1.



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Quality characteristics

The company's online platform has all the details and technical specifications for its products, which is a significant advantage. However, the site doesn't have reviews from buyers for all products, which will also make buyers ponder their decision. Despite the company's reputation being visible, people still trust people and proven products. By advertising their application and providing directions to purchase, they can increase the number of reviews on the product images, which will increase buyers' trust.

Texnomart currently has 34 physical branches in Uzbekistan and provides delivery throughout the country. Although there are these facilities, online delivery to the buyer's home will still cost a certain amount, which may be a minor cause for declining an order. In order to minimize these situations, the company may offer discounts or free deliveries for regular buyers or to whom, who have a large inventory to purchase. This strategy will not only give the company positive reviews, but also motivate buyers to make more purchases, which will increase the turnover of the Texnomart.

It was previously mentioned that all products sold by Texnomart are original, but not all of them come with warranty vouchers. Warranty coupons serve as legal protection for individuals to prevent any conflicts with the manufacturer or seller (Araujo, 2023). Texnomart's lack of guarantee on the goods prevents customers from receiving free and quick repairs or returns if there are any malfunctions. Texnomart can offer a guarantee from their side as a solution to this problem, which would improve its credibility and reliability.

Conclusion

The analysis of the Texnomart company by the four V's and five performance objectives shows that it has achieved and is achieving great heights by providing online and offline formats of services and has entered the large market, maintaining relevance to this day.

Through effective management of large deals with various brands, the company offers a diverse range of products and maintains transparency in its operations. The company's operational flexibility is also highlighted by its adaptability to customer preferences and market requirements. It is apparent that Texnomart is



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responsive to market dynamics and customer needs and will continue to be responsive.

However, the company has the potential for growth and improvement. The examples mentioned above demonstrate the low level of feedback received due to the lack of relevance in their online sales and the absence of guarantees on products. By resolving these issues, their customer base will grow significantly, and they can become the number one brand in Uzbekistan.

To conclude, Texnomart is an important player in the electronics market in Uzbekistan because it prioritizes performance and customer satisfaction. The company can enhance its market position by addressing identified areas for improvement and meeting the changing needs of its customers. Texnomart's success in the competitive retail landscape will depend on its continued commitment to innovation and quality.

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Success.

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