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DEVELOPING GARMENT MANUFACTURING STRATEGY IN THE CONTEXT OF DIGITAL TRANSFORMATION



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Annotatsiya. Mazkur maqolada raqamli transformatsiya sharoitida tikuvchilik xizmatlarini takomillashtirish masalalari tahlil qilingan. Tadqiqot davomida so'rovnoma asosida tikuv xizmatlariga bo'lgan talab va mavjud muammolar, jumladan, xizmat narxining yuqoriligi, bajarish tezligining pastligi hamda individual yondashuv yetishmasligi aniqlangan. Ushbu muammolarni bartaraf etish maqsadida "Tikuvchi.uz" nomli yagona raqamli platforma taklif etilgan. Platforma orqali tikuvchilar va mijozlar o'rtasidagi jarayonlarni optimallashtirish, xizmat sifatini oshirish hamda buyurtmalarni tezkor amalga oshirish imkoniyati yaratiladi. Shuningdek, loyihaning iqtisodiy samaradorligi tahlil qilinib, komissiya, yetkazib berish va reklama xizmatlari orqali barqaror daromad olish imkoniyatlari asoslab berilgan. Tadqiqot natijalari raqamli platformalarning xizmat ko'rsatish sohasida samarali yechim ekanligini ko'rsatadi.

Kalit so'zlar: raqamli transformatsiya, tikuvchilik xizmati, raqamli platforma, innovatsion texnologiyalar, xizmat ko'rsatish sohasi, mijozga yo'naltirilganlik, individual yondashuv, elektron xizmatlar, platforma iqtisodiyoti, iqtisodiy samaradorlik, onlayn buyurtma tizimi, yetkazib berish.

Аннотация. В данной статье анализируются вопросы совершенствования услуг швейного производства в условиях цифровой трансформации. В ходе исследования на основе опроса выявлены спрос на швейные услуги и существующие проблемы, включая высокую стоимость услуг, низкую скорость выполнения заказов и недостаток индивидуального подхода. Для решения данных проблем предложена единая цифровая платформа «Tikuvchi.uz». Платформа позволяет оптимизировать взаимодействие между швеями и клиентами, повысить качество услуг и ускорить выполнение заказов. Также проведён анализ экономической эффективности проекта и обоснованы возможности получения стабильного дохода за счёт комиссий, доставки и рекламных услуг. Результаты исследования показывают, что цифровые платформы являются эффективным решением в сфере услуг.

Ключевые слова: цифровая трансформация, швейные услуги, цифровая платформа, инновационные технологии, сфера услуг, клиентоориентированность, индивидуальный подход, электронные услуги, платформенная экономика, экономическая эффективность, система онлайн-заказа, доставка.

Abstract. This article analyzes the improvement of tailoring services in the context of digital transformation. Based on a survey, the study identifies the demand for tailoring services and existing problems, including high service costs, slow order fulfillment, and a lack of individual approach. To address these issues, a unified digital platform called "Tikuvchi.uz" is proposed. The platform enables the optimization of interactions between



tailors and customers, improves service quality, and ensures faster order processing. In addition, the economic efficiency of the project is analyzed, and opportunities for generating stable income through commissions, delivery, and advertising services are substantiated. The research results show that digital platforms are an effective solution in the service sector.

Keywords: digital transformation, tailoring services, digital platform, innovative technologies, service sector, customer orientation, individual approach, electronic services, platform economy, economic efficiency, on-line ordering system, delivery.

INTRODUCTION

Currently, digital transformation plays a significant role in all sectors of the economy, including services and manufacturing. The rapid development of modern technologies, continuous changes in market demand, and increasing competition have reduced the effectiveness of traditional approaches. Therefore, the digitalization of business activities, optimization of operational processes, and strengthening of a customer-oriented approach have become essential tasks for enterprises and service providers.

The tailoring service sector is also influenced by these changes. In this field, it is important to meet individual customer needs and provide high-quality, fast, and reliable services. However, in practice, several problems remain, such as high service costs, delays in order fulfillment, and the inability to fully satisfy customer preferences. These issues highlight the necessity of introducing innovative solutions into the sector.

The use of digital platforms creates opportunities to organize service processes more efficiently, simplify interactions between tailors and customers, and improve overall service quality. In particular, a unified online platform enables more effective order management, payment processing, and service delivery control.

The aim of this article is to analyze ways of improving tailoring services in the context of digital transformation and to justify opportunities for increasing service efficiency through the implementation of the "Tikuvchi.uz" digital platform.

LITERATURE REVIEW

Digital transformation has become one of the key drivers of economic development and competitiveness in modern economies. According to Erik Brynjolfsson and Andrew McAfee, the rapid advancement of digital technologies significantly changes traditional business models and increases productivity through automation and data-driven decision-making (Brynjolfsson & McAfee, 2014). These transformations create new opportunities for service industries to improve efficiency and customer satisfaction.

In recent years, the concept of the platform economy has gained increasing attention. Digital platforms serve as intermediaries that connect service providers and consumers, reducing transaction costs and improving market transparency. Research shows that platform-based models enhance operational efficiency by simplifying communication, enabling online transactions, and facilitating service delivery processes (Parker et al., 2016). This is particularly important in service sectors where personalization and speed are critical factors.

Customer-oriented approaches are also emphasized in modern literature. Scholars argue that businesses must focus on understanding individual customer needs and delivering customized services to remain competitive. Philip Kotler and Kevin Lane Keller note that customer value and relationship management are essential for sustainable competitiveness (Kotler & Keller, 2016). In tailoring services, personalization plays a crucial role, as customers demand unique designs and precise fitting. However, traditional service models often fail to meet these expectations due to limited communication and inefficient processes.

Furthermore, digitalization contributes to cost reduction and time optimization in service delivery. Studies indicate that integrating digital tools into service systems can significantly decrease operational delays and improve service quality. Michael E. Porter and James Heppelmann emphasize that smart and connected technologies improve operational performance and customer interaction (Porter & Heppelmann, 2014). In addition, online platforms enable real-time interaction between service providers and customers, which enhances trust and satisfaction.

Despite these advantages, several challenges remain in the adoption of digital technologies in small-scale service sectors such as tailoring. Limited technological infrastructure, lack of digital skills, and resistance to change are among the main barriers. Gregory Vial highlights that successful transformation requires both technological readiness and organizational adaptation (Vial, 2019). Therefore, it is essential to develop practical and accessible digital solutions tailored to the specific needs of the industry.

Overall, the existing literature confirms that digital platforms are an effective tool for transforming service industries. They improve efficiency, enhance customer experience, and create new economic opportunities.

These theoretical insights provide a strong foundation for the development of the proposed “Tikuvchi.uz” platform, which aims to address current challenges in tailoring services and improve overall service performance.

RESEARCH METHODOLOGY

This study employs a comprehensive research approach to analyze the improvement of tailoring services in the context of digital transformation. Both qualitative and quantitative methods were used to ensure the reliability and validity of the research results.

First, a survey method was applied to identify customer demand, preferences, and existing problems in tailoring services. The survey results provided empirical data on key issues such as service costs, delivery time, and the level of individualization in service provision.

Second, analytical and comparative methods were used to evaluate the current state of tailoring services and to identify their main limitations. These methods made it possible to compare traditional service models with digital approaches and to highlight the necessity of transformation.

Based on the collected data, a conceptual model of the “Tikuvchi.uz” digital platform was developed using the modeling method. The platform structure, its functional components, and the stages of service delivery were systematically designed.

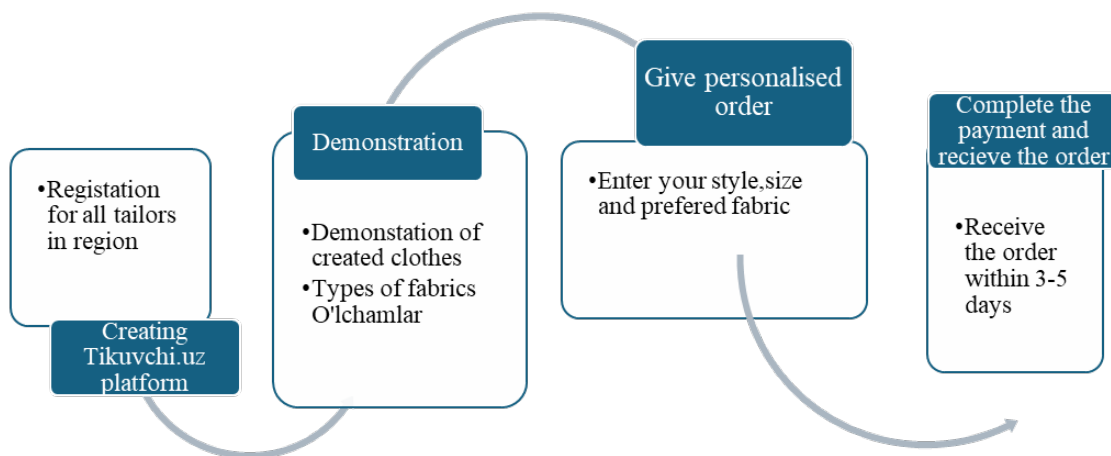
In addition, an economic analysis was conducted to assess the feasibility and effectiveness of the proposed platform. This included estimating initial investment costs, identifying potential revenue sources, and calculating expected monthly income based on commission fees, delivery services, and advertising opportunities.

Overall, the applied methodology ensured a comprehensive evaluation of both the practical and economic aspects of implementing a digital platform in tailoring services.

ANALYSIS AND RESULTS

The survey results indicate that 51% of respondents use tailoring services, which confirms the existence of stable demand in this sector. However, several key problems were identified. The most significant issue is the high cost of services (37.5%), followed by slow service delivery (36.5%). Additionally, 22.5% of respondents reported that tailors are unable to produce garments according to their preferred style, while 3.5% pointed out low communication quality.

At the same time, the advantages of tailoring services were also highlighted. About 34% of respondents noted the opportunity to choose a preferred style, while 30% emphasized accurate fitting according to body measurements. Furthermore, 16.5% of participants indicated that the ability to select fabric individually increases trust in product quality. These findings demonstrate that personalization is a key value in tailoring services (Picture 1).



Picture 1. Process of Organizing Tailoring Services via a Digital Platform¹

Based on the identified problems, the “Tikuvchi.uz” digital platform was proposed. The platform enables the integration of all service processes, including the registration of tailors, presentation of products, order

¹ Picture 1. Process of Organizing Tailoring Services via a Digital Platform (Developed by the Author).



placement, and payment processing. This system improves transparency, reduces service time, and enhances customer satisfaction.

Economic calculations show that if the platform processes an average of 500 orders per month, with an average order value of 200,000 UZS and a 5% commission rate, the monthly income from commissions would reach 5,000,000 UZS. In addition, delivery services could generate approximately 4,800,000 UZS in revenue, resulting in around 2,000,000 UZS net profit after deducting operational costs. Additional income may also be generated through advertising on the platform.

Overall, the results confirm that the implementation of a digital platform can significantly improve service efficiency, increase customer satisfaction, and ensure stable financial performance.

The findings of this study highlight that digital transformation can significantly improve the efficiency and quality of tailoring services. The identified problems, such as high service costs, slow delivery, and limited personalization, indicate the need for innovative solutions in the sector.

The proposed "Tikuvchi.uz" platform provides a practical solution by integrating all service processes into a single digital system. This approach increases transparency in pricing, reduces service time, and enhances communication between tailors and customers. As a result, customer satisfaction is expected to improve due to faster service and better alignment with individual preferences.

Moreover, the platform creates new opportunities for service providers. It allows tailors to expand their customer base and operate more efficiently. At the same time, students and young specialists can gain practical experience and generate income through participation in the platform. This contributes not only to economic development but also to employment growth.

From an economic perspective, the platform demonstrates strong potential for sustainability. The combination of commission-based income, delivery services, and advertising revenue ensures diversified income sources. This reduces financial risks and supports the long-term viability of the project.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this study confirms that digital transformation is an effective approach to improving tailoring services. The main challenges identified in the sector can be effectively addressed through the implementation of digital platforms.

The proposed "Tikuvchi.uz" platform enables the optimization of service processes, improves service quality, and increases economic efficiency. It also creates new opportunities for both service providers and customers.

Overall, the implementation of this platform can contribute to the modernization of the service sector and support sustainable economic development. The results of the study demonstrate that digital solutions play a key role in enhancing competitiveness and meeting the evolving needs of consumers.

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7. Picture 1. Process of organizing tailoring services via a digital platform. Developed by the author.



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