COMMUNICATION AND ELECTRONIC PLATFORM

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Abstract

There are several types of electronic trading platforms - for commercial customers, for placing government orders. The sites on which electronic transactions are performed by commercial customers are divided into specialized and multi-profile. Users, participants of the sites, held auctions and trades themselves can decide on which of the sites it is more convenient and profitable to work with. In addition, on a multiprofile resource the customer can act as a supplier, the seller - this is dependent on the scope of his activities, on the possibilities.

Keyword: multi-functional electronic trading platform, information flow, data flow, information flow objects, users, customers, suppliers.

Introduction

Both suppliers and customers have significant advantages when working with electronic trading platforms. In particular, those who buy products or services significantly save time searching for a potential supplier, save their money for organizing purchases. Honest conduct of the transaction is observed, as the site administration provides for measures directed against unscrupulous suppliers. Auction in electronic form can have participants who at the time of its holding are in completely different corners of the world.

Customers and suppliers, he can quickly find the most interesting in the range and prices of bidding, does not spend money on the advertising company, sales are conducted openly and transparently. Also, you can sell your products from anywhere in the world and at any time - when a profitable buyer has appeared.[1, 12]

Research methodology

As part of the implementation of trading platforms, you can use the Yii2 PHP-platform, which has a flexible architecture of construction, in which the user interface, data storage logic and control logic are separate components. Thus, the modification of any elements of the system is carried out with minimal influence on the overall structure of the trading platform, thereby providing savings for service. Also, Yii2 has a built-in integration module with third-party systems, which makes it possible to extend the web-resource with additional tools (for example, telephony, converters, calculation systems, etc.).

To provide a convenient interface and high performance for mobile devices on mobile devices, React Logic practices the integration of the system with the Twitter Bootstrap platform. The unique technology has shown itself well in the international market and is now actively used by the largest trading platforms from around the world.

The interface and structure of electronic trading platforms are individually developed for the customer's tasks and preferences. For example, the website of a trading platform can be equipped with special sections of information or functionality that will not only facilitate its promotion in the search networks, but will also is useful to users [2, 14].

The code and structure of electronic trading platforms developed by web-studio React Logic, by default provide search optimization on system Google, Yandex, Bing and Yahoo. Thus, in order to occupy a leading position in the search output, it is enough just in time to fill the trading platform with unique texts and purchase the reference mass.

Stages of development of trading platforms

The development of the electronic trading platform Uzsale.uz is planned to be implemented according to the User experience (UX) model, built on the basis of perception and reciprocal interaction of users with the web resource. Unlike traditional design, oriented to the perception of aesthetic qualities, the UX model involves working out the logic of the trading platform in order to stimulate the maximum number of conversions - transactions.

Functionality of the projected electronic trading platform:

- 465 possible options for conducting procurement procedures;

- Integration with customer information systems including ERP, SRM, CLM, CRM, ECM and Workflow;

- Ready-made integration module with the website of the Chamber of Commerce of Uzbekistan;

- Centralized and delegated process management within a distributed structure with differentiation by roles;

- Rating system and compliance-control.

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