



PECULIARITIES OF USING ACTIVE MARKETING IN THE DEVELOPMENT OF FOOD INDUSTRY ENTERPRISES

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Article history:	Abstract:
<p>Received: 24th October 2022 Accepted: 20th November 2022 Published: 30th December 2022</p>	<p>The use of active marketing in enterprises first of all requires that marketing is organized as a system or at least as a separate department in the enterprise. Improvement of marketing activities is carried out following the market situation, goals and objectives of the enterprise. In this article, the theoretical basis of improving the organizational and economic mechanism of management of food industry enterprises and the specific features of using marketing were analysed, and conclusions and recommendations were given.</p>
<p>Keywords: private entrepreneurship, a market economy, food industry enterprises, organizational-economic mechanism, farms, small business.</p>	

INTRODUCTION

At the moment, market arrangements are being formed in production, but how to regulate them in the conditions of market relations, how to use them in practice and their efficiency are problematic issues. This problem is the main theoretical and practical problem of enterprises in the way of effective management of their economic activities.

The formation of a market economy in our country causes new problems related to consumer demand. The transition to market relations imposes new requirements on market participants - forcing them to produce and sell used products for specific consumer demands. The current policy of the Republic of Uzbekistan, based on the gradual transition to a socially oriented market economy, creates the need to effectively organize the activities of enterprises, firms and organizations, and adapt their internal and external economic relations to market requirements [1-3].

It should be noted that the implementation of structural changes in the leading sectors of the economy and the great attention paid to the diversification of these sectors had a positive effect on the export volume, composition and quality [4-7].

In today's environment, where the competition in the world markets is becoming more and more intense, it is of utmost importance to fundamentally increase the competitiveness of our economy, to strengthen support for enterprises that produce products for export, and to comprehensively encourage the participation of farms, small businesses and private enterprises in export activities.

It is precisely in these areas that there are many untapped opportunities and potential. Unlike industrial enterprises that produce products for export, small business entities and farmers are exempted from the obligation to sell 50% of their foreign exchange earnings to banks, and they ignore the fact that they are primarily interested in supplying products for export. we should not leave it [8-11].

The high level of active marketing use in the development of food industry enterprises, its scope, and the set of methods used in analytical and processing processes, is one of the main points in determining and implementing the enterprise's marketing strategy.

It is important to effectively organize marketing activities for enterprises to occupy appropriate positions in the domestic market. Because modern competition is characterized by attempts not only to find a target market but also to identify a potential buyer, its formation and increase in scope. is developing rapidly.

One of the main tasks facing enterprises is to identify potential buyers, to form use active marketing and gain a high position in the market. In solving this task, the use of regular and effective active marketing is important in determining the development of enterprises. The experience of large firms in economically developed countries shows that the development of marketing theory and practice is directly related to the level of active marketing.

LITERATURE REVIVE

The scientific research of foreign scientists D. Aaker, G. Assel, L. Bun, D. Kurtts, F. Kotler, G.A. Churchill and others are devoted to the problems of organizing marketing at the level of network complexity. In them, in most cases, the use of active marketing in the conditions of the market economy, the methodology and the practice of improvement are covered comprehensively and extensively [12-15].

In the scientific works of the leading economists of the Commonwealth of Independent States, such as G.I. Bagiev, I.K. Belyavsky, E.P. Golubkov, A.E. Ziryayov, D.T. Novikov, A.N. Romanov, the issues of using active marketing in the conditions of the transition to a market economy were studied in detail. However, in their research, the issues of using active marketing based on the regional conditions and characteristics of certain industries and enterprises are not deeply reflected [16-18].

In our republic, A.Sh. Bekmurodov, M.R. Boltaboev, J.J. Jalolov, M.A.Nasriddinova, A.S. Soliev, A.A. Fattohov, Sh.J. Scientists like Ergashkhodzhaeva are doing special work [17-19].

METHODOLOGY

The market economy in modern industrialized Western countries is defined by several features: first, the market is filled with mass-produced goods.

This is due to the deepening of the division of labour, and the increase in the level of information acquisition by all economic entities.

A comprehensive, detailed study of the market requires, first of all, the use of active marketing following consumer groups and consumer characteristics of goods.

The marketing concept is a set of activities as follows:

- satisfaction of needs and desires with the help of research of the target market with a specific form;
- produce what can be sold;
- how to sell, i.e. direct to consumer or through wholesale and trade;
- find a potential buyer.

Based on the above rules, marketing functions are:

- comprehensive market research;
- planning of product types;
- development of measures (advertising, monitoring of customers' ability to pay and compliance with product delivery terms and measures) to fully satisfy the current need;
- identify unmet demands and potential needs;
- sales planning and implementation;
- influencing production management and organization.

Each of these functions is important in its own way. However, connecting them together and using them in a complex manner fully expresses the essence of active marketing.

"Marketing requires a changing brand policy, a good knowledge of the market situation and the future, a careful study of buyers and consumers, and a constant policy of using active marketing." Therefore, marketing activities should be based on certain principles.

The sales concept is a system of commercial-economic use of market entities, in which the seller tries to successfully sell his products abroad, spending a lot of effort in the sales field. The main task of the seller's activity is to achieve the required sales volume. influencing the buyer with the help of various methods of promotion, the seller encourages him to buy his goods. In many cases, the seller does not bother to satisfy the needs of the buyer but also applies the policy of forcefully selling his products. A sales concept can only be effective for a certain period of time when there is a sufficient number of potential buyers.

The marketing concept is a system of commercial and economic use of market entities, which aims to successfully sell their products abroad only by identifying the needs of customers and finding ways to satisfy them more effectively than their competitors. To achieve its goals, the manufacturer puts the specific needs of customers first place. Therefore, it is necessary to shift the main attention of the management from production activities to maintaining and expanding the need for its products with the help of a system of marketing methods.

Thus, the marketing concept is customer-oriented, based on the fact that production serves his interests.

The concept of public marketing is a system of commercial and economic use of market entities, in which the seller determines the needs of the market and finds ways to satisfy them more effectively than his competitors, following the long-term interests of certain buyers and the world community as a whole. aims to successfully sell its products abroad. Such a concept has not been around for a long time. Its emergence was caused by the deterioration of the ecological environment, the occurrence of a shortage of raw materials and energy, the deepening of inflationary processes, and the aggravation of the demographic situation. The enterprise that organizes its activities within the framework of this concept sets itself the goal of meeting the needs of customers in accordance with the interests of the community.

The experimental method is also widely used in marketing research. It is based on the creation of several comparable cases in the study and the determination of the effect of variable indicators. For example, some urban women, according to their customs, use hair-drying and hair-sorting tools separately. A sales firm is going to sell hair dryers and hair straighteners manufactured in a generic way with the help of an electrical appliance manufacturer and to study the customer's attitude towards it.

All the information and messages collected in the field of marketing, as a decision-making subsystem, are composed of analytical methods, developments, decision-making models, and computer programs. It is natural that decisions made in the framework of management are based on the analytical results of certain sources.

In the modern concept of marketing, special importance is attached to market research, so the research serves as the basis of the strategy and tactics of market exits produced by the enterprise, and helps to carry out a goal-oriented product policy.

Since any market research should be goal-oriented, it is necessary to start the analysis with this product.

Product research aims to address the following issues:

- 1) novelty and competitiveness compared to rival goods;
- 2) compliance with the requirements of local legislation and the rules and customs of the market;
- 3) ability to meet the current and future needs of future consumers;
- 4) the need to modernize the product according to customer requirements.
- 5) When using active marketing, it is important to study the future buyers of the company's product. This work is very complex and requires large information resources.

Customer research includes research in the following areas:

- identify potential buyers;
- determine the reasons that motivate customers to purchase this type of goods;
- factors forming purchase offers and affecting their market rights;
- dividing into segments according to the specified symptoms and evaluating the quantitative composition of each such segment;
- purchase procedures by buyers of this segment;
- needs not satisfied by this type of goods;

The impact of ITR on the development of the needs of active and prospective customers.

Studying competitors is important in determining brand competitiveness. In the course of the research, the following directions are studied:

1. The main competitors who have the largest market share and are developing their activities in this market the fastest are identified.
2. Trademarks of competitors' goods.
3. Features of competitors' products that customers prefer.
4. Types and prices of containers of competitors' goods.
5. Forms and methods of sales activity, TSHOR.
6. Channels used in product movement and sales.
7. The main directions of ITTKI, the amount of expenses, and the participation of famous scientists in the state of the company.
8. Official information on benefits and harms.
9. Competing companies, associations, and the number of employees in their enterprises.
10. Determining the main directions of development of competitors' companies, associations, and enterprises.

Forecasting the development of the market is related to determining the expected structural changes in the consumption characteristics of goods, forming new needs of customers.

Although forecasting is speculative, the same researches are most necessary for the development of the strategic line of enterprises of the Republic of Uzbekistan in foreign markets, especially in the production of new goods and their introduction into the markets. The experience of the following years shows that the absence of such work in the republic leads to great losses.

Opportunity analysis is an important type of marketing research. It includes a comprehensive study of the financial resources of production. This is due to the fact that the enterprise cannot effectively select a specific segment of the market just by determining the market need.

Marketing programs show specific activities aimed at the realization of established goals. Currently, they attract entrepreneurs to a greater extent from the point of view of forming new methods of planned management, which reduce the level of risks of working in the conditions of spontaneous market relations, create convenience and stability of enterprise development, and ensure guaranteed sales of goods turnover.

Marketing policy is carried out by clearly realizing the impact of marketing activities on the market, aimed at increasing the company's competitive position. It includes the following tasks: product, pricing, sales, sales promotion and advertising.

The implementation of the brand policy envisages the development of new types of products and varieties and primarily aims at the following. Bringing the product's quality characteristics to the level of exact requirements of customers in the selected segment of the market and ensuring effective sales.

The implementation of the price policy implies the determination of the price strategy of the company's behaviour in the market.

The price policy is the market conditions for conducting price trade, which constitutes the competitiveness of the product. It allows change according to the economic situation of the market, trade and other factors. As a rule, the price policy includes the combination of various types of price behaviour in the market: discounts and price concessions, graded prices, authoritative prices, policies, etc.

The price policy also includes the method of determining the level of prices in approximate quantitative form and the methods of calculating and recording prices.

Implementation of sales activities involves the planning and formation of sales channels for the company's goods directly or indirectly. The direct method provides for the improvement of technical support services organized by branches, sales warehouses, showrooms, and directly by the enterprise itself. The direct method refers to selling through independent intermediaries.

The effectiveness of marketing activities is evaluated step by step to re-evaluate the possible effectiveness of marketing activities at the planning stage and the completion of the implementation of marketing activities as the actual end of the work done.

It is advisable to see the use of active marketing in enterprises step by step.

The analysis of the activities of the enterprises and associations of the Republic of Uzbekistan on marketing activities shows that the main part of the performed tasks is assigned to the departments of commercial services. Therefore, it seems appropriate to improve the marketing service based on a commercial block.

Marketing is not only an activity aimed at satisfying the demand but also consists in influencing the demand. These specific goals of marketing activity are determined by taking into account the current situation in the market, the level of customer interest, the company's economic and social tasks, and entering this or that market.

CONCLUSION

Thus, the demand allows you to choose the marketing objective, as well as the desired marketing strategy. Several demand levels and several corresponding strategies can be distinguished.

The use of active marketing in enterprises first requires that marketing be organized as a system or at least as a separate department in the enterprise. Improvement of marketing activities is carried out following the market situation, goals and objectives of the enterprise.

Thus, the use of active marketing in the enterprise is a very complex task, which requires the involvement of large resources and qualified personnel, and this must be carried out in accordance with the market situation and its requirements.

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