



Theoretical Foundations of Using Active Marketing in the Development of Food Industry Enterprises

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ABSTRACT

In today's conditions of increasing competition in world markets, 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. In this article, the theoretical foundations of improving the organizational and economic mechanism of management of food industry enterprises were analysed and conclusions and recommendations were given.

Keywords:

market economy, food industry enterprises, organizational-economic mechanism, farms, small business, private entrepreneurship.

Introduction

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 must not leave it.

First of all, it is necessary to critically review the system of incentives offered to enterprises that export products, further simplify customs procedures, shorten their implementation periods, and take additional measures to reduce tariffs for foreign trade transactions. . The electronic form of formalization of all documents and authorization procedures related to the export of products should be widely introduced. The reorganized structures of the Ministry of Foreign Economic Relations,

Investments and Trade are responsible for resolving these issues.

Marketing plays an important role in the development of market relations, free competition and ensuring the well-being of the population. The use of active marketing in the development of food industry enterprises is primarily based on the essence, content and direction of research in the field of marketing. The importance of using active marketing in the development of food industry enterprises in the use of gross active marketing, its management, planning and control is shown as one of the main features of modern marketing [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 reviews

The scientific research of foreign scientists D. Aaker, G. Assel, L. Bun, D. Kurtts, F. Kotler, GA 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].

Leading economists of the Commonwealth of Independent States G.I. Bagiev, I.K. Belyavsky, E.P. Golubkov, A.E. Ziryayov, D.T. Novikov, A.N. In the scientific works of Romanov and others, the issues of using active marketing in the conditions of the transition to the 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 main goals of marketing are to provide justification for management decisions and business plans of the enterprise (firm) to create and stimulate demand, and increase sales, market share and profits. The main motto in the marketing approach to the management of the enterprise is: "Not to sell what is produced, but to produce what is sold." This means that before production, the enterprise must thoroughly study the needs of specific consumers, correct and improve the shortcomings of the product according to the received information, and only then this product should be released to the market.

Marketing - methods of activating economic relations that arise in the market, methods of complex and systematic solutions to the problems of production and sale of goods, quick adaptation to changes that occur in the market, stratified approach to consumers, creation of competitive new goods and organization of their production, mining aims to study and forecast trends and develop effective advertising.

Marketing is a type of personal activity directed at satisfying wants and needs through means of exchange [20].

Controlling factors include those controlled by the firm and its marketing staff: key decisions that are interconnected, as a rule, are clarified by top management.

The basic concepts in the marketing system are demand, commodity and exchange. In the 50s of the 20th century, the first basis of the management concept was analysed to determine the long-term changes in sales volume, the level of production and production costs, income, profit and other indicators. Accordingly, it is planned to adapt the performance of the market for one to five years.

By the 60s of the last century, the issue of implementing strategic planning based on changes in the market was put forward and resolved.

By the 70s of the 20th century, such a concept of marketing was developed that it independently entered the life of economically developed countries.

Marketing - analysing and taking into account the requirements of customers, and specific groups of the market, developing a new product according to the identified requirements, organizing its sale along with promotion and advertising activities; is a developed concept of determining the ways of movement of goods [21].

Marketing activities can make adjustments to the behaviour of economic entities, consumers and producers, in the way of their mutual benefits, even at any level of market saturation. Marketing recommends solving the conflicts that arise in the process of market relations with the help of marketing elements and methods that allow taking into account the level of market saturation, competition, and price policy.

The uniqueness of marketing in Uzbekistan: firstly, the competition between manufacturers (suppliers) is still very weak, secondly, the old or new shortages of the production volume of some products, thirdly, the distribution and redistribution intermediary structures based on the traditional strong influence.

In the market, the requirements of buyers for a certain product are diverse, each buyer has his own taste. Information about the buyer's demand, desire, need, lifestyle, and behaviour in purchasing goods creates opportunities to develop and implement effective marketing activities. That is, it ensures that the goods are

offered to the market in accordance with the demands of the buyers and that the demand for the goods is stable.

The marketing system plays an important role in the use of active marketing, especially in the use of active marketing by enterprises. They complement each other, so to speak. they develop, that is, from active marketing

If the good development of use leads to the appearance of the social and necessary value of the goods, the improvement of the delivery of goods to the final consumers, the reduction of costs related to the movement of goods and the emergence of several such positive factors, the development of marketing in the use of active marketing, its forecasting, the widespread promotion of the use of active marketing causes the appearance of such.

At first, the purpose of marketing was considered to be to ensure the sale of any product produced by enterprises (joint firms and corporations) [22]. The same situation is still valid in the economy of Uzbekistan.

In organizing the activities of firms and companies, they try to notice the expected economic changes before others. But it does not allow to solve issues of periodical adjustments of strategy, production and sales activities of firms (organizations) and adaptation to competitive conditions. Such a strategy did not envisage measures that could actively influence the market situation.

In our country, product manufacturers aim at simple activities and produce their products at the expense of the average organization or person. In such conditions, he should make his product as possible from a narrow group of buyers (market group) and meet the requirements of some people or the enterprise in the market group.

Enterprises and organizations should be provided with the success of their activities in the conditions of developed market relations, only based on joint use of all marketing tools, through their interaction and dependence.

In the process of marketing activities, it is necessary to carefully study the market, demand, taste and need in every way and focus the production on meeting these requirements, in addition, to guaranteeing the quality of the

manufactured product, as well as actively influence the market and the existing demand, need, and the formation of the interest of buyers. It is also important to show.

The pursuit of clearly defined commercial results is for enterprises and organizations to own a certain share of the market. In addition, it is necessary to take into account the deadlines, resources and responsibilities of any work.

To adapt as much as possible to the conditions and requirements of the selected market in the implementation of its activities intended for the long term, to create products that provide highly profitable development by conducting research.

All of the above principles are implemented using a series of marketing actions: analysis, planning, monitoring of own activities, marketing management and results. The main object of marketing activity is consumer demand. Each of them has its own merits [23].

The development of a marketing set in each organization (firm) is related to the determination of the standards used to achieve its goals in the context of market economy relations. It's like getting market feedback and information taking a place in it.

A market is defined as the sum of existing and potential buyers of a product.

In the following years, depending on the market situation, depending on the ratio of supply and demand, in the economic literature, it is divided into the "seller's market" (in which the seller dominates due to the lack of goods and shows activity towards the buyers) and the "buyer's market". The task of regulating the market in the country is to create a "buyer's market".

The state of the market is determined by exact quantitative ratios of demand, supply and prices.

The market places the needs, interests, tastes, likes and demands of the buyers. At this point, they try to select the goods and services offered to fully satisfy the given need at the lowest cost and in a certain amount. Thus, the enterprises, while carrying out marketing activities, influence the demand - they keep it at a certain level, and influence its increase or decrease. It

is necessary to determine such specific goals of marketing, the situation in the market, the evaluation of the customers' intentions and taking into account the tasks of their organizations entering this market [24-30].

Conclusion

Our economic conditions require attention to many external and internal factors. In order to get out of the current situation, it is necessary to liberalize prices and at the same time remove all sectors of the economy from state control, end monopolies and deepen privatization. Only with such a change, it is possible to say that the situation is clearly improving and that the process of normalization of the consumer market is progressing.

From now on, the analysis of production and sales measures, determining the quality of packaging, choosing a brand, recording the price, and developing and organizing sales and advertising, should be used to the full extent of marketing opportunities.

Industrial enterprises should pay special attention to marketing management, which should be based not only on the production capabilities of the enterprise, but also on the basis of the demands and needs of customers.

Commodity and market means a set of economic and social relations that arise in the process of exchange for the purpose of selling goods.

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