

Public Relations of Supermarkets from the Case of Korzinka.UZ

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Abstract: Public relations are the important characteristics of any business plan and are expected to build an actual and positive image among stakeholders of the company. It is important to create an effective PR plan including goals, strategies, and tactics for increasing consciousness among the target audience and building a connection with them. Korzinka. uz is a supermarket chain in Uzbekistan.

The report shows the PR plan and strategies to be implemented for building positive relationships with the target public and get maximum media coverage in Uzbekistan and target market for attracting Uzbekistan expatriates and nationals living in these cities as well as local suppliers.

1. Introduction

Anglesey Food Company was established in 1996 and is one of the first retail chains in the Republic of Uzbekistan. Initially, the company operated under the Anglesey Food brand in the format of "home stores". The rebranding policy pursued in 2005 can go down in history as the first stage in the development of the network under the brand name korzinka.uz.

Without hesitation, korzinka.uz can be called an international brand. Every day tens of thousands of customers visit their stores. This allows us to constantly strive to attract new customers. Regular work to improve the quality of service, favorable pricing policy, a unique loyalty system program play an important role in strengthening the confidence of their customers. A wide range of products and non-food products in their supermarkets, daily promotions, discounts and tastings are the main factors in attracting customers.

2. Literature Review

2.1 Situation analysis

The supermarket industry in Uzbekistan is recognized as one of the prospects of the country. There is huge potential in the food and grocery segment of the local industry for new entrants as food retail is developing at a recognizable rate of 30%. The supermarket industry in Uzbekistan is highly fragmented, competitive, and perfected. There is an increase in the interest for food retailers as

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customers prefer to prepare their eats at home rather than eating out. It creates enormous opportunities for supermarket stores in Uzbekistan.

SWOT analysis of Korzinka.uz is conveyed for understanding the present situation and opportunities for the company.

Strengths: Reliability, fresh and quality foods from own farms, a wide range of goods, customer-friendly assistance.

Weaknesses: seen as expensive, high dependence on own labels, difficult enlargement

Opportunities: online shopping, retail corporations, expansion in rising markets, sale of non-food products.

Threats: premium own brands of other stores with high margins.

2.2 Target Audience

The launch of new stores of Korzinka in Uzbekistan targets areas and citizens living in these places. It is the original public for which the PR plan is outlined. The secondary citizens include the local people and local suppliers of the destination cities as the company aims to satisfy local produce based on the needs of the local people of the city as well.

2.3 Goal of PR plan

The goal of the business plan for PR strategy in Uzbekistan is to build a relationship with key stakeholders in these places and build customer recognition.

2.4 Objectives of the PR plan

The purposes of the company are as follows:

- To develop the activities that ensure the show of the competitive power of the business to the target audience in an effective manner.
- To ensure cohesive planning and management by building contact teams in each of the target locations.
- To encourage stakeholders for the success of property made by the company.
- To ensure maximum Uzbekistan press coverage in trade, business, and customer media.

2.5 Key messages

Messages for the PR operations are revealed in line with the purposes of the company and fully highlight the revelation and conditions of the company to produce a good and positive perception among the target public:

- Preparation of fresh and quality content in the newly started stores.
- Major benefits to suppliers through a responsibility to buy from small farmers and producers in the neighborhood.
- Quality food with reasonable pricing to create value for money.
- Engagement to stakeholders in terms of improving cost performance, added value, and quality performance of the food.
- Proceeding of the store with due regards to the cultural issues of every area.

2.6 Strategies for PR plan

Integrated activities include a proactive approach for customer information which is two-way to create charge for the store products and informed consumers about the brand and its service; mounting investor and stakeholder relationships for convincing them of the strength of the corporate

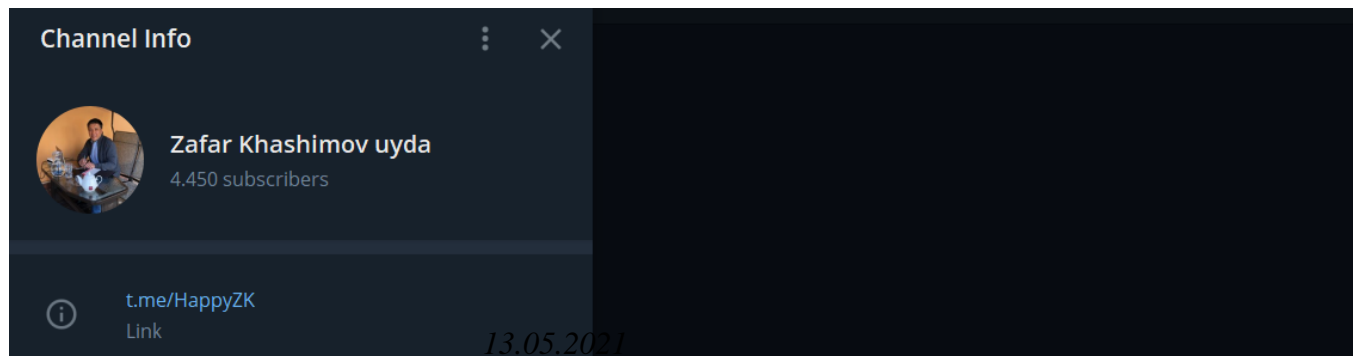
plan and benefit of the company; and lobbying activity for maximizing Uzbekistan press coverage and local suppliers of the two locations.

The dissemination strategy for the launch of two stores in targeted neighborhoods includes the creation of good thoughts among customers, suppliers, and particularly Uzbekistan society living in targeted areas.

Part 2

The leader's relationship with people

As the founder of the company, Zafar Khoshimov regularly informs about changes in the company on his social network pages. Take, for example, his telegram page:



As you can see, today Zafar Khoshimov is followed by about 4,500 people on social networks. In Telegram, the business leader mainly expresses his opinion on the changes taking place around him and thus strives to be close to the customers. Zafar Khoshimov is not only a great businessman but also a great economist. That is why he is followed and followed by so many people.

Below I would like to cite the facebook page of this entrepreneur.



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As you can see, the entrepreneur is followed by about 5,000 people on Facebook. Most of these people are entrepreneurs and people who are interested in entrepreneurship.

On Facebook, the entrepreneur mainly covers the events of his life. People on Facebook also give their opinions on politics because they are mostly official. You can also see excerpts from the conversations on his page.

Use of social media for PR purposes

Given today's era of globalization, almost all people use social media. With this in mind, the company is constantly trying to make creative works on social media. Below I want to list one of their highlights.



Through this picture, the korzinka.uz team is pointing to a network of compass supermarkets that has recently entered our country. The picture on the left says: You don't need a compass to find the nearest korzinka. That definitely means how many korzinka supermarkets there are.

And the picture on the right says: What you find on COMPAS does not fit in the Kozinka.

Mastery of billboards.

In addition, the basket regularly masters the use of printed billboards on the street.



Through these two billboards, the company is pointing to 3 full competitors. These are HAVAS, BARAKA and CARREFOUR markets. It means - welcome, be blessed!

Sociability

one of the other activities of the company is this charity work. The company regularly tries to be close to the community and show that it cares about it. One of his jobs like this is the renovation of preschools.



Activities during COVID 19

Korzinka.uz helps low-income families

During quarantine the supermarket chain Korzinka.uz has decided to send a thousand food sets to low-income families.

The supermarket chain Korzinka.uz has decided to send a thousand food packages to addresses in the makhallas where their stores are located. Families in difficult situations due to the general quarantine received humanitarian aid. The kit includes the most essential food products and disinfectants. Despite financial difficulties, more and more people in Tashkent express a desire to help compatriots who

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have temporarily lost their jobs, large families and lonely elderly people. Special volunteer groups have been created to collect food and money and deliver them to burnin



Korzinka.uz during Ramazan

The Korzinka stores in Tashkent have created conditions for fasting people to open their mouths. "Iftar is approaching," he said. It is recommended to open the mouth in time during Ramadan. If you do not have time for the iftar table with family and friends, you can go to the nearest Korzinka stores and break your fast. May your fasting and prayers in the month of Ramadan be accepted! " says on the Facebook page of Korzinka.uz. Commenters on social media praised Korzinka's work. As a reminder, if you are on the road, go to any nearby mosque. There are prepared water and dates and other blessings to break the fast.

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