

The Main Directions for Improving the Elements of the Marketing Mix in Samantepgilam LLC

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ABSTRACT: This article discusses the technological level of the innovation system and its components, as well as the trends of innovation activity, and classifies them through a chain view of the innovation process.

KEYWORD: Innovation, activity, efficiency, technology, production, market, brand.

In world practice, there is an effective mechanism for introducing each scientific development into the real sector of the economy, that is, innovations are the basis for the sustainable development of any state.

In 1911, the Austrian scientist J. Schumpeter showed 5 typical changes in the main tasks of innovation. It includes the use (acquisition) of new equipment and new technological processes and production in a new market, the supply, introduction of new opportunities, the use of new raw materials, changes in the organization of production and its logistics, new markets. about the appearance. However, since the 1930s, he understands innovation as a change in the production and use of new types of consumer goods, new forms of production and technical means, and forms of market organization.

Sometimes innovation activity is considered as a process system, thereby recognizing the timeliness of development and clearly reflecting the phased nature of innovation.

Indeed, innovationSamAntepGilam LLCIt is an integrated system that plays a special role in the development of the enterprise, especially in adapting production to market requirements. Innovation activities also include research and development not directly related to the preparation of any particular innovation. Its direct role in improving the efficiency of production activities is invaluable.

Market economySamAntepGilam LLCrequires the creation of competitive products that meet market demand. Competitive products, in turn, require an innovative approach (achieving an increase in production efficiency and product quality by attracting advanced technologies and equipment to the enterprise, meeting international quality standards in the organization of production and reducing manual labor ...) and has a direct impact on the growth of high pace.

SamAntepGilam LLCThe following principles can be seen in the impact on the creation of new types of products and their effectiveness through an innovative approach. These include:

- study of the market capacity for the creation of a new product at the enterprise in relation to this type of product;

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- to study the state of operational preparation for the creation of a new type of product;
- creation of a specialized production unit;
- pay special attention to reducing the cost of production (market prices, consumer income ...);
- analysis of the supply of material and production resources (in order to ensure the continuity of production);
- high flexibility and rapid restructuring of production;
- maximum efficiency of internal logistics;
- The importance of optimizing external logistics.

We know that the organization and management of manufacturing enterprises through an innovative approach is extremely difficult, especially in countries based on market laws. Especially today SamAntepGilam LLC In order to effectively organize a brand's innovation policy, we believe that special attention should be paid to:

- development of a mechanism for the effective organization of the innovative product policy of the enterprise;
- study of ways to finance innovative product policy and innovative product strategy of the enterprise;
- development of measures to eliminate shortcomings in the development and capacity building of the enterprise for R&D;
- Find ways to attract highly qualified, competitive, mature personnel to production to improve innovative efficiency at the enterprise.

There is also the concept of the innovation process, which is periodic. Its economic and technological impact is only partially realized in new products or technologies. It manifests itself in an increase in economic and scientific and technical potential as a condition for the emergence of many new technologies, that is, the technological level of the innovation system and its components increases, which increases the propensity to innovate. This can be classified using the following innovation process chain.

Analyzing this link in the chain, we can say that today the domestic and international markets are expanding and SamAntepGilam LLC SIN's rapid penetration into these markets will enable the company to increase its competitiveness through the chain of innovation processes, speed up the development of new products by shortening the lead time for new products, and thereby improve production efficiency.

Assortment management is one of the most important activities in the enterprise. The decisions made to expand the range of products will create the basis for the development of the assortment program of the enterprise, and ultimately for the launch of new products on the market, the introduction of new sales markets. One of the main functions of the enterprise marketing service is to conduct an assortment policy at the enterprise.

Assortment of goods - a group of goods that are closely related to each other, homogeneous in sales, the economic structure of which does not go beyond the price range on the market. Assortment management can be carried out in three directions:

- ✓ expansion of the range;

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- ✓ replenishment of the assortment;
- ✓ Updating the assortment.

Expansion of the range of goods - range of goods

increase the number of productions. The company will increase production throughout the year to increase market share based on market demand. The company expands its product range: down, up, or both.

When a business expands its range downwards, it produces a new range of high-end products at lower prices and lower quality. When an enterprise enters the market, it occupies the upper segments, and then begins to master the segments at a lower price and quality. As a result of expanding the range, the company faces a number of risky problems associated with its products:

- ✓ Competitors may combine higher segments;
- ✓ Intermediaries work with low-quality goods

Reluctance causing problems in the brand movement system

Produces;

- ✓ inability to meet high consumer demand;
- ✓ Products designed for low market segments can be "broken" by quality products in terms of price.

Also, in accordance with the wishes of the enterprise, the demand for low market segments

You can also expand the range up. This will allow the company to increase the speed of production of goods, achieve wider market coverage. Expanding the range to the upper segment of the market, the company first occupies the lower segments of the market, and then begins to produce new products for the upper segment of the market. When expanding the range, the following problems may arise:

- ✓ Aggravation of competition, deterioration of market relations with competitors;
- ✓ Failure to deal with the welfare of potential consumers, ie.

An enterprise operating in a low market segment has high quality and prices

Not believing that he entered the market with;

- Lack of experience, knowledge and skills among brand channel participants to work with high market segments.

Replenishment of the assortment - the creation of new models of goods in the assortment of goods from different regions, i.e. creation of product modifications. It is formed on the basis of additions to goods, improving consumer properties, enriching the content, increasing the production capacity of the enterprise based on the demand of potential consumers.

Updating the range is the introduction of fundamentally new products, the launch of completely new products on the market, the creation of innovations.

The formation of the assortment policy of industrial enterprises can be considered in many studies as an important direction in the product-market portfolio. However, the assortment policy is formed primarily on the basis of changes in consumption trends and technological capabilities of industrial enterprises.

The concept of marketing is based on a change in the range of products, technologies of industrial enterprises based on market opportunities. From the laws of its life cycle, we know that a certain segment of the market is not interested in goods produced on the basis of existing technologies in the enterprise. If JV "SamAntepGilam" intends to fully utilize its production capacity, it is necessary to look for other links that can consume this product, new ways to use the product, and so on. In cases where such opportunities are limited, the company must develop its own assortment policy. LLC "SamAntepGilam" forms an assortment policy, offering a matrix "product-market-technology" (Fig. 3.2.1).

In the matrix "Product-market-technology" along the x, y, z axes we will place the coordinates:

- ✓ x - a group of existing and changing goods;
- ✓ u - Existing and changing product market,
- ✓ z - Technologies that produce a group of existing and changing goods (it is possible to take into account other factors).

The x, y, z coordinate axes help us explain market conditions as a result of changes in products and technologies for each criterion, according to which the strategic goals of enterprises are determined. Let us explain how the market size changes in the following ratio of the x and z axes in the coordinate:

1. Affordable technology - affordable range.
2. Existing technology - new range.
3. New technology - existing range.
4. New technologies - new assortment.

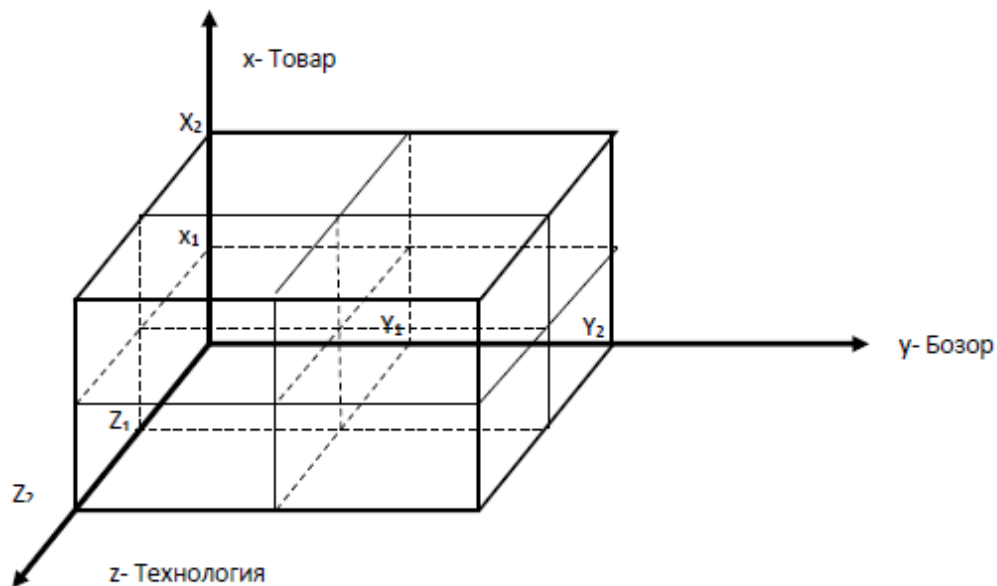


Figure 3.1. Matrix "product-market-technology".

In the cases above, if we move the x and z axes of our coordinate by x_1 and z_1 , the change in u will be as follows:

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1. Existing technology (z1) - existing assortment (x1) → existing market (y1);
2. Existing technology (z1) - new assortment (x2) → new market (y2);
3. New technology (z2) - existing assortment (x1) → new market (y2);
4. New technology (z2) - new assortment (x2) → new market (y2);
5. Existing technology (z1) - new assortment (x2) → existing market (y1);
6. New technology (z2) - existing assortment (x1) → existing market (y1);
7. New technology (z2) - new assortment (x2) → existing market (y1);

V1 = x1z1y1 - the market where the company operates;

V2 = x2z1y2 - market development through the formation of a new assortment with the existing technology;

V3 = x1z2y2 - the market mastered by the existing assortment based on additional technologies;

V4 = x2z2y2 - new markets developed through the production of new products in new technologies;

V5 = x2z1y1 - the market in which the enterprise operates through the production of a new range of existing equipment;

V6 = x1z2y1 - the market where the company operates in the existing range based on additional technologies;

V7 = x2z2y1 - the market in which the enterprise operates due to a new set of additional technologies.

The following mutually complementary and mutually exclusive patterns can be identified in the “product-market-technology” matrix of JV “SAG”:

- ✓ formation of an assortment strategy based on the market opportunities of the enterprise;
- ✓ the technological factor should be taken into account when forming an assortment strategy;
- ✓ increase market opportunities without changing technology;
- ✓ When developing new technologies, market opportunities should be taken into account.

The inability of industrial enterprises to form an assortment policy under the influence of the technological factor can be solved by taking into account market opportunities in such a process.

Segmentation, which is a marketing technology, should be widely used to expand the product range of an enterprise. This is due to the fact that the company produces a wide variety of products suitable for its chosen segments. Each market segment has certain characteristics. Therefore, the company should also pay attention to the use of a segmentation strategy when developing a strategy for expanding the assortment program.

In conclusion, we can say that innovation activity acts as a support for increasing the efficiency of manufacturing enterprises, by forming a system of new ideas, equipping production with new equipment and new technological processes, creating new competitive products, and using new opportunities. to production., which leads to the emergence of new markets in terms of finding efficient, cost-effective ways to use raw materials.

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