

## Marketing and its Features in Manufacturing and Industrial Enterprises

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**ABSTRACT:** This article discusses the identification and study of consumer needs, the adaptation of goods and services to needs, timely delivery, its advertising, as well as the offer at negotiated prices.

**KEYWORD:** Industry, enterprise, need, goods, services, market, advertising, topics, export.

At a time when a market economy is being formed and developed in our country, much attention is paid by production entities of various levels to meeting the needs of the market, producing high-quality products for the world market. Their economic activity is also determined only by their competitiveness in the world market. To do this, first of all, you need to know all the rules of marketing and strictly follow them.

**Table 1. The main industry is the production and export of food products. target forecast parameters**

Food product name	unit of measurement	2015	2016	2017	2019 forecast	2020 forecast	2019 2015 due to percent
<b>Finished goods production</b>							
Canned fruits and vegetables	millionth conditional bank	460.0	475.0	510.0	560.0	610.0	132.6
Fruit juice	millionth conditional bank	155.0	160.0	175.0	200.0	220.0	141.9
tomato paste	millionth conditional bank	30.0	30.5	31.5	33.0	35.0	116.7
Dried fruits	thousand tons	123.0	126.0	134.0	143.0	155.0	126.0
Sausages	thousand tons	25.0	26.0	28.0	30.0	33.0	132.0
Canned meat	millionth conditional bank	2.2	2.5	3.0	3.6	4.4	2 times
Milk and dairy products	thousand	345.0	355.0	390.0	430.0	490.0	142.0

	tons						
Cheese with cheese	thousand tons	3.0	3.3	3.7	4.2	5.0	166.7
Butter	thousand tons	4.2	4.5	5.0	5.6	6.5	154.8
Vegetable oil	thousand tons	255.0	262.0	267.2	272.0	274.4	107.6
margarine products	thousand tons	18.0	19.0	20.0	21.0	23.0	127.8
Sugar	thousand tons	300.0	310.0	320.0	345.0	380.0	126.7
Confectionery	thousand tons	40.0	42.0	44.0	49.0	55.0	137.5
Beer	million gave.	27.0	28.0	29.0	30.0	32.0	118.5
Alcohol	million gave.	45.0	47.0	49.0	52.0	55.0	122.2
<b>Export of finished products</b>							
Canned fruits and vegetables	thousand tons	6.7	7.2	7.8	8.3	8.9	132.8
Fruit juice	thousand tons	25.5	26.5	28.1	31.0	33.0	129.4
tomato paste	thousand tons	4.3	4.8	5.5	6.4	7.4	172.1
Dried fruits	thousand tons	57.0	58.0	61.5	64.0	67.0	117.5

Also in 2017-2021, 63.1 thousand tons of fruit and grape processing (19.750 tons in 2018), 16.5 thousand tons of meat processing (3.650 tons in 2019), milk processing through the construction of new enterprises and reconstruction and re-equipment of the existing capacity of 45.7 thousand tons (10.45 thousand tons in 2020).

Marketing includes a number of processes as well as products and services. Marketing plans to produce products at the most affordable prices and make high profits by influencing customers, and therefore it is known that almost all enterprises in our country attach great importance to it and widely use it in their business activities.

Although marketing has recently entered the economic life of enterprises, the demand for marketing activities is growing day by day. First of all, the main task of marketing is to identify and study the needs of consumers, adapt goods and services to needs, timely delivery, participation in advertising, as well as offer at agreed prices, on time and on time. in the required quantity. In addition, his main responsibilities include planning, replenishing payments and managing results.

For example, the role of advertising, information support, commodity exchange, especially marketing activities in production is so great that almost half of the cost of goods and services falls on the result of marketing activities. It is no coincidence that product manufacturers pay more attention to various marketing activities. This is due to the fact that the competitive situation between enterprises in the market requires such an approach. To overcome this competitive environment, every business must have an effective marketing program in place to offer their products and services to a wider audience. The enterprise must determine in advance in what form, in what quantity to produce its products, to

which customers to sell, and, as a result, strictly follow the rules of marketing in order to obtain the desired profit.

To do this, it is necessary to study the level of demand in the market, which product to produce and in what quantity. It is advisable to add other types to the manufactured products and produce products that can fully satisfy the requirements of demand. The development of the production of similar products by the company is very effective, namely:

- the company seeks greater economic benefits;
- preservation of jobs and improvement of working conditions at the enterprise;
- The company will offer customers the highest quality products.

The process of offering goods and services to consumers ends with the finished product reaching the consumer. Increasing and improving the level of supply of goods facilitates the transfer of goods to the consumer. Therefore, manufacturers must take into account that after the product is manufactured, a marketing system must be developed to deliver it from the enterprise to the consumer. Such a system is called a marketing distribution channel. Brokers, that is, independent sellers, buy goods in large quantities and sell them in small quantities. The main processes of product delivery are transportation, storage and delivery of goods.

When we add up the cost of production, costs, resources and means of production, we get the cost of the product. In addition, this includes transportation, storage, taxes, etc. prices will also be added. Every business adds the required percentage to the price in order to profit from the sale of the product. For this reason, every business tends to sell goods at higher prices in the direction of marketing. They must be satisfied by the producer's interest in making a profit at market prices and at the price of goods purchased by consumers. This means that all types of businesses can participate in price setting to influence the demand for certain goods.

To date, marketing is the most effective and necessary type of economic activity through which all market processes are carried out, which creates great opportunities for both producers and consumers. With it, you can get a lot of information about the price of goods, their location, quantity, supply and demand, and many other factors.

In the period of transition to market relations in Uzbekistan, the most important factor in the development of our economy is the need to expand production, improve the quality and competitiveness of products. The more efficiently and effectively the marketing process is used, the more all the laws of production are observed, the faster we can see radical changes in our economy.

One of the main goals of marketing activities in Uzbekistan is to involve firms and enterprises in foreign economic relations in the field of production and services, i.e. introduction of new forms and methods of world practice of ensuring independent access of exporters to foreign markets.

The right of enterprises and firms to conduct foreign economic relations is one of the manifestations of the process of democratization of socio-economic life in the country. Consistent and timely implementation of marketing activities to develop the country's export base, increase the production of competitive products for foreign markets, develop international economic integration, introduce the latest technologies and resolve trade relations will yield results.

Well-known marketer F. Kotler's definition is as follows: The concept of marketing is to organize production and sales better and more efficiently than competitors, based on an assessment of customer needs, the quality and range of goods, their real purchasing power. For example, our country is a major producer of grapes. This became possible due to the natural and climatic

conditions of the republic. About 500,000 tons of grapes are grown annually in our country. The main part is produced from grapes, that is, technical (varietal) full-fledged wine products. Also, due to the fact that many varieties of grapes quickly lose their qualities, most of them are dried and raisin.

One of the most important tasks facing the wineries is the production of goods that meet the requirements of the market, and increase their range at low cost in an environment of free economic competition. The fulfillment of such a task requires work based on the production of new goods. The main objectives of commodity policy are the search for new products, their formation, justification of the form of goods, regulation of product quality, control over the behavior of new products on the market.

Finding a new brand idea will be harder than ever. Such ideas do not arise spontaneously, but as a result of constant research. As a result of the search for production opportunities, entrepreneurs receive the necessary information from potential buyers, retail outlets.

Once the idea of creating a new brand is born, it is important to conduct a deep analysis of its supposed freedom, evaluate its actions and expected results.

At the heart of any development strategy based on the development of new products are the goals of expansion, diversification and innovation. When an enterprise decides to discontinue production of its product in a rapidly changing environment, it should always be able to assess the structure of its activities for the modification of the product being produced and the production of a new product. These decisions are very important for the future of the enterprise.

There are a large number of different wine products from grape products, which fully meet the requirements of the market, and its unique features attract the attention of buyers:

- packaging of wine according to the needs of the market and buyers;
- identification of distribution channels in the marketing program, i.e. determination of demand for wine products of various hotels, organizations, kitchens;

In consumer markets, it is necessary to consider the above and strategic directions of various wine products as an important socio-economic task that meets the needs and increases the working capacity of people. Achieving sustainable growth in the supply of wine products, improving quality and assortment while increasing the dynamic adequacy of new supply and demand. An important condition for the normal functioning of the wine market is the marketing presentation by these enterprises of the demand and supply of agricultural and industrial goods.

Speaking about the marketing of wine products, it is necessary to pay attention to two principles applicable to the market: that is, when carrying out commercial, trading activities, it must be borne in mind that the product is the object, and marketing is the main goal of consumers.

According to the principle of developing production in accordance with the requirements of the time, buyers will take revenge on cheap goods, which means that the main attention will be paid to the level of purchasing power of the population of a particular domestic and foreign region. Increasing the capacity of the enterprise requires the acquisition of new technologies and technical materials.

New technologies and equipment improve product quality, reduce costs, increase its competitiveness, and expand opportunities in the domestic and foreign markets.

The marketing program of wineries is the basis for accurate and long-term production planning for each assortment.

- firstly, the production of completely new types of products with quality, new requirements and aesthetic characteristics;
- Secondly, the modernization of new types of products, taking into account consumer demand and needs.
- Thirdly, the organization of the enterprise on the basis of modern science and technology, improving and updating product quality.
- Fourth, the creation of new types of products based on permitted patents and licenses, a new approach to their appearance.

One of the main stages of the entrepreneurial activity of an enterprise is the implementation process, according to which the finished product is sent to consumers and from that moment is considered to be sold. Based on this process, the company determines the amount of income and net profit, implements plans for the future in terms of supply and demand.

That is, it determines the direction of production, depending on which types of products are in high demand. One of the main factors in the development of foreign economic activity is the export of agricultural products. The main attention is paid to increasing the competitiveness of our country's traditional export products - cotton, blackberries, canned fruits and vegetables. Import of new technologies and equipment ensures high quality of products, reduces the cost of production, increases the competitiveness of products. New jobs will be created, exports will increase. Today, in these relations, special attention is paid to the liberalization of foreign economic activity.

The transition to market relations provides an opportunity for the development of marketing. Companies are able to compete and encourage entrepreneurship through marketing creatively based on their own differentiation without copying others.

In marketing production and sales activities, a comprehensive study of consumer demand in management policy, adapting production to these requirements means influencing the market.

Currently, with the development of a market economy, there is a restructuring of management structures at enterprises. An analysis of the sales management structures at a number of machine-building enterprises showed that a centralized sales management system is acceptable for enterprises with large-scale and mass production, and a decentralized one for small-scale and individual enterprises. As a rule, the order book is determined by the production departments, and the sales departments are overseen by the operational sales departments.

The principle of work is based on the structure of the sales department. Therefore, it is advisable to place marketing teams in sales departments.

This means that the role of marketing in industrial enterprises is unique. As I mentioned above, the profitability of an enterprise that uses marketing correctly and manages it well will also be high.

In market conditions, the main goal is to make a profit, which is driven only by the sale of goods. To do this, the product must be in demand, there must be a consumer who has the opportunity to buy it. Therefore, the success of any enterprise is possible only if it comes to the consumer, the consumer knows the consumer well, the movement of goods in full compliance with the law. Only the organization of targeted distribution of goods, trade, consumption, due to market demand, along with very complex production, can achieve the initial goal of the entrepreneur, market participants.

The role of marketing in this is to move commercially important goods and the process of their sale to customers.

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Therefore, the area of marketing is the organization of each product market, the ability to find its place, the ability to create a buyer, the organization of services associated with this product, to ensure the production of goods with all the characteristics of consumer demand. .

It is difficult to imagine a market without marketing, as marketing has now become a necessary and widespread component of the market. It plays an important role in the development of the market, in turn, along with the development of the market.

Since marketing focuses the activity of the enterprise on a full-fledged market economy, it absorbs the content of market activity.

The development of marketing is often hindered due to the lack of the necessary traditions and experience of entrepreneurs. The interests of the situation are aggravated by the peculiarities of the psychology of novice entrepreneurs, which are of an additional instantaneous nature and are aimed at maximizing profits in the short term in any way.

Many businesses do not pay enough attention to the role of marketing. This is evidenced by information on the organization of production and marketing activities of enterprises. This activity is not focused on marketing, but on a separate organization of production and sales.

However, the practice of developing marketing at Uzbek enterprises has not yet been established. But there is already a growing belief that marketing will perform an entirely new function in dealing with this market. At the same time, all activities of the enterprise are focused on consumer demand. As market relations develop, marketing is increasingly included in the overall enterprise management system. Currently, almost all production, marketing, financial, administrative and other decisions are based on information coming from the market.

The development of marketing in the economy of Uzbekistan has a number of features.

- First of all, this is due to the formation of our market, which is going through a very difficult period. A quick transition to a higher level of market development will certainly expand the possibilities of using the enterprise's potential to meet consumer demand in the new conditions.
- Secondly, the process of using marketing in a certain way is influenced by consumer behavior. In general, it is unconventional compared to Western models, so it is necessary to deeply study the trends and patterns that characterize the generally accepted typology of consumer behavior.
- Thirdly, failure to understand the importance of the traditional habit of striving for one or another centralization of business relations as the basis for marketing profitability directly undermines work with the consumer himself. However, it can be assumed that in the near future the main classical marketing cases that form the way of thinking in enterprise management and the way of operating in the market will remain relevant, fundamental and necessary for enterprises in the modern economy. republic.

When it comes to specific marketing efforts, specific “recipes”, it is necessary to move from “accepting everything foreign” to “understanding everything Uzbek”.

Therefore, each marketing feature is unique and plays an important role in Uzbekistan's transition to a market economy.

The marketing departments of today's enterprises, regardless of the type of product or service, continue to function. This is the main incentive and guarantee of further improvement of our markets and their saturation with quality products.

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