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Article

Ways to Improve the Marketing Strategy in The Kalava Yarn Production Enterprise "Muqaddam" LLC

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Abstract: This article analyzes the role of the marketing strategy in the company's activity, ways to improve the marketing strategy of the production company. The current state of the kalava yarn production market, the company's current marketing strategy and proposals for their development are studied. The article provides recommendations on increasing the competitiveness of the enterprise based on modern approaches and strategies in the field of marketing.

Keywords: **e**nterprise, product, market, customer, demand, price, marketing strategy, competitiveness, innovative marketing, market analysis.

1. Introduction

In today's competitive economy, the main success factor for enterprises is the formation of an effective marketing strategy and its continuous improvement. The kalava yarn production industry is one of the important sectors of the economy in Uzbekistan, which creates the need to ensure the production of products that meet the requirements of the international market. This article analyzes the activities of "Muqaddam" LLC and considers ways to improve its marketing strategy.

At this point, the President of the Republic of Uzbekistan "In 2017-2021, the action strategy on the five priority directions for the development of our country" in 2023-2025, "In 2023-2025, measures to accelerate the reform of state-owned enterprises and the privatization of state assets" "a decision has been made. In addition, in accordance with the decision of August 1, 2022, a number of works are being carried out on "Creation of equal conditions in state enterprises and non-state enterprises and improvement of marketing strategy". In fact, one of the main functions of the marketing strategy is to develop and implement the marketing strategy.

Now, the role of marketing research in introducing innovations into the activities of enterprises, filling the markets with consumer goods, and satisfying the needs

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of the population is great. The main condition for winning in the current competition is to conduct marketing research in the activities of these entities, because the consumers in the market are from different regions and their demands are also different.

2. Materials and Methods

Analysis of literature on the topic.The analysis of existing literature on marketing strategy shows the need to improve modern principles of marketing, methods of brand promotion and flexible approach to consumer requirements. In his textbook, expert RGIbragimov has the following opinion about marketing strategies: "marketing strategy means the use of a model of the principle of the enterprise's behavior on the market for a certain period of time. With its help, the enterprise strives to ensure its success."Many economists have been engaged in the development of marketing strategies and their practical application. Among them, we can include famous scientists such as F. Kotler, David Aeker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, Jay Bayer.

It is necessary to acknowledge the scientists who made a great contribution to the development of the theory of marketing, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. R. Ibragimov to them. Y. Abdullaev, A. Saliev, M. Sharifkhojaev, D. Rakhimova, SH. Ergashkhodjaeva, Sh. Musayeva and others can be included

Research methodology.The research used a systematic approach, marketing analysis, comparison and evaluation of numerical indicators. Crowd tracking techniques were used to collect and analyze data from social media platforms.

3. Results

"Muqaddam" LLC is an important organization in the field of kalava yarn production based on high-quality and modern technologies. This enterprise uses high-quality raw materials and advanced equipment in order to meet the needs of customers and provide competitive products in the market.

"Muqaddam" enterprise was founded in 2014 and today it meets the needs of customers throughout Uzbekistan.Kalava yarn, spun yarn is the main type of pilikyaan pilta machine-made yarn, raw yarn, made from all types of textile fibers. It is formed by gently combining several fibers. It is obtained from the same fibers or a mixture of different fibers, or if not, waste is added to the fibers. Yarns are divided into different types depending on the age, function, methods of obtaining and finishing, properties and structural characteristics of the fibers. For example, there are different types of yarns for weaving, knitting, threading, rope making, etc. According to the method of preparation of kalan for spinning, it is divided into carded, combed, and apparatus types.

Kalava is divided into types depending on the type of spinning machines, finishing and dyeing methods. There are raw, bleached, treated with a special chemical solution (mercerized), dyed and other types of kalava yarn. According to the structure, it is divided into simple (single-stranded), olachipor (melange), voluminous (textured), baked (twisted with the addition of several strands) and other types. Kalava thread can be made from cotton, wool, silk, linen, silk and chemical fibers. This enterprise is mainly designed for production of cotton, wool, silk and chemical fibers.

1-table

Characteristics of kalava yarns made of different fibers:

Type	Raw materials source	Characteristics	Application
Cotton thread	Cotton fiber	Soft, natural, breathabl hygienic	clothes, household items, textile
Wool thread	Sheep, goat wool	Heat catches soft, elastic	winter clothes, carpets, blankets
Silk thread	Silkworms	shiny, strong, light, natural, precious	Shirts, ties, curtains, ornaments
Chemical yarn	Synthetic materials	strong, elastic, cheap, different properties gives	Sportswear, bags, Industry products

4. Discussion

The kalava yarns made from different fibers have their own raw material source, properties and fields of application. Natural fibers (cotton, wool, silk) are environmentally safe, healthy and comfortable for human skin. Cotton is soft and breathable and is mainly used in clothing and household products. Wool is important for winter clothes and carpets, as it retains heat well and is elastic. Silk is used in luxury products due to its lustrous and precious properties.

Chemical yarns are made of synthetic materials and have properties such as high strength, elasticity and economic efficiency. They are widely used in sportswear, industrial products and other technical purposes.

Each type of thread is important in human life with its own characteristics and serves to satisfy various needs.

Figure 1. Kalava Yarn Factory

One of the important aspects of the enterprise is that their products are produced in accordance with the principles of environmentally friendly and sustainable development. The team of the enterprise consists of highly qualified specialists in order to establish strong cooperation with customers and constantly improve the quality. This enterprise contributes to the development of the regional economy by providing services

not only to the export market, but also to the local market. marketing strategies are also formed at the level of these strategies. Marketing strategies are the use of the company's capabilities and resources in the most optimal way based on the market situation. Marketing strategies are the fulfillment of the tasks of manufacturing enterprises for a particular market and for each product based on the company's goals.

Marketing strategies are formed in order to implement production and commercial activities in full accordance with the market situation and the company's capabilities.

Table 1.

Indicators of formation of the marketing budget of the production enterprise

Indicators	Expenses	%
Gross revenue from sales in 2024	640 mln	100
Production costs in 2024	205 mln	32
Marketing expenses, total	180 mln	28
Including:		
Advertising	40	
Organizing sales	45	
Product moving costs	24	
Distribution, customer service show	60	
Wrapping	25	
Maintenance cost	10	
Employees of the Marketing Service Department and salaries of managers	16	
The value of information	35	
4. Benefit	255	40

Below, the following indicators are taken into account when forming the marketing budget of the production enterprise "Muqaddam" LLC:

1. Gross income from sales: 640 million (100%)
2. Production costs: 205 million (32%)
3. Marketing expenses, total: 180 million (28%)

Including:

- Advertising: 40 mln
- Sales organization: 45 mln
- Product moving costs: 24 mln
- Distribution, customer service: 60 mln
- Packaging: 25 mln
- Cost of technical service: 10 mln
- Salary of marketing service department employees and managers: 16 mln
- Value of information: 35 mln

4. Profit: 255 million (40%)

In this data, the distribution of marketing expenses and total expenses are shown, and the expenses necessary to increase the effectiveness of marketing activities are clearly defined. The indicated indicators are important in strengthening the marketing strategy of the enterprise and increasing its competitiveness.

Naturally, the size and structure of marketing expenses of the enterprise directly depends on its position in the market. The release of new goods, expansion or acquisition of new sales markets, sharply increasing competition, the need to increase the prestige of the enterprise lead to an increase in costs. Making the right decisions about the distribution of resources and the implementation of control based on the planned income and expenses

of the marketing budget is developed in relation to different goods and consumer groups (target markets) in order to Usually, two approaches are used in creating a marketing budget: the first is called "planning based on target profit" and the second is called "based on profit optimization".

taking into account the development of a plan to achieve the goal.

The economic policy of the enterprise includes:

- formation of strategic goals and objectives;
- analysis of the company's strengths and weaknesses;
- assessment of the perspective and importance of the economic activity;
- choosing strategies;
- determining the annual budget.

The development of strategies is aimed at establishing high-level management and solving the following main tasks: working out the strategic goal of the enterprise, assessing its capabilities and resources, analyzing the development of the field of marketing activities, alternative assessment, preparing prospective plans, according to the program, budget identifying strategies.

A significant growth is observed in the production of kalava yarn in Uzbekistan. In January-October 2021, 522,000 tons of kalava yarn were produced across the country, which is an increase of 26.2% compared to the same period last year.

There are also positive changes in the cross-section of regions. For example, in the Kashkadarya region, 51,600 tons of kalava yarn were produced in January-December 2022, an increase of 27.9% compared to the corresponding period of the previous year.

At the same time, the production volume has decreased in some regions. In January-December 2022, 30,400 tons of kalava yarn were produced in Tashkent region, and this indicator decreased by 22.1% compared to the same period last year.

Table 2

Levels of enterprise strategies:

Strategy level	**Description**	**This enterprise implementation according to**
The mission	General objectives statement about	Kalava yarn production of Uzbekistan quality and in the output industry provide ecological products by achieving internal and the leader in the foreign market take place, stable ensuring development.

Corporate strategy	The mission implementation according to decisions	Accomplish the mission decisions on: Domestic and international market high quality kalava for yarn production development. Organization of production in compliance with sustainability and environmental standards. Increase the volume of exports and capture new markets. Innovations and ensuring competitiveness through the introduction of technologies.
Business strategy	Accepted by business areas decisions	Decisions on business areas: Production of product types suitable for different market segments (for example, cotton, silk, man-made and mixed fiber yarns). Product diversification and creation of value-added products (colored yarns, yarns with special coatings). Establishing stable cooperation with local enterprises and international customers. Strengthening the position in the market by developing the brand and expanding marketing activities.
Functional strategy	high standing functions and tasks that ensure the execution of strategies decisions made on	Decisions on functions and tasks for implementation: Marketing: Development of product advertising (social networks, exhibitions, fairs). Studying customer needs and developing strategies aimed at satisfying them. Production: Introduction of new technologies and automation of production processes. Improving the quality management system. Financial management: Cost optimization and efficiency improvement. Attracting investments and ensuring financial stability. Personnel policy: Attracting qualified specialists and providing them with flexible training programs. Creating a motivation system for employees.

The development of the strategies of the Kalava yarn production enterprise by levels covers the following main areas:

1. Mission: An enterprise clearly expresses its overall goals by defining its mission. Production of high-quality and ecological products, taking a competitive place in the

domestic and foreign markets is indicated as the main goal. It is aimed at long-term sustainable development.

2. Corporate strategy: In order to implement the mission, decisions are being made to expand local and international markets, increase export volumes, and introduce innovations. This strategy serves to strengthen the general management of the enterprise and to find its place on a global scale.

3. Business strategy: The company is focusing on producing a variety of products suitable for different segments. Trying to meet customer needs by diversifying products and creating added value. It is planned to further strengthen its position in the market by developing the brand and expanding marketing.

4. Functional strategy: Specific measures for marketing, production, financial management and personnel policy are defined. This is important for effective operations, ensuring the execution of high-level strategies. Decisions aimed at optimizing costs, improving quality and increasing employee motivation help to strengthen the internal processes of the enterprise. These strategies are aimed at realizing the short and long-term goals of the kalava yarn production enterprise, improving quality, attracting customers and ensuring competitiveness. plays an important role. Correctly and consistently implemented, these strategies ensure the economic stability of the enterprise and allow it to achieve market leadership.

5. Conclusion

Establishing an effective marketing strategy at Muqaddam LLC can bring a number of advantages to the business, so it should begin with the formation of a well-thought-out marketing strategy. An effective marketing strategy allows an enterprise to anticipate and define business goals and define the steps necessary to achieve those goals.

In the conditions of developing market relations, product diversification in the enterprise, introduction of competitive and flexible prices, promotion of products on digital platforms, development of SEO, SMM and contextual advertising strategy, training of personal sales managers, long-term relations with large customers and distributors It is necessary to install, expand the network of distributors, improve product quality by introducing technological innovations, use new raw materials and equipment.

In addition, attention should be paid to sustainable and ecological production. These strategies help the company to increase its competitiveness and gain a strong position in the market.

In marketing, strategic planning is a clearly expressed statement of the enterprise, based on goals, it develops a plan for the development of the business portfolio and a growth strategy, and it is used in life and practice.

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