

Improvement of organization of marketing service in textile enterprises

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Abstract: In this article, the integrated indicator of complex competitiveness, which includes resource competitiveness, investment, innovation, technological, marketing and logistics, management competitiveness, is discussed.

Keywords: Enterprise, market, competition, investment, innovation, technology.

Introduction

In the economy of the Republic of Uzbekistan, the inclusion of the textile and garment industry in the basic areas of processing is based on the country's specialization in cotton production for many years, the presence of conditions for deep processing of raw materials, especially the great importance of these enterprises in creating new jobs. In this regard, the President and the government of our country pay great attention to the development of this sector and increase its competitiveness. In particular, by the decision of the President of the Republic of Uzbekistan No. PQ-2687 dated December 21, 2016, the program of measures for the further development of the textile and sewing-knitting industry in 2017-2019 was approved. This program is primarily aimed at solving the problems that have accumulated in the sector for many years and includes measures aimed at the rapid development of the structure and infrastructure of the textile industry.

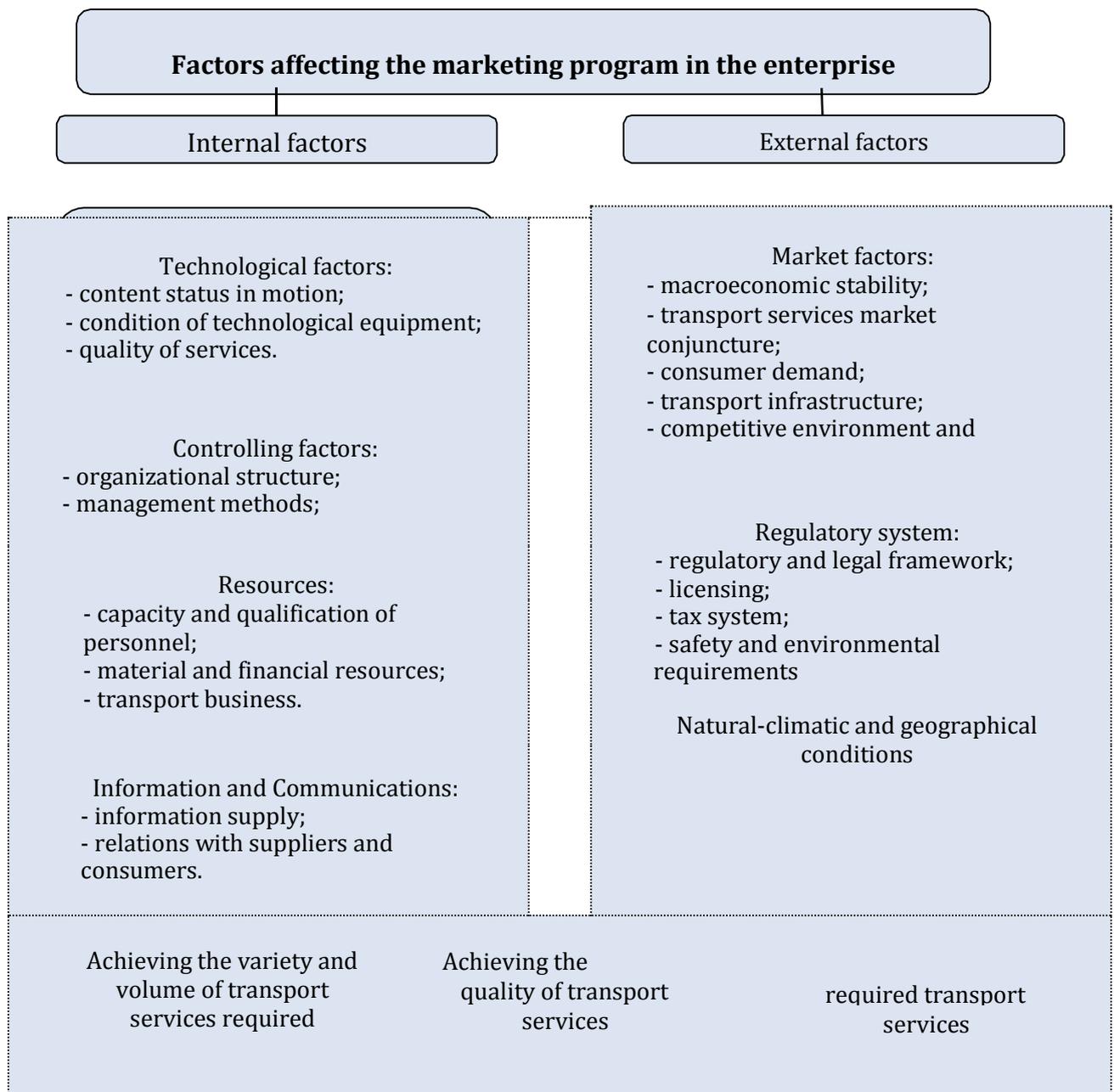
At the same time, taking into account the fact that the fundamental economic changes implemented in 2017 caused a sharp change in the investment environment in the Republic and the existence of systemic problems in the sector, on December 14, 2017, the President of our country "On measures for rapid development of the textile and sewing and knitting industry" PF-5285- Decree no. A number of organizational and economic measures are defined by the decree, the main purpose of which is the consistent development of the textile industry.

We would like to draw attention to one of the indicated problems, which is "...The steady predominance of the production and export of semi-finished textile products, the production of finished textile products with high added value and the insufficient formation of national brands capable of adequately competing in the world markets do not allow to increase the income of textile industry enterprises.

The foreign economic activity potential of the network means that it does not necessarily have to participate in foreign trade relations, this indicator is the network's foreign economic activity in the conditions of an open economy, that is, the organization of joint production in the network aimed at the domestic market or foreign technologies, intellectual property, goods refers to the temporary use of signs.

The systemic nature of this problem cannot be solved by correcting the activity of a single enterprise, but requires an innovative approach to the content of entrepreneurial activity in this field.

Comprehensive competitiveness is a term that covers all aspects of the company's activity, and embodies not only the advantage in competition in the foreign market, but also the competitiveness of the internal environment. If we take complex competitiveness as an integral indicator, resource competitiveness, investment, innovation, technological, marketing and logistics, management competitiveness take the main place in its composition.



Factors affecting the marketing program in the enterprise

If we generalize the definition of export potential from the results of the research conducted by economists, it is understood that the export potential of industrial enterprises is influenced by the current or future gross production, personnel, financial capabilities, and endogenous and exogenous factors on export potential in foreign economic trade. Based on the above definition of export potential, it is possible to create a scheme of factors affecting it

The conditions that create the need to export products produced in a particular country to world markets are primarily related to international marketing theories.

Management of the work of any enterprise, first of all, the buyer's demand for the goods or services to be produced is studied in every way. This requires the establishment of a special marketing service that deals with such things as collecting complex information, reanalyzing it, conducting scientific research, planning the assortment of goods and services, and managing advertising.

Engineers and technicians are the main link in the organizational structure of the management bodies of the enterprise with a policy aimed at the priority of production. In the marketing approach, the main decisive factor is the marketing staff. The management structure of large foreign firms has separate marketing and sales management departments with many employees compared to other departments. In the organizational structure of foreign firms, there are four special departments of the marketing service, which are as follows:

- the sales department, which performs such tasks as organizing the work of employees, ensuring and developing the amount and composition of sales, storage and transportation, statistical reporting and analysis;

- advertising and sales promotion department, which performs tasks such as advertising, communication with the team, sales promotion;

- market research department, which includes data bank, information - communication services.

This content will have its individual appearance due to the direction and specific characteristics of the company's activity. For example, for multinational corporations and large firms located in different countries and cities, it is important to have regional marketing service departments.

Before the transition to the market economy, commercial departments were established in the enterprises of our republic. It was headed by the deputy head of the enterprise for commercial affairs. Such departments were only engaged in long-term contracts and did not deal with marketing problems at all. Studying demand in market conditions, forecasting and organization will not be the task of trade organizations. Enterprises producing goods should also be engaged in advertising, market research, determining market prices, segmenting the market based on geographic and other criteria. In other words, if earlier the study of buyers was considered the task of the sales organizations, then in the market conditions, the producers of goods also try to study the buyers.

In our opinion, it is appropriate to establish a department of marketing services in enterprises in the conditions of market relations. The tasks of this department are as follows:

- a comprehensive analysis of the market conditions and the scope of the enterprise's intended sale of its goods;

- to study the needs, demand and purchasing possibilities of potential consumers;

- planning of product production and sale;

- organization of marketing and sale of goods and promotion of sales;

- price planning and advertising organization;

organization, management and control of marketing activities in the premises;
development of the enterprise's marketing strategy and its implementation.

In addition, the marketing service department identifies the production, resource and export potential of the enterprise. For this, it is necessary to perform the following analytical tasks:

to analyze the financial and economic situation of the enterprise; checking the product range; assessment of the production capacity of the enterprise; determining the strategy of the enterprise to enter foreign markets; creation of websites for the enterprise's entry into foreign markets.

It is recommended that the marketing service department take into account the following when implementing the product policy:

to develop and implement measures to extend the life cycle of goods as much as possible and to the desired period, as well as action strategies specific to each of its stages;

implementing the innovation policy and launching the production of new goods;

carrying out an assortment policy aimed at identifying a group of goods that ensures high profits and allows the enterprise to take a strong position in the market.

The marketing services department should develop the export strategy of the enterprise. For this purpose, it should indicate the advantage of export, its purpose, priorities, methods of its implementation, as well as ways to provide resources and funds for their implementation.

In our opinion, in order to improve marketing research in export-oriented enterprises, it is appropriate to establish a department of marketing services in the organizational structure of the management. This department should perform the following tasks:

- conducting a systematic and comprehensive analysis of the state of enterprise activity, determining the cause of failure, using experience and achievements in marketing policy and marketing activities;

- development of a marketing strategy, determination of the main marketing goal, determination of directions for its improvement, adjustment of production to consumer demand, i.e. definition and formation of goals, strategies and tactics;

- organization of implementation of marketing activities, coordination of activities of various services and departments, implementation of business conditions, study of the market and its development prospects, study of competitor's strategy;

- organization of advertising work, selection of the most suitable advertising options, implementation of advertising text and artistic decoration;

- organization and holding of exhibitions and fairs in order to familiarize consumers with goods and services

- determine the time and place;

- conducting patent-conjuncture studies, organizing and participating in the creation of new goods, improving product quality;

- organization of effective sales of goods and services, supply control, optimization of stocks, effective movement of goods;

- organization of constant marketing control, analysis of management decisions and their effectiveness, constant control of marketing costs according to the "cost-result" criterion over advertising activities;

- organizing accounting in marketing activities, determining and calculating performance indicators, motivating each marketing employee

In short, the success of export-oriented enterprises largely depends on the effective organization of marketing services in enterprises and its improvement.

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