

Development of strategy and tactics of internal environment in marketing management at "SamAntepGilam" LLC

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Abstract: This article introduces the procedure for studying the desires of potential consumers, the rules of providing trade services, the rights of consumers to be served in trade processes, communication with the consumer were considered.

Keywords: Marketing management, service, sales service, market, demand, supply.

Introduction

For SamAntepGilam LLC joint venture, we can see the expediency of transitioning from the "4R" concept to the "7R" concept in marketing management. The results of the analysis show that the main focus on internal production processes by the joint venture "SamAntepGilam" LLC is not effective today. The main reason for this is the behavioral changes of buyers. First, carpet sales technologies are changing radically in the world. Traditional sales processes have been replaced by information technology-based sales.

Secondly, the globalization of the international market requires the buyer to receive information about the product. Currently, it is not enough to only have information about the functions and safety of the product, the buyer also wants to have special information.

Thirdly, it is no exaggeration to say that the product sales industry has completely separated from the manufacturing industry. Trading companies, ramia dealers and other intermediaries already have their own strategies and tactics, which may not be in the interests of the individual manufacturer.

The impact of these reasons on carpet trade requires the joint venture "SamAntepGilam" LLC to pay special attention to three additional elements of marketing management. The information obtained in the course of our research, the experience of domestic and foreign manufacturers and the tasks of the joint venture "SamAntepGilam" LLC showed that the following innovative measures can be applied in enterprise marketing.

In terms of the fifth element of marketing management, taking into account consumer behavior, wishes and needs, it is necessary to pay attention to the main directions of working with consumers in the joint venture "SAM ANTEP GILAM" LLC:

- Expanding shopping areas, studying the individual requirements of consumers there. In developing this proposal, we did not think of increasing the area of trade shops, but we intended to cover the territory of carpet trade. Today, there are changes in the areas of demand for carpets. It can include new areas where demand for products is formed, such as places where new

residential complexes are built, centers of rural districts, hypermarkets of building materials in cities. In addition, the appearance of carpet products as a partner product with furniture products allows to determine additional points of trade organization. In our opinion, it is necessary to take into account the differentiation of the demand for carpet products in the marketing research of "SAM ANTEP GILAM" LLC.

Expanding the signs of consumer market segmentation. The reason for this proposal is that the classification of consumers of carpet products into groups is very different from traditional consumer goods. In this regard, it is appropriate to include the segmentation signs specific to carpet products. In order to distinguish new segments, in the first place, in-depth marketing research will have to be conducted in shopping centers. An attempt is made to know the main purpose and interests of the consumer's visit. Only after accurate information is collected, it will be possible to apply a new segmentation indicator. For example, the youth market can be divided into segments of young people about to get married, newly formed families, families expecting their first child, and families who have recently had a child. In the adult consumer market, it will be possible to introduce separate segmentation indicators. In the market of legal organizations, it can be seen as a segment for negotiation rooms for partners, for social sector objects, for employee incentives and other purposes;

- Organization of marketing research outside of sales processes. When we studied the marketing activity, especially the promotion activity, in "SAM ANTEP GILAM" LLC, it became clear that the sales department, that is, sales stores and dealers, is used as the center of marketing research. This is exactly what the marketing research budget has taken into account. In our opinion, it is necessary to carry out marketing research not only in points of sale, but also in places where demand is formed. Our proposal is that it is appropriate for the enterprise to establish market research offices where the demand is formed. For example, the formation of a center that will determine the wishes of consumers in the newly built microdistrict in the city of Samarkand. The difference between this center and the sales office is that its main goal is not to sell carpets, but to establish relationships with consumers;

- Introduction of the procedure for studying the desires of potential consumers. On the basis of this proposal, consumer research procedures and actions are not regulated in "SAM ANTEP GILAM" LLC. As a result, the level of learning is low, and in addition, there is no clear order of data processing. In this regard, we propose to develop a Regulation on conducting marketing research, data analysis, formalization and application of conclusions in the enterprise. The procedure of the research, the responsible person, the cost and the result will be clearly indicated.

The sixth element of marketing management, that is, on the development of sales process techniques and technology. It is possible to indicate the main directions of improvement of trading processes in the joint enterprise "SAM ANTEP GILAM":

- Creating a specification of carpet trade technology. It is known that there are rules for the provision of trade services in retail trade organizations in Uzbekistan. In addition, the Law "On the Protection of Consumer Rights" deals with the rights of consumers to be served in trade processes. At the same time, it is necessary to develop special rules, i.e., specifications, for each trading company and each type of goods, according to the procedure and mechanism of implementation of the requirements specified in the above documents. In the field of service, a specification is a document that clearly specifies a certain service procedure, technology, equipment, and rules for communication with the consumer. In the service industry, specification is of great importance in service standardization and service evaluation.

- Increasing the position of the consumer in sales processes. The main reason for this offer is that the customer often gets lost in front of the wide range when he comes to the sales hall. Making a decision is a very complicated process, especially when buying an expensive and durable product like a carpet product. Therefore, "SAM ANTEP GILAM" LLC should take measures to increase the service time in the sales hall. It would be appropriate to create conditions for the customer such as a relaxation corner, information stands, offering a cup of tea. Creating a comfortable environment for potential buyers who come in to get to know each other is also an effective tool for engagement.;

- Outsourcing sales processes to retail stores. As we mentioned above, the buyer's behavior is distinguished by its uniqueness in relation to other consumer goods. Therefore, it is necessary to increase the convenient purchase procedures for the buyer. It is desirable to develop various additional ways of selling carpets in the enterprise. Based on world experience, the organization of trade at the place of residence of the consumer has wide possibilities. The essence of this method is that the buyer invites a representative of "SAM ANTEP GILAM" LLC (often a designer and marketer) to his home. Experts not only give recommendations on the choice of carpet, but also help to design the interior of the room. On the spot, the price terms are agreed upon, and an order is made to the production workshop according to the option that suits the customer. The most important such additional services are offered completely free of charge, or at a very small price. We believe that it is possible to offer different options of online sales for territories where there are no foreign customers or dealers. As a result, it is possible to get closer to customers while saving sound fields;

- Improving shopping advertising. Shopping advertising is an important type of the entire advertising complex and usually includes the process of converting a consumer into a buyer. The importance of shopping advertising in carpet sales is that most of the potential customers who come to the store do not make a purchase. According to some studies, up to 70% of customers leave the store without making a purchase. In this regard, in the sales policy of "SAM ANTEP GILAM" LLC, increasing attention to purchase advertising should occupy one of the main places. If we pay attention to the elements of purchase advertising, there are important aspects such as confirming the necessity of the product, showing its superiority over others, proving the high quality of the product, and showing the economic, social and psychological effect of the purchase. Confirming the necessity of the product is related to showing the place of this product in meeting the real needs of the customer. For example, it is necessary to help the buyer feel that there is an important need in the decision to buy a carpet. At the same time, you must clearly prove that the purchase you are advertising is more effective than other products, saves money, and brings more benefits than you think. After going home from the office, people around you can praise or criticize the product. In this case, the buyer should have the opportunity to prove the advantages of the purchased product with concrete facts. Then the social-psychological significance of the purchase will be high;

- Development of sales communication, post-purchase processes. These aspects of marketing management include the services provided after the purchase of the product. These services can be observed both on the sales floor and during the delivery and use of the product. If criteria such as saving the buyer's time and taking into account his wishes are put forward in the trading hall, then after leaving the trading hall, carrying the product, installing it in place, giving the necessary recommendations and other types of services will be important.

The carpet trade market cannot be called oversaturated; today, even in relatively large cities, there are not many stores specializing in the sale of such products. In this regard, an

entrepreneur can even be the first participant in the market, especially when it comes to a small settlement. The consumer needs a product that will become an interior decoration, harmoniously fit into the environment, and fulfill not only a practical, but also an aesthetic function.

A carpet store can occupy a different area, but it is necessary to pay attention to buildings with at least 50 square meters of retail space. The height of the ceilings should also be important, because huge areas, all the walls are occupied by carpet products that are displayed to customers. By the way, 50 square meters will not be enough to place a sufficiently wide range of goods belonging to different categories at the same time, this is the minimum for a very small store, in fact, most of such stores are 200-300 square meters. Also, the room should be well lit, the right lighting should encourage selection and customers should see the product in all its aspects.

An important point is the arrangement of the premises, because, as mentioned above, the store must be well lit. No matter how good the store is, you need to take care of buying special lighting equipment and equipment for displaying products. If the carpet is not fully exposed in the store, if the rugs are hung on the walls and on special stands, and the rugs can only be placed horizontally, then it is almost impossible to sell.

A carpet shop can be successful if you follow fashion. Nowadays, carpets are not in themselves, but because they want to imagine themselves as Mongolian settlers and hang things on the wall that are sorry to collect dust and bedbugs, but because of their The purchase is increasing due to the design plan of the buildings. In this case, the carpet fits perfectly into the interior and serves not as a bright spot with the most decorative patterns, but as its decoration. There are a huge number of styles, and it would be good for the entrepreneur (or his employees) to understand them and know what is currently in fashion - this will allow you to form an assortment that will be of interest to many people. buyers.

Among the population, a service such as an individual selection of carpets can be a response to demand. In this case, the entrepreneur should offer not only the goods that are available at that time, but also the product that he will quickly bring on personal order. This applies to middle and high class stores. In some cases, the customer wants the carpet to fully match the designed design project, and sometimes it is even recommended to draw up a design project immediately with the customer. Therefore, when the store sends the client to the designers, and the designers to the carpet store, which is a mandatory attribute of the interior, it is worth considering the option of cooperation with design studios. So you can sell your product, and finally everyone will be happy - the customer, the

Additional services include carpet cleaning; on the basis of the store, you can organize a small salon for cleaning carpets. Of course, there are specialized companies that do this, but sometimes it is easier for the customer to go to the place where he bought the carpet and go to places that know how to work with them. Store employees, in turn, must follow the rules of carpet care, and some of them remain in the store for a long time.

You should also consider selling your products online. In this case, it will be especially convenient to sell rarely purchased goods. The customer, if he is interested in such a product, can order it and pick it up directly from the store in a few days. At the same time, he does not need to go to the store himself, he can even pay for the purchase without leaving his home. An online store can well stimulate sales growth, investing in it is almost always very profitable. This is especially true when competitors already have their own online stores and offer such an opportunity to consumers. In addition, o'

The seventh element, that is, managing the shopping environment. The environment created during the sales process requires the customer to have the necessary information about the

product easily. In this direction, we believe that the main directions of increasing the marketability of the product in the joint enterprise "SAM ANTEP GILAM" should include the following:

- Help customers differentiate carpet products. The free choice of customers is of great importance in managing the environment in the shopping store. For this reason, it is necessary to train sales personnel in the sales culture, to improve their skills regularly. It is especially important to ensure that the customer is not disturbed during the process of choosing the product. There should be a consultant who explains which of the carpets placed on the counter is suitable for which room, which furniture is suitable for it, and for what purpose it is advisable to use it;
- Demonstrating color harmony in products. Another type of attention to the buyer is to demonstrate the brilliance of the carpets. In the sales hall, a separate place should be reserved for displaying the carpet. The lighting and location of this area should help to choose the right color of the product, to show the quality of weaving and to understand other properties;
- Revealing the consumer characteristics of carpets. Another aspect of the sales environment is gaining the trust of the customer. The buyer must believe that they will treat him correctly, if the buyer thinks that he is being deceived or is acting in the interests of the company, he will definitely stop buying. In this regard, the rules of consumption of each carpet should be shown to the buyer. For example, explaining the difference between acrylic carpets and natural fiber carpets, paying attention to their washing (cleaning) procedure should become an integral part of the sales process;
- Liberalization of shopping environment in stores. This direction requires not to divide buyers into expensive and cheap ones. It is necessary to provide information on why cheap carpets are cheap, how long they last, and under what conditions they are used. In general, selling a cheap carpet is more complicated than the expensive one, requires more skill from the seller, because the buyer has limited funds. Any inappropriate words may cause the customer to leave the store;
- Distinguishing promotional advertising from sales advertising. It is necessary to use advanced technologies in the introduction of the product in the carpet trade. For example: putting an electronic label on a carpet. In this case, you can use the QR-code that provides direct information about the product. When the carpet was woven, dimensions, fabric, raw material, weaving technology and other information can be provided by QR code. In addition, modern information technologies allow real-time video recording of carpet weaving ordered in trade stores. Demonstrating how an individual order is fulfilled helps to gain the trust of customers.

Envisioning and implementation of the above measures in the marketing management plans of the joint enterprise "SAM ANTEP GILAM" serves to further improve the marketing activity.

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