

Ways of Further Development of Marketing Management Elements in "Sam Antep Gilam" LLC

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Abstract: In this article, the creation of a new product in the enterprise, the study of the market capacity in relation to this type of product, the creation of a new type of product, paying special attention to the reduction of product costs, and the maximum efficiency of internal logistics are considered.

Keywords: Enterprise, marketing management, market, product, efficiency, improvement, effectiveness.

Introduction

Increasing and improving the quality of currently produced goods, ensuring their stable sale in domestic and foreign markets, increasing competitiveness in a fiercely competitive environment, extending the life cycle of goods, creating projects of new goods based on market demand, strengthening the position of local goods, and ensuring the popularity of their brand are urgent. is counted among the issues.

The main goal of the "2020-2024 Strategy for the Development of Competition in the Commodity and Financial Markets" set by the President is to stimulate economic growth and innovation, increase the flow of investments and create new jobs at the expense of the formation of effectively functioning markets and a healthy competitive environment. aimed at development.

Improvement of marketing management in "SamAntepGilam" LLC requires development of marketing plan in the first place. A marketing plan is literally a document that shows the marketing prospects of an enterprise. The marketing plan includes not only the company's strategy, but also its current steps, the effective activity of departments, and the criteria for evaluating the effectiveness of the activity. Based on the goals of "SamAntepGilam" LLC for 2022, we believe that it is appropriate to include the following activities in the marketing plan (Table 1).

Table 1.

Proposed marketing plan for SamAntepGilam LLC in 2022.

t/r	Marketing plan event	Content, direction of the event	Degree
1	Creation and approval of marketing plan	Marketing concept analysis; setting marketing goals based on strategic analysis; determine the 2021 indicators of the marketing plan	S; U

2	Opening new company pages on social networks (Odnoklassniki, Pinterest, YouTube channel)	Determining the ranking of existing social networks, analyzing the design of pages and organizing company sites	O; M.
3	Implementation of the CRM system in the marketing department	Implementation of procedures of the Internet sales system, distribution of goals within the departments, organization of Internet-magazine reports.	O; A, M, B
4	Entering complete information about the company in social networks	Preparation of information for posting on social networks (Google+, Market Place, Yandex organization, my business)	O; M
5	Carrying out a photo session of a collection of carpets for an online magazine	Forming an attractive image of products through special advertising organizations (specialist photographer-designer).	O; M, ICh
6	Extending the scope of registration of "SamAntepGilam" LLC under the Madrid Protocol.	Implementation of registration works for 12 foreign countries under the Carpet Storage Convention (protocol)	S; M
7	Launching the company's brand in new areas, confirming it	Detail coverage of the company's brand and promote it	S; M
8	Launching the company's online store	Creating a site and filling it with information, joining payment systems, using the system in test mode.	S; ICh, M
9	Development and approval of the 2021 advertising campaign.	Choosing an advertising strategy, getting videos, choosing an advertising agency, choosing the type of communication, implementing advertising	O; M.
10	Development of new types of labels for carpets	Create labels and recommendations for acrylic designed rugs, approve the order of their development and placement on the product	O; ICh, B
11	Launch and promote the updated brand	Negotiations with dealers, intermediaries, suppliers	O; RB
12	...	Incorporating other types of measures to achieve company goals	

In this table, from the first abbreviations, the symbol "S" indicates a strategic issue, and the symbol "O" indicates an operational issue. The second abbreviations mean the responsible department: M - marketing department, U - general (participation of all departments), A - information technology department, B - accounting, ICh - production departments, RB - sales department, etc.

In world practice, an effective mechanism for introducing every scientific development into the real sector of the economy has been established, that is, the basis of sustainable development of any country is innovative activity.

Sometimes innovation activity is considered as a process system, therefore, the time development and clearly reflected gradualness of innovation is recognized.

Indeed, innovative activity "SamAntepGilam" LLC It is an integrated system that plays a special role in the development of the enterprise, especially in adapting production to market requirements, that is, innovative activity is all scientific, technological, organizational, financial, commercial, and marketing actions aimed at the real goal. Innovative activity also includes research and development that is not directly related to the preparation of a specific innovation. Its direct role in increasing the efficiency of production activity is incomparable.

Market economy "SamAntepGilam" LLC sidan requires the creation of competitive products that meet market demand. Competitive products, in turn, require an innovative approach (increasing production efficiency and product quality by attracting advanced technologies and equipment to the enterprise, meeting global quality standards in the organization of production and reducing manual labor...), i.e. the development of the enterprise and has a direct effect on its growth at high rates.

"SamAntepGilam" LLC It is possible to see the following principles that affect the effectiveness of creating new types of products through an innovative approach. These include:

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

studying the state of rapid preparation for the creation of a new type of product;

establishment of a specialized production unit;

paying special attention to the reduction of product costs (market prices, consumer incomes...);

analysis of the supply of material and production stocks (in order to ensure the continuity of production);

highly flexible and quickly rebuildable production;

maximum efficiency of internal logistics;

optimization cost of external logistics.

As we know, it is extremely difficult to organize and manage production enterprises through an innovative approach, especially in countries based on market law. Especially today "SamAntepGilam" LLC In our opinion, in order to effectively externalize the innovative product policy, special attention should be paid to the following:

development of a mechanism for effective organization of the innovative product policy of the enterprise;

study ways of financing innovative product policy and enterprise innovative product strategy;

development of measures to eliminate weaknesses in the development and increase of the enterprise's scientific research and development potential;

to find ways to attract highly qualified, competitive, mature personnel to the production in order to increase innovative efficiency in the enterprise, etc.

In addition, there is a concept of innovation process, which has a periodic character. Its economic and technological impact is only partially realized in new products or technologies. It is manifested in the increase of economic and scientific-technical potential as a condition for the

emergence of new technology, that is, the technological level of the innovative system and its structural elements increases, therefore, the propensity for innovation increases. This can be classified by the following chain view of the innovation process.

By analyzing this chain link, it can be said that today the expanding local and international markets and "SamAntepGilam" LLC the rapid penetration of technology into these markets, by going through the chain view of innovative processes, it is possible to increase the competitiveness of the enterprise, to rapidly develop new products by shortening the period of creation of new products, and thus it is possible to increase production efficiency.

Product range management is one of the most important activities in the enterprise. Decisions made regarding the expansion of the product range create the basis for the development of the company's assortment program, and ultimately, the company's introduction of new goods to the market and development of new markets. One of the main functions of the enterprise marketing service is to carry out the assortment policy in the enterprise.

Assortment of goods is a group of goods, a set of goods that are closely related to each other, have uniformity in sales, and whose economic structure does not go beyond the price range in the market. Product range management can be done in three directions:

- expanding the assortment;
- filling the assortment;
- updating the assortment.

Expanding the range of goods - the range of goods

increase production. Based on the market demand, the enterprise will increase the market share and increase the annual production volume. The company expands the product range: downward, upward or both directions.

When the company expands its product range downwards, it produces a new range of goods from the upper market segment at lower prices and lower quality. Entering the market, the enterprise occupies the high segments, and then begins to improve the segments in terms of low price and quality. As a result of the downward expansion of the assortment, the company faces a number of dangerous problems related to its product:

- competitors can combine high segments;
 - intermediaries work with low-quality goods
- reluctance, causing problems in the commodity movement system emits;
- inability to meet consumer demand at a high level;
 - goods created for low market segments can be "broken" by high-quality goods in terms of price.

Also, according to the needs of the lower market segments of the enterprise can expand the range even higher. This gives an opportunity to increase the pace of the enterprise's product production and reach a wide range of the market. When expanding the assortment to the upper market segment, the company first occupies the lower market segments, and then starts producing new goods for the upper market segment. The following problems may arise with the upward expansion of the assortment:

- intensification of competition, deterioration of market relations with competitors;
- inability to win the goodwill of potential consumers, i.e

The company working with the low segment of the market has high quality and prices do not believe that he entered the market with;

- lack of experience, knowledge and skills of participants of distribution channels of working with

high market segments.

Completion of the assortment - creation of new product models in the width of existing various district products, i.e. creation of product modifications. Based on the demand of potential consumers, it is formed on the basis of additions to the goods, improvement of consumption characteristics, enrichment of the composition, increase of the production capacity of the enterprise.

Renewal of the assortment is the introduction of the production of radically new goods, the introduction of completely new goods for the market, the creation of innovations.

We can see the formation of assortment policy of industrial enterprises as an important direction within the framework of the "goods-market" portfolio in many studies. However, the assortment policy is primarily formed based on the changing trends of consumption and the technological capabilities of industrial enterprises.

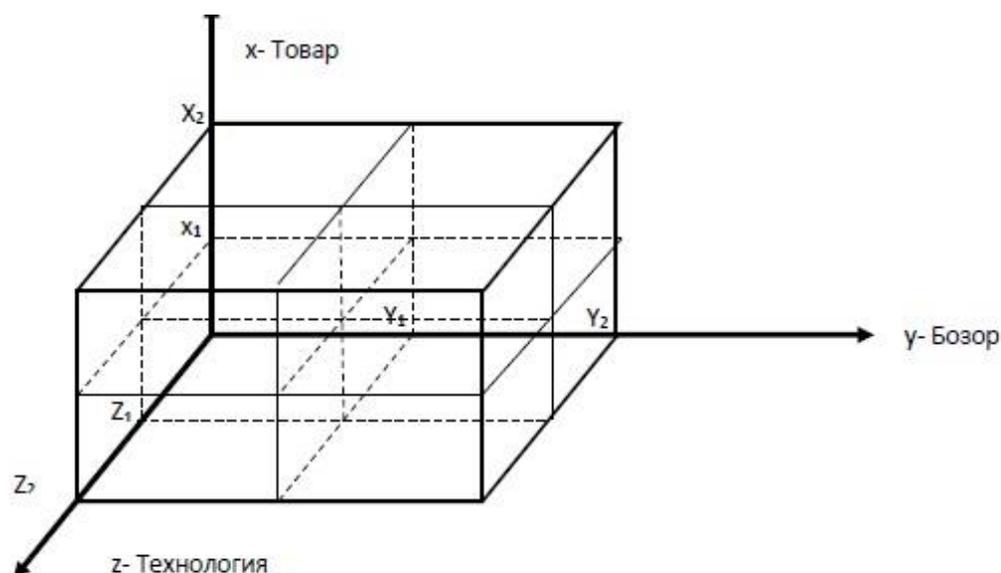
Changing the range of products and technologies of industrial enterprises based on market opportunities is the basis of the marketing concept. It is known to us from the laws of its life cycle that a certain section of the market is not interested in the goods produced by the enterprise based on the available technologies. If "SamAntepGilam" LLC intends to fully utilize its production capabilities, it is necessary to search for other joints that can consume this product, new ways of using the product, and so on. In cases where such opportunities are limited, the company should develop its assortment policy. We base the formation of the assortment policy of "SamAntepGilam" LLC by proposing the "goods-market-technology" matrix .

In the "Goods-market-technology" matrix, we place the following on the x, y, z axes of the coordinate:

- x - Existing and changing group of goods;
- u - Market of existing and changing goods,
- z -Technologies that produce a group of existing and changing goods (there is a possibility of placing other factors as well).

The x, y, z axes of the coordinate help us to interpret the market situation as a result of changes in goods and technology according to each criterion, and accordingly, the strategic goals of enterprises. We explain how changes in the market size will occur in the following relations of the x and z axes in the coordinate:

1. Existing technology - existing range.
2. Existing technology - new assortment.
3. New technology - available assortment.
4. New technology - new assortment.



3-расм. "Товар-бозор-технология" матричаси[8]

Figure 2. "goods-market-technology" matrix.

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

1. Existing technology (z_1) – existing assortment (x_1) → existing market (y_1);
2. Existing technology (z_1) – new assortment (x_2) → new market (y_2);
3. New technology (z_2) – existing assortment (x_1) → new market (y_2);
4. New technology (z_2) – new assortment (x_2) → new market (y_2);
5. Existing technology (z_1) – new assortment (x_2) → existing market (y_1);
6. New technology (z_2) – existing assortment (x_1) → existing market (y_1);
7. New technology (z_2) – new assortment (x_2) → existing market (y_1);

$V_1 = x_1 z_1 y_1$ – the market where the enterprise operates;

$B_2 = x_2 z_1 y_2$ – the acquired market with the formation of a new assortment with the existing technology;

$V_3 = x_1 z_2 y_2$ – the market mastered through the existing assortment on the basis of additional technologies;

$V_4 = x_2 z_2 y_2$ – new markets acquired through the production of new products using new technologies;

$V_5 = x_2 z_1 y_1$ – the market in which the enterprise operates by producing a new assortment with existing technology;

$V_6 = x_1 z_2 y_1$ – the market in which the enterprise operates in the existing assortment based on additional technologies;

$V_7 = x_2 z_2 y_1$ – the market in which the enterprise operates through a new assortment based on additional technologies.

In the "goods-market-technology" matrix of "SAG" LLC joint enterprise, we can single out the following complementing and contradicting laws:

- formation of an assortment strategy based on the market opportunities of the enterprise;
- the technological factor should be taken into account when forming the assortment strategy;
- it is necessary to envisage increasing the market opportunities without changing the technology;
- market opportunities should be taken into account when adopting new technologies.

It is possible to solve the fact that the formation of the assortment policy of industrial

enterprises cannot be influenced by the technological factor, taking into account the market opportunities in such a process.

Segmentation, a marketing technology, should also be widely used to expand the company's product range. Because the company produces a variety of differentiated products suitable for its chosen segments. Each market segment is distinguished by certain characteristics. Therefore, the enterprise should also pay attention to the application of the segmentation strategy when developing the strategy of expanding the assortment program.

Summing up from the above, it can be said that innovative activity acts as a lever for increasing the efficiency of production enterprises, by forming a system of new ideas, arming production with new techniques and new technological processes, creating new competitive products, applying information with new characteristics to production. , as it leads to the emergence of new sales markets in terms of finding ways to use raw materials effectively and efficiently.

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