

Improvement of Marketing Management in the Enterprise of Industrial Products

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Abstract: In this article, we will increase the volume of production by purchasing innovative equipment, increasing new workplaces and increasing the number of collections offered, bringing joy to people's lives, creating comfort and convenience by providing a wide selection of high-quality carpet products. reviewed.

Keywords: Enterprise, product, innovation, customer, export, carpet, efficiency.



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In the strategy of rapid development of the economy of the Republic of Uzbekistan, great importance is attached to the textile and sewing industry. The reason for this is, on the one hand, the creation of products with high added value as a result of deep processing of raw cotton, and on the other hand, the large number of possibilities of the textile industry in increasing the export potential of our country. The adoption of Decree No. PF-5285 by the President of our country on December 14, 2017 "On measures for rapid development of the textile and sewing-knitting industry" serves as a legal basis for the development of the industry.

"SamAntepGilam" Foreign Enterprise Limited Liability Company also tries to fulfill the tasks set by the President and saturate the market with quality carpet products.

"Sam Antep Carpet" JVLLCIt was launched in 2000 and is the largest carpet weaving enterprise in the city of Samarkand. In 2018, more than 18,000 square meters of products were released to the domestic market and for export, and by 2020, this figure was increased to 20,000 square meters.

The enterprise is equipped with modern equipment imported from Belgium and Germany, and today it produces products that can meet the needs of the most demanding consumers. The production process is fully automated and all equipment is controlled from a computerized center. This technology makes it possible to weave carpets of different sizes and different color compositions at the same time.

"Sam Antep Carpet" JVLLCconducts a policy aimed at creating new jobs, attracting young employees, creating all conditions for workers. Examples of these include daily activities such as providing free meals, providing transportation to work, and ensuring medical check-ups and treatment. An effective system of retraining and professional development has been formed for the

professional growth of employees. Every year at least 20 managers and at least 200 employees are involved in various training and development seminars.

"SAG" LLC is one of the leading enterprises in Uzbekistan in the field of carpet production, taking into account the great changes taking place in the modernizing economy of Uzbekistan.

SAG carpets is a carpet and rug manufacturer, and during this period it has come a long way from a small textile factory to a leading enterprise in Central Asia and CIS countries. In addition, this company started its activities not only in the production of carpets and rugs, but also in various other directions. (Fig. 1)



Figure 1. General structure of the company

Table 1. "Sam Antep Carpet" JV Today's main directions of LLC activity

<i>Elevator construction.</i>	The plant was founded in 1969 and was included in SAG in 2015. About 100 employees work at the plant. It is planned to produce about 300 passenger and cargo modern elevators per year. The only elevator production plant in Central Asia.
<i>Tufting and Lawn.</i>	The factory was founded in 2013. 100 people are employed. An average of 12 million m ² of lawn is produced per year.
<i>Medicine.</i>	Bionur Medical Center started its activity in 2011. More than 60 highly qualified specialists work in the center. About 100,000 patients are served annually.
<i>Textile.</i>	The factory was launched in 2015. It is planned to employ 1500 employees. 2.5 million men's clothes are produced annually.

The SAG trademark is a guarantee of the use of the most advanced technologies and regular quality control in the carpet industry. The entire production cycle, starting from the production of thread and ending with the final packaging of the product, is carried out in the factory itself. The enterprise uses only high-quality and environmentally friendly raw materials. Also, the ISO 9001:2008 international quality control system has been introduced, which is a guarantee of compliance of our products with all international norms and quality standards. The enterprise is equipped with the most innovative equipment from Belgium and Germany, such as Schoner Wohnen and VanDeWiele.

The most modern currents of world carpet making and new collections of international carpets are

being created. Today, the company offers its customers more than 3000 designs of carpets included in 30 collections. SAG products are easy to clean, do not cause allergies and do not accumulate static electricity. Carpets have high density and soft feathers, non-slip latex base, different textures and colors, the products will not leave anyone indifferent.

SAG is one of the largest employers in the Republic of Uzbekistan. A cohesive and organized team always sets great goals for itself and always achieves success on the way to its goals.

The company's plan is to increase production by purchasing more innovative equipment, creating new jobs, and increasing the number of collections we offer.

The main goal of the company is to bring joy, comfort and convenience to people's lives by providing a wide selection of high-quality carpet products.

Table 2. Dynamics of economic indicators of "SAG" LLC

	2000	2005	2010	2016	2020	2022
Introduction of modern equipment	1	12	25	30	35	40
Production dynamics (thousand, m2)	1000	7000	12000	18000	20000	30000
Number of employees	50	200	500	700	900	1000

The company has its own laboratory, which was founded in 2012. 30-35 tons of dyeing agents are produced in the laboratory for 1 month. It is the only carpet enterprise in Uzbekistan with its own dyeing agents laboratory.

The enterprise spins up to 38 tons of yarn per day. This enterprise is one of the first enterprises to start production of polypropylene yarns (PP BCF, PP HS, PP HS FREEZE, TRICOLOR YARNS) in our country.

The production of textile yarn was launched in 2016, and now about 350 workers are working in this direction. On average, up to 2.5 tons of cotton fibers are processed per year. is one of the enterprises founded on the production of weaving yarns consisting of a mixture of fine fibers.

In addition, the enterprise also produces polyester yarn, which was founded in 2016. The annual production volume is 3.5 tons, and the production of polyester yarn is carried out by processing polyethylene containers.

This enterprise has penetrated not only the national market but also the foreign market by offering its high quality carpets and rugs. Currently, the company exports its products to all CIS countries (Russia, Ukraine, Kazakhstan, Tajikistan, Azerbaijan, etc.) and countries such as China and Turkey. The export potential of the enterprise is very high.

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