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<https://doi.org/10.61796/jaide.v1i3.491>**"UNITED WINDOW" LLC ways to improve the marketing activities of the production enterprise****Musayeva Shoira Azimovna**Professor of Samarkand Institute of Economic and Service,
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Abstract: In this article, we will study the demand for products and services, analyze competitors, determine the needs of potential customers and market requirements, develop a marketing strategy: determine product assortment and prices, focus on specific areas, establish product distribution channels. , development of marketing messages, promotions, customer incentives, participation in exhibitions and events are considered..

Keywords: : Enterprise, market, production, customer, demand, price, strategy, activity

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Nowadays, modern marketing has become a multi-cost system, so companies should pay more attention to market segmentation, because market segmentation is one of the important areas of marketing research. Segmentation is also key to winning the competition. In earlier times, marketing focused on the product, and the goal of the marketing strategy was to attract as many consumers as possible, but today, the main activity should be focused on satisfying differentiated needs.

In this place, on the localization of production in the Strategy of Actions on the five priority areas of development of the Republic of Uzbekistan in 2017-2021, approved by the Decree of the head of our state dated February 7, 2017, "... the policy of encouraging the localization of production to continue and, first of all, to replace the import of consumer goods and components, to expand intersectoral industrial cooperation" is of great importance in the production of consumer goods and services in enterprises. Now, the role of marketing research in introducing innovations into the activities of enterprises, filling the markets with consumer goods, and satisfying the needs 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.

Analysis of literature on the topicBased on foreign experiences, it should be noted that the competitiveness of the enterprise in the market is determined by the effectiveness of its market-oriented policy. Many economists have been engaged in the development of marketing principles and their practical application, including F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. .We can include famous scientists like Marshall.

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. Sharifkho'jaev, D. Rakhimova, SH. Ergashkhodjaeva, Sh. Musayeva and others can be included

Methods

Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Results and Discussion

"UNITED WINDOW" LLC is a Russian company with a branch in Uzbekistan, engaged in the production and sale of window structures and doors. The company is one of the largest manufacturers of window and door systems in Russia and offers a wide range of products in different price categories.

The company "UNITED WINDOW" was founded in 2004 and today has several production workshops and sales points throughout Russia. It offers window and door constructions of various types (plastic, aluminum, wood), as well as various additional services: installation, measurement, maintenance and repair.

UNITED WINDOW company adheres to high quality standards and uses modern equipment and technologies in production. He strives to provide the most effective solution, taking into account the individual needs and wishes of each client.

The company is a group of companies with high corporate social responsibility, focusing on international standards and continuously contributing to the sustainable development of society. Young employees actively participate in various social activities such as charity marathons, blood donation, tree planting and volunteering.

Marketing at "UNITED WINDOW" LLC includes a comprehensive study of the market, customer needs and expectations, planning and development of marketing strategies, promotion of the company's products on the market. Some of the marketing activities that UNITED WINDOW LLC may conduct may include:

1. Market research: studying the demand for products and services, analyzing competitors, determining the needs of potential customers and market requirements.
2. Defining the target audience: determining the needs and characteristics of the target customer market segment in order to develop marketing campaigns aimed at attracting this audience.
3. Development of marketing strategy: determination of product assortment and prices, orientation to specific areas, establishment of product distribution channels, development of marketing messages, promotions, customer incentives, participation in exhibitions and events.
4. Advertising and product promotion: using various forms of media to promote products, attract customers through advertising campaigns, content marketing on social networks, PR events, Email marketing.

5. Analysis and adaptation: measure the results of marketing efforts, customer feedback, analyze sales results, monitor competitors and calculate ROI.

A well-developed marketing strategy allows "UNITED WINDOW" LLC to increase the volume of product sales and strengthen its position in the market, attract new customers and increase the satisfaction of existing customers.

The sale and purchase of goods depends on the demand of the customer, the greater the demand, the greater the supply. According to statistics, the demand for window and door products is increasing due to the construction of new buildings and houses in the Republic of Uzbekistan.

Analysis of financial indicators of the enterprise Table 1 (million soums)

Indicator name	Line code	2022		2023 year	
		Income	Expenses	Income	Expenses
1	2	3	4	5	6
Net income from the sale of products (goods, works, services).	010	24,304,567	17,159,678	34,575,432	256.5033.443
Cost of goods sold (goods, works, services).	020	23,023,670	16,172,000	45,990,000	34,003,000
Gross profit (loss) from the sale of products (goods, works, services)	030	1,281,000	987,000	42,424,230	34,281,000
Period expenses, including:	040	243,000	170,560	7,000,432	843,000
Costs of selling goods	050	171.100	42,424,230	2,334,304	6,943,000
Administrative costs	060	124.541	7,000,432	42,424,230	34,281,000
Other operating expenses	070	817,589	42,424,230	34,281,000	843,000
Expenses that will be deducted from the taxable profit of the reporting period in the future	080	5,115,456	7,000,432	843,000	455,777
Other income from the main activity	090	42,424,230	2,334,304	6,943,000	458,584
Profit (loss) from the main activity.	100	7,000,432	2,334,304	6,943,000	546,678
Income from financial activities, total.	110	2,334,304	42,424,230	34,281,000	464.354
Dividend income	120	42,424,230	656,980	656,980	42,424,230
Interest income	130	7,000,432	435,786	435,786	7,000,432

Income from finance leases	140	2,334,304	243,000	243,000	2,334,304
Gains from exchange rate differences	150	42,424,230	1,038,000	1,038,000	42,424,230
Other income from financial activities	160	7,000,432	656,980	656,980	456.5587
Costs of financial activity	170	42,424,230	34,281,000	42,424,230	34,281,000
Interest expense	180	7,000,432	843,000	7,000,432	843,000
Interest expense on finance leases	190	2,334,304	6,943,000	2,334,304	6,943,000
Losses due to currency differences	200	42,424,230	34,281,000	42,424,230	34,281,000
Other expenses for financial activities	210	7,000,432	843,000	7,000,432	843,000
Profit (loss) from general economic activity (pages 100+110-170)	220	789,976	42,424,230	34,281,000	854.516
Notional gains and losses	230	567,897	42,428,230	34,281,000	42,424,230
Profit (loss) before income tax.	240	656,980	7,000,432	843,000	7,000,432
Income tax	250	435,786	2,334,304	6,943,000	2,334,304
Excluding taxes, income tax and other mandatory payments	260	243,000	42,424,230	34,281,000	42,424,230
Net profit and loss for the reporting period	270	1,038,000	7,000,432	843,000	7,000,432

Below is a comparison of the main financial indicators of "UNITED WINDOW" LLC for 2022-2023 with similar industry indicators. Indicators of 26 organizations with income of 10-120 million soums engaged in this type of activity were taken as average industry indicators. The average value was used as an average indicator, which means that half of all organizations (50%) have an indicator above the average, and in the other half - below.

Table 2
Analysis of enterprise activity indicators

No.	Name of product types	Unity	(million soums)			
			2022		2023 year	
			Plan	Fact	Plan	Fact
1.	Mirror	35,000	100,000	75,000	200,000	195,000
2.	Doors	23,000	80,000	63,000	160,000	150,000
3.	Handles (for	70,000	150,000	101,000	200,000	180,000

	windows)					
4.	Accessories (for brides)	(for 50,000	60,000	56,000	100,000	90,000

Net assets indicate the amount that should be distributed among the owners of the company in 2022-2023 when the property is sold and all liabilities of the organization are paid.

Table 3

Analysis of enterprise profitability

No	Indicators	Unity	2022	2023 year	Ratio of 2023-2022
1	Gross production	million soums	31,432,154	45,800,210	14.5%
2	Net income from product sales	million soums	38,949,230	67,903,803	17.6%
0173	Gross profit from product sales	million soums	42,424,230	34,281,000	8%
4	Salary fund	million soums	7,000,432	843,000	12.04%
5	production cost	million soums	2,334,304	6,943,000	2.97%
6	Net profit	million soums	65,000,000	76,000,000	16%
7	Production profitability	%	19%	24%	X
8	Product sales profitability	%	0.6%	12%	X

The main factors that can affect the profitability of the enterprise: Sales volume, cost management, competition, operational efficiency.

Table 4

Key indicators of the enterprise

No.	Indicators	Unity	2022	2023 year	Growth rate 2023 compared to 2022 (%)
1.	Gross production	million soums	56,424,230	74,281,000	13%
2.	Sales volume	million soums	7,000,432	843,000	1.2%
3.	Tax	million soums	2,334,304	6,943,000	0.6%
4.	General expenses	million soums	42,424,230	34,281,000	1.4%
5.	Enterprise income	million soums	733,000,432	842,843,000	7.6%
6.	Discounts	million soums	2,334,304	6,943,000	5.6%

7.	Profit before taxes	million soums	4,234,23 0	3,281,00 0	7%
8.	Net profit	million soums	7,000,43 2	843,000	5.8%
9.	Number of workers	Person	1000	1300	13%
10.	Production profitability	%	42,424,2 30	34,281,0 00	2.9%

Some key indicators that can be used to analyze financial performance and assess the success and risks of a business: revenue is the total amount of money received by a business from the sale of its products and services over a period of time, cost reduction. the process of cost optimization to reduce the cost of production of products and services, profit and loss is the difference between the company's income and expenses at a certain time, financial capital is the amount of funds invested in the company, it supports the company's activities, including new products and can be used to finance the development of services, cash balance funds - funds remaining in the company's accounts after deducting all expenses and liabilities on a certain date.

Table 5

Analysis of indicators of sales of enterprise products

No.	Product (service) name	Unity	2022	2023 year	Growth rate in 2023 compared to 2022 (%)
1.	Mirror	million soums	234.304	644.566	2.75%
2.	Doors	million soums	111.205	345.253	3.1%
3.	Accessories for windows and doors	million soums	213,998	455,545	2.13%
4.	Production costs	million soums	19.433	53.235	2.4%
5.	Costs of selling goods	million soums	23.432	56.452	2.7%
6.	Production profitability	%	5.8%	0.4%	4%
7.	Sales revenue	%	0.7%	0%	0.2%

Sales analytics is the same as marketing, only based on data. For experienced managers, this formula is generally more understandable than modern interpretations of the same activity. Over the years, this tool has helped managers summarize data, define strategies and work methods, make forecasts and create development vectors.

Table 6

Indicators of the market segments of the company's products

Indicators	1 Entrepreneurs	2 Company page	3 Wednesday. population
1	2	3	4
Information about consumers (education, age, gender, income, etc.)	+	-	+
Geographical location of consumers	-	+	-

Increase (decrease) in demand for the product.	+	+	-
Frequency of purchasing the product	-	-	+
Customer satisfaction with the product	+	+	+
The level of attractiveness of the product	+	+	+

Enterprise customer segmentation divides customers into groups based on common characteristics or characteristics. These features or characteristics may depend on the products purchased, the industry they operate in, their business model, or even geographic location or language. Segmentation looks different for different types of businesses.

Successful work UNITED WINDOW LLC depends on many factors. It is a profitable enterprise with a very high income and great economic potential. However, high yields begin to fade due to extreme heat, pandemics, or other sudden disasters.

"UNITED WINDOW" LLC uses a time-based bonus salary system.

UNITED WINDOW LLC is a well-equipped, modern enterprise with sufficient qualified employees. The enterprise is profitable, the turnover is increasing year by year. As a result of the analysis of the marketing activities of "UNITED WINDOW" LLC, the following was found: only an expert in SMM works in the marketing service.

The analysis of the price system showed that "UNITED WINDOW" LLC. Here the capabilities of the enterprise are not limited, but are used in a very narrow scope.

To implement the ideas discussed above, it is necessary to hire an experienced marketer at "UNITED WINDOW" LLC.

In the future, LLC "UNITED WINDOW" plans to expand its product range, which will lead to the expansion of sales service (additional qualified employees). In order not to spend time on personnel training in the future (when production starts), it is necessary to attract the necessary personnel to the organization today and train them. It is necessary to determine the sales policy already at the stage of development of new products. Does UNITED WINDOW LLC only use the services of sales agents or create its own sales service? For this, it is necessary to take into account all the costs of bringing the product from the producer to the consumer.

During its existence UNITED WINDOW LLC managed to create a good image for itself, attracted many visitors, many of whom became regular customers. All this is ensured by strict management control over service personnel.

Conclusion

The marketing activities of "UNITED WINDOW" LLC highlight a comprehensive approach to understanding market demand, analyzing competitors, and developing targeted marketing strategies to enhance product sales and customer satisfaction. The company's adherence to high quality standards and its social responsibility initiatives contribute positively to its market image and customer loyalty. The analysis underscores the importance of employing experienced marketers and expanding the marketing team to fully utilize the company's capabilities. The findings imply that continued investment in marketing research and personnel training is crucial for sustaining growth and adapting to market changes. Future research should focus on the impact of specific marketing strategies on customer retention and the potential benefits of developing in-house sales services compared to relying on external sales agents.

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