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IMPROVING MARKETING ACTIVITIES IN THE MARKET CONDITIONS AT ENTERPRISES

Annotation. The article deals with the management of marketing activities of an enterprise from the point of view of managing the supply of goods of the enterprise on the market.

Keywords: marketing concept, marketing activities, profit maximization, marketing management, demand management, supply management.

Traditionally, marketing management is considered as the management of demand in the market, but often the basis of successful marketing management is primarily the management of the supply of goods to the market of the enterprise. To successfully exist on the market the company must answer 3 questions of Economics: What to produce? To what extent? For whom? And it is to solve these problems that the management of the company's promotion in the market is directed.

The answer to the first question is relevant not only for newly created enterprises, but also for the issues of constant updating of the assortment, assortment policy, that is, first of all, the product policy of the enterprise. The second and third questions determine the direction of conducting marketing research of consumers to find out their needs and requests.

The answers to the 3 main questions of Economics are given using tools that in the modern systematization of economic Sciences are attributed to marketing, and it is marketing activities that ensure effective management of the company's product supply to the market.

However, if you think about the question, what is the purpose of the answers to these questions, then a banal answer arises — obtaining a competitive advantage, success in the market, the development of the enterprise, the condition for which is to make a profit.

So, the goal of supply management is ultimately profit, and the main ways or "recipes" for maximizing profit have long been known and systematized. They were highlighted by F. Kotler, who first saw a historical retrospective, noting that, since the 20s of the 20th century, it was possible to successfully maximize profits by using a conveyor that allows mass production of the same type of goods. At the same time, there was a scale effect, that is, there was a decrease in variable production costs, which, accordingly, led to an increase in profits.

With the growing prosperity of the American population, there was a need for goods that set their owners apart from the General population, and although such goods had a significantly higher price, they were in steady demand. This is the next stage. There is another opportunity to maximize the company's profit: to offer expensive, high-quality, distinctive, individualized products to the market.

The fifties of the 20th century were characterized by overstocking of the American market. The task of manufacturers has become more complicated. Due to the large number of very similar products from different manufacturers, the consumer did not know how to make a choice, and in order to successfully sell their products on the market, it became necessary to explain to the consumer their advantages, point out their distinctive features. The demand for goods became directly dependent not on the cheapness of the goods (the first way to maximize profits), not on the quality of the goods (the second way to maximize profits), but on the degree of consumer awareness, which was achieved using advertising.

The reader, of course, recognized the concepts formulated by F. Kotler: production, commodity and sales. It is in them that possible answers to the 3 main questions of the economy are formulated, or possible ways to manage the supply of enterprise goods to the market.

The economic literature often describes just such a temporary retrospective of the emergence and development of these concepts, but to say that one concept has replaced another would be incorrect, all these ways to maximize the company's profit exist, and will exist in the market with some changes, at the same time. However, if we recall the concept of marketing — the fourth way to maximize the company's profit, the essence of the concept of marketing is to identify the needs of customers and meet them.

How can the company meet the need? The product that it puts on the market. Therefore, the company needs to identify, find an unsatisfied or "non-existent yet" need and offer a product that would satisfy it, that is, a new product. On the one hand, a new product that meets the newly formed need will ensure demand, and as a result, the volume of production, on the other hand, will allow you to set a high price. An enterprise can engage in marketing activities: conduct marketing research, manage market demand through marketing, but work in a production concept, that is, maximize its profit by producing mass, similar, cheap products.

Name of the concept What products should I splash out on? What is used to maximize the company's profit?

With this approach to considering the concept of marketing as one of the ways to maximize profits, the answer to another question under discussion becomes obvious. Will all businesses ever, even hypothetically, be able to switch to using the marketing concept? Apparently not. A significant portion of consumers are "conservatives" in terms of attitudes to new products, and they create significant demand that needs to be met. At the same time, the marketing concept does not consider them as the target market, therefore, there will always be businesses focused on serving "conservatives".

Turning to the theory of the life cycle of goods, we can say that the concept of marketing offers to maximize the profit of the enterprise by forming a business portfolio consisting of products that are at the stage of growth [5]. As soon as the product reaches the maturity phase, it must be replaced with a new product, having previously conducted marketing research and identified, and more often formed, an

unsatisfied need. Replacement of goods in the economic portfolio is carried out by selling the business (production of Mature goods). Who would want to buy such a business? Those businesses that maximize profits in other ways, such as working in a production or product concept.

On the one hand, the marketing concept is the most effective way to increase profits by combining the bases for maximizing the three concepts: production, product and sales. On the other hand, the concept of marketing puts forward mandatory conditions for its application — conducting marketing research and a high level of which is very expensive.

So, I would like to emphasize that the use of marketing tools by enterprises, that is, conducting marketing activities, does not mean a transition to the use of the marketing concept, which should be considered as another way to maximize the company's profit based on the release of new products to the market.

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