



Analysis of Ways to Increase the Effectiveness of Active Marketing in Food Industry Enterprises

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ABSTRACT

Marketing analysis of competitors' activities, and searching for forms of cooperation with them will help not only, but also the education of a highly cultured, harmonious, highly ethical consumer. Success in this field is achieved through the high professional skills of marketers who understand the wishes of consumers, can accurately predict the dialectic of demand and its aspects, know the possibilities of the field of activity, and can ensure the dynamism, flexibility and elasticity of the system. This article analyses the ways, mechanisms and theoretical foundations of improving the efficiency of management of food industry enterprises, and gives conclusions and recommendations.

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INTRODUCTION

Depending on the goals, characteristics, and scale of marketing use in the management system, the importance of organizational parts in it and the importance of the management system changes. In addition, experts evaluate marketing as a business service and philosophy. Marketing as a service consists of a set of activities in production, trade, advertising, technical service and other fields. As a philosophy, marketing is a socio-economic concept related to the production relations of society [1-4].

In today's environment, where the competition in the world markets is becoming more and more intense,

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it is of utmost importance to fundamentally increase the competitiveness of our economy, to strengthen support for enterprises that produce products for export, and to comprehensively encourage the participation of farms, small businesses and private enterprises in export activities [5-7].

Marketing plays an important role in the development of market relations, free competition and ensuring the well-being of the population. the use of active marketing in the development of food industry enterprises is primarily based on the essence, content and direction of research in the field of marketing. the importance of using active marketing in the development of food industry enterprises in the use of gross active marketing, its management, planning and control is shown as one of the main features of modern marketing [8-11].

The high level of active marketing use in the development of food industry enterprises, its scope, and the set of methods used in analytical and processing processes, is one of the main points in determining and implementing the enterprise's marketing strategy.

Literature revive

The scientific research of foreign scientists D. Aaker, G. Assel, L. Bun, D. Kurtts, F. Kotler, GA Churchill and others are devoted to the problems of organizing marketing at the level of network complexity. In them, in most cases, the use of active marketing in the conditions of the market economy, the methodology and the practice of improvement are covered comprehensively and extensively [12-15].

Leading economists of the Commonwealth of Independent States G.I. Bagiev, I.K. Belyavsky, E.P. Golubkov, A.E. Ziryanov, D.T. Novikov, A.N. In the scientific works of Romanov and others, the issues of using active marketing in the conditions of the transition to the market economy were studied in detail. However, in their research, the issues of using active marketing based on the regional conditions and characteristics of certain industries and enterprises are not deeply reflected [16-18].

In our republic, A.Sh. Bekmurodov, M.R. Boltaboev, J.J. Jalolov, M.A. Nasriddinova, A.S. Soliev, A.A. Fattohov, Sh.J. Scientists like Ergashkhodzhaeva are doing special work [17-19].

Methodology

The use of active marketing should solve the following tasks:

1. It is necessary to ensure that the goods and services offered by the enterprise enter the market on a large scale;
2. It should provide the maximum possible profit or the standard profit;
3. It is necessary to quickly respond to changes in the market, that is, to reshape as the situation requires, ensuring the delivery of goods on time and at the level of demand.

The system envisages the unity and high scientific-technical level of functional and supporting subsystems that form its integrity. It is desirable to use active marketing, which is the main structural-functional link of marketing management in enterprises and provides interaction between the employees of the management apparatus. Currently, this harmony is observed in the formation of small businesses. When a marketing system is scientifically organized and implemented as part of a program, it becomes not only reliable and cost-effective, but also self-organizing and self-directing.

More complete implementation of the principles of market economy, expansion of the boundaries of real independence of enterprises and organizations, provision of opportunities to enter the international market and other factors influenced the increase of interest in marketing.

The main concept of marketing is based on the idea of satisfying the needs and consumption of potential consumers. Its essence allows us to understand what path we need to take to transition to a market economy.

The market makes it possible to analyse the population in terms of forms of communication between production and consumption in our Republic and to divide it into various sectors, and each of them has its direction in the use of marketing.

"The main task for us is to continuously update production technically and technologically, to constantly search for internal opportunities and reserves, to implement deep structural changes in the economy, and to continue the modernization and diversification of the industry consistently. Such a new vision and actions must form the basis of all our activities.

In this regard, the most important direction of using our internal capabilities and reserves is to gradually increase the deep processing of the rich mineral raw materials and flora resources of our land, as well as the volume and type of production of products with high added value should consist of expansion.

In other words, we need to switch to a 3-4 stage system of processing to turn raw materials into a product that is in high demand in the world market. The essence of this system is that it involves the preliminary processing of raw materials in the first stage, i.e. the preparation of semi-finished products, at the next stage, the transformation into ready-made materials for industrial production, and the third, final stage, the production of ready-to-consumer products holds.

In the development and implementation of programs in this regard, there is a need to monitor the entire production process of each type of primary raw material, that is, from the deep processing of semi-finished products to the final stage of turning it into a ready-to-consume product [20-24].

In short, it is necessary to ensure the forecasting of the entire process of production organization - from the deep processing of raw materials to its transformation into a finished product - the cycle, justifying the appropriateness of the costs incurred and the degree of self-recovery. Calculations show that as a result of the production of products with high added value, in 2030, based on the mastery of the production of new types of goods, the volume of production in the oil-gas-chemical sector will increase by 3.2 times, non-ferrous metal products 2.2 times, ferrous metal products 2.3 times, chemical industry products, including mineral fertilizers, can increase 3.2 times.

Deep processing of cotton fibre and fruit and vegetable products based on modern technologies will increase the production volume of ready-made, environmentally friendly textile and light industrial products, which are in high demand in the foreign and domestic markets, by 5.6 times in 2030, and the volume of fruit and vegetable processing and it allows to increase by 5.7 times".

In the conditions of modernization of the economy, legal entities and individuals should have a clear understanding of the difference between marketing and ordinary production and sales activities. In marketing activities, the first person after the director is not the chief engineer, technologist, or economist, but the commercial director - he is a good specialist in the field of sales, and he should embody the characteristics of an organizer, economist, financier, salesman, and others [25-28].

In the process of selling goods, contact is established with consumers and their requirements are studied. The task of using active marketing is to identify differences in consumer tastes and develop offers aimed at satisfying them. Based on these, the long-term prospects and development goals of firms, companies, and companies are determined. Marketers inform manufacturing about the wants and needs of the public and, as

a result, produce better goods and services at prices that consumers can afford.

The use of active marketing is important in the enterprise. Its successful structure allows one to determine the ways of solving the existing difficulties and provides competitive advantages. With the help of this program, the enterprise (firm) evaluates its activity and answers the question of which direction the development should take.

Depending on specific goals, various economic indicators are analyzed that quantitatively and qualitatively assess the company's activity. Such indicators include the amount of capital, the amount of turnover and the location of funds with the value of the enterprise, the description of small structures, the amount and location of funds spent on capital construction, and research results [27-30].

Marketing activities, a system of market management of the economy, envisages the implementation of specific measures in the way of the entire dynamic flow of goods that connects production with consumption. For this, market research, demand structure and dynamics studies are carried out to eliminate uncertainties between production and consumption. After that, the results of the market research are delivered to the production, and finally, goods are produced that meet the demands and wishes of the consumers and are superior in all respects to the goods produced by the competitors.

For the in-depth research of emerging marketing situations, it is appropriate to carry out the typification of issues by each function, technology stage and each system entity. Most situations are planned and programmed by the marketing system staff, but some situations occur unexpectedly and are unplanned and uncontrollable. For the marketing system to operate in a planned, stable and dynamic manner, it is necessary to ensure its high level of manageability. However, unplanned situations do not always occur due to negligence. In some cases, this situation is in the form of advanced ideas, and innovations, inside or outside the work team. Therefore, new marketing situations can be divided into negative and positive situations. Negative situations are a sign of a lack of management, unsatisfactory marketing, weak organization of commerce, etc. Situations of a positive nature are the result of an innovative, creative approach to work.

There are different ways to improve marketing efficiency. When choosing one or another direction of change, it is necessary to determine the impact on performance, economy, speed, and reliability of the marketing system, increase its competitiveness, stable positioning of the enterprise and its goods (services) in the market, the situation of the enterprise in the specific environment and factors.

Summarizing the best practices and opinions of scientists in our country and foreign countries allows for determining the main directions of increasing marketing efficiency.

In developed foreign countries, the level of technology and the organization of sales, as well as management, are allocated a large place to the stock of goods. They act as a connecting link between production and consumers in the market, they act as a leveller of discrepancies between demand and supply because supply must exceed demand.

Optimizing the management structure is one of the components of the direction of improving the organizational mechanisms of marketing due to the expansion of cooperation and integration of marketing functions at the scale of different enterprises or within the framework of an association because it creates organizational opportunities for the effective use of marketing. At the present stage, program-targeted and network structures are among the most advanced structures of management. Optimization of the organizational mechanism involves regulation, standardization and control of the marketing process.

Experience confirms the appropriateness of using targeted and programmatic marketing, organizational-economic marketing cycle, matrix models and maps of the marketing process, norms and standards.

Conclusion

The use of active marketing is the creation of a marketing management system, the scientific justification of its subsystems (functional and providing) and the organization of their rational operation, the mechanization, computerization and automation of activities in the work of the marketing information system, in the marketing management system, in the organizational and technical equipment, a wide range of technical tools requires to use. Marketing can fulfil its role only when the marketing system is working effectively in the enterprise, and the marketing activity will be full.

The content of the economic reform carried out in our country is the successful introduction of a socially oriented market economy. Laws adopted in our country create clear socio-legal foundations for the formation of a multi-level economy, which allows for the widespread use of socially oriented market relations.

Due to these problems, today we are witnessing a sharp decrease in demand in the world markets, uncertainty remains, brutal competition is increasing, and the decrease in production rates is having a negative impact on most countries in the world.

Such an extremely complicated situation requires all of us to abandon our old ways of looking at our future, determine our perspective, and completely abandon the obsolete, one might say, inertial methods.

The main task for us is to continuously update the production technically and technologically, to constantly search for internal opportunities and reserves, to implement deep structural changes in the economy, and to continue the modernization and diversification of the industry consistently. Such a new vision and actions must form the basis of all our activities.

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