

Improving the Marketing Approach in Managing Export-Oriented Distribution Channels

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Abstract: This article discusses the ways of developing the distribution activities of domestic producers in foreign markets. The features of the formation of the distribution policy using the marketing approach in management are revealed.

Keywords: distribution channel; distribution system; distribution activities; distribution policy; marketing management of distribution channels.

Introduction

The development of the export potential of the Republic of Uzbekistan is one of the most important tasks of sustainable economic development. This task was set by the President of the Republic of Uzbekistan in the action strategy for the accelerated development of the country for the period 2017-2021. The task has been set not only to increase export volumes, but mainly to increase the share of finished products in its structure. Statistical data indicate the presence of positive trends in solving this problem. (Table 1)

Table 1.

Export volumes of the Republic of Uzbekistan by category of goods [1] (mln USD)

Category name	2017 th.	2018 j.	2019 st.	2020 th.
Total	12,553.7	13,990.7	17,458.7	15 127.7
Food and Beverage	843.4	1,062.6	1,465.9	1,374.6
Raw materials	712.7	907.5	1,237.3	1,018.6
Processed	130,7	155.1	228.6	356.0
Industrial precursors	6,937.5	6 589.4	9,066.6	9 899.3
Raw materials	571.5	352.9	506.0	384.7
Processed	6 366.0	6,236.5	8 560.6	9 514.6
Fuel and lubricants	1 601.5	2 657.6	2 521.7	654.5
Raw materials	1,389.9	2,424.0	2,260.8	457.2
Processed	211.5	233.6	260.8	197.3
Capital equipment (other than transport equipment) and parts and accessories for it	107.8	64.9	129.2	97.2
Capital equipment (except for transport equipment)	53.9	39.0	77.6	48.3
Parts and accessories	53.9	25.9	51.6	49.0
Transport equipment and parts and accessories for it	194.4	84.7	197.3	256.5
Cars	130.1	29.3	121.5	170.7
Other (except for cars)	25.5	38.3	49.2	36.2

530	Parts and accessories	38.9	17.2	26.6	49.6
600	Consumer goods n.e.c.	394.5	432.1	583.1	833.3
610	Durable	68.2	68.1	90.2	110.0
620	Semi-long use	176.3	187.7	270.4	373.6
630	Short-term use	150.0	176.3	222.6	349.6
700	Products not included in other categories	0.0	29.5	60.0	8.6
800	Services	2,474.5	3,070.0	3 434.8	2,003.9
	Other	-	-	-	-

As can be seen from the above table, the raw material component of exports is constantly decreasing. If in 2017 the share of raw products was 21.3%, then in 2020 this figure was only 12.35%. Accordingly, the share of processed resources and finished products increased. At the same time, the low activity of consumer goods producers should be noted. The share of such goods in exports was 3.1% in 2017, and 5.5% in 2020. Consequently, domestic producers face the urgent task of increasing the export of goods.

Main part

An important role in the successful functioning of manufacturers in the conditions of international competition belongs to the correct organization of sales policy. The issues of using modern approaches in the process of managing distribution channels in the markets are of particular relevance and importance for the implementation of an effective sales policy. Strengthening competition in the markets, changing the environment for the functioning of foreign companies, the ongoing globalization processes in all spheres of the world community put forward special requirements for studying the issues of increasing the efficiency of the distribution channel management system in the markets. In this regard, the formation of a modern infrastructure of distribution channels for the promotion of products of domestic manufacturers, based on the marketing management of their activities,

Modern economic processes in the world community necessitate the creation of distribution systems that meet the needs of manufacturers in order to most efficiently reach end consumers through the appropriate distribution channels. Carrying out their business activities, enterprises resort to the services of various intermediaries who take part in the movement of their products to specific customers and form a kind

of chains. These chains are usually called distribution channels, marketing channels, sales channels, logistics channels.

At the same time, the term “distribution channels” is used most often in marketing theory. This term is recognized by many marketing associations. Distribution channel essence discloses F. Kotler, formulating the category "distribution channel as a set of firms or individuals who assume or help transfer to someone else the ownership of a specific product or service on their way from producer to consumer" [2] ... Using the above definition, as well as generalizing the existing approaches, we will consider the distribution as a set of enterprises and individuals who are directly involved in the delivery of products from producers to customers.

It should be borne in mind that each country has its own distribution channels, without taking into account the specifics of the functioning of which effective sale of goods in foreign markets cannot be carried out. Employees of distribution channels created and functioning in foreign markets must take into account and respond in a timely manner to the constantly occurring changes in the marketing environment. They should take into account the presence of competition, the behavior of buyers and consumers of goods in each target market.

Therefore, as priority tasks for the effective development of distribution activities, domestic manufacturers need to develop and apply the principles of strategic and marketing management in order to most effectively enter foreign markets.

In the practice of modern business, foreign technologies are increasingly used in the field of marketing and, in particular, distribution policy. But

the adaptation of Western methods to domestic conditions and the creation of new forms of management, taking into account the current market conditions, is required.

The need to apply marketing in modern conditions is explained by the loss of stable sales markets, a decrease in the purchasing power of the population, an increase in competition in traditional and potential sales markets, an increase in competition between manufacturers' brands and intermediary systems, and the need for the management of these manufacturers for up-to-date information about the market.

To achieve success in the market today, it is necessary to solve many problems associated with the choice of market segments, sales regions, and the range of products. The results of implementation directly depend on the widespread use of management marketing concepts. These issues are of particular relevance for manufacturers of consumer goods, who are currently in dire need of the use of modern technologies for promoting goods and services in the domestic and foreign markets.

All management concepts of marketing are based on the widespread use of system tools - a marketing complex, one of the elements of which is distribution. The selected promotion channels (intermediaries) directly affect the speed, time, efficiency of movement and the safety of products when they are delivered to the consumer. At the same time, domestic producers forming the channel are obliged to perform a number of important functions: to carry out research work to collect information necessary for planning, distribution of products and services; stimulate sales by creating and disseminating product information; establish contacts with potential buyers; adjust the product to the requirements of the foreign market; organize goods movement (transportation and warehousing); assume the risks associated with the operation of the channel.

How many and which distribution channels to have is one of the main decisions implemented in the process of managing distribution channels in the markets. As practice shows, when forming distribution channels, manufacturers take into account a number of factors, the main of which are ensuring the availability of

purchase of goods by its potential consumers; the need to create conditions for the provision of the required services to the consumer; expediency of delivery of goods to buyers at a place and time acceptable to them; the ability to exercise control over the activities of individual intermediaries; creation of an integrated distribution channel management system using limited resources for this.

Considering the above factors, domestic manufacturers of the Republic of Uzbekistan use wholesale and retail trade enterprises, wholesale and retail enterprises, export houses, service centers, distributors, dealers, consignees, agents, brokers, commission agents, attorneys, international trading companies as intermediaries. At the same time, dealers, distributors and trading houses have been most widely used in recent years as intermediaries. The formation of a service network on the basis of financially stable trade and logistics centers in the target markets can be noted as a new direction in intermediary activity.

Considering the possibilities of using different distribution channels in the markets, a commodity producer must decide whether he will use only direct distribution channels, limit himself to using indirect distribution channels, or use both direct and indirect distribution channels.

In particular, using direct distribution channels, a commodity producer provides himself with the following advantages: more fully studies the state of the markets, identifying and taking into account the specifics of the behavior of buyers and consumers; timely identifies and eliminates shortcomings in production and commercial activities, improving both the product itself and the forms of its sale; reduces the risk and dependence of commercial activities on insufficiently effective work of intermediaries. The efficiency of the domestic manufacturer depends on how competently the choice of distribution systems in the markets is carried out; a marketing approach is applied in managing the formed distribution channels.

The most promising markets are determined, on the one hand, depending on the prospects of implementation on them, on the other hand, based on

the assessment of minimizing the costs of their development.

The main priorities for improving distribution activities using a marketing approach for domestic producers should be the development of an operational plan of distribution activities; optimization of the organizational structure; interaction of the marketing service with functional units; research activity; audit of marketing activities; new forms of cooperation with manufacturers and competitors; advanced training of employees engaged in marketing activities.

Conclusion

Thus, when deciding on distribution channels in the markets, a domestic producer, first of all, must take into account a number of factors that influence the choice of intermediaries. At the same time, the efficiency of the domestic manufacturer's activity depends not only on the correct choice of distribution systems in the markets, but also, to a large extent, on the use of a marketing approach in managing the formed distribution channels.

As practice has shown, marketing management provides the domestic manufacturer with effective planning of various types of activities, including the use of new technologies in distribution policy, which allows them to enter foreign markets.

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