



## Ways to Improve Marketing Activities in a Manufacturing Enterprise

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**Abstract:** In this article, the improvement and development of marketing activities in the enterprise, the provision of cheap and high-quality services to the population, the creation of economic and legal opportunities, integration in the fields of production and other services, an effective mechanism of state regulation of the production and trade sector, the quality of after-sales services and to increase exposure, be active on social media and promote your brand.

**Key words:** Enterprise, marketing service, integration, product, brand, competition, market.

**Introduction.** Due to the socio-economic reforms being carried out in Uzbekistan, the implementation of national programs clearly and carefully developed by the head of our state and our government, favorable conditions and opportunities created by our state for entrepreneurs, suitable incentives for investment and development in our country in all economic indicators. rates are being monitored.

Today, Samarkand region is one of the developed regions of our republic in the fields of industry, agriculture, trade, transport and service. A number of positive activities are being carried out in our province in order to ensure stable growth rates in all sectors of the economy, and to deepen reforms in the social sphere.

The company always pays serious attention to marketing. After all, being a wholesale company, he always deals with customers. This implies the continuous development of marketing communications. If we look at the state of organization of marketing activities in the activity of the enterprise, the enterprise uses market and product-oriented organizational structures of marketing in accordance with the 4 main organizational structures of the organization of marketing services. And its structure is as follows.

The organizational structure of marketing activities based on product production allows enterprises to better adapt to each of the market requirements

production of products and various production technologies, products with short life cycles and high innovation requirements.

A market-oriented organizational structure of a marketing service in an enterprise is a type of marketing management structure in which managers of individual markets are responsible for developing and implementing strategies and plans for marketing activities in specific markets. The market-oriented organizational structure of the marketing service is shown in the diagram below

The working status of marketing concepts and its availability were studied in the study of enterprise activity. In particular, the company's purposeful use of the concept of sales and marketing attracted my attention. That is, while the enterprise is engaged in wholesale trade today, attention is paid to further strengthening relations with customers, to fully satisfy its capabilities, and to activate the

attitude of marketing specialists to their work. In addition, digital marketing concepts are also used to receive orders. Promotions and discounts are announced through social networks.

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

**Analysis and results.** Today, as a result of increased attention to marketing activities, the company developed a marketing plan, which was formulated as follows.

In studying the activity of the enterprise, I mainly focused on working with data on the wholesale trade of food products.

One of the main directions of the enterprise's activity is the provision of household services and services in addition to trade. Today, the enterprise provides the following services to the population:

- ✓ telephone, electronic product repair services;
- ✓ PayNet services;
- ✓ Transport services and others.

**Table 1. In 2020-2022, the state of providing paid household services to the population of Joziba Trans JSC**

No	Service types	Unit of measure	2021 year	2022 year	2023* year
1.	Transport services	thousand soums	63491.3	66237.2	67436.1
2.	Telephone, electronic product repair services	thousand soums	623.4	649.1	964.2
3.	PayNet services	thousand soums	6482.4	6528.4	6829.1
	<b>Total</b>	<b>thousand soums</b>	<b>78509.3</b>	<b>81254.4</b>	<b>123869.3</b>

As can be seen from the table, the enterprise also provides services to the population. In particular, by the end of 2022, transport services worth 66237.2 thousand soums, repair of telephones and electronic products worth 649.1 thousand soums, and PayNet services worth 6528.4 thousand soums were provided.

Price policy of the enterprise: when concluding a sales contract, suppliers and buyers must determine the price at which the product will be sold. The price of the goods is determined by the department of planning and economics based on the cost of production. Calculation is done for each product. There is a strict rule when determining the price: the price should not be lower than the price. In addition to the prices, taxes are included in the legislation. When calculating the selling price of a product unit, the following costs are allocated and the following approaches are used:

**Table 2. Costs in calculating the selling price of a product unit**

No	Name of cost items	Calculation method
<b>1.</b>	<b>Raw material</b>	<b>Discounted prices</b>
1.1	Raw material	Raw materials are the basic and additional resources necessary for the production of products. Baked clay, soil and cheperitsa are the main raw materials for construction products.
1.2	Supporting materials	As per direct material consumption rates approved by Chief Engineer
2.	Water	In accordance with the norms of water and heat energy consumption approved by the Chief Engineer.
3.	Salaries of key production	It includes the wages of production employees and other

	employees:	workers directly related to the production of products, performance of work and provision of services, as well as payments for non-worked (absent) time provided for by labor legislation. .
<b><i>Additional costs</i></b>		
4.	Additional costs	Accounting is carried out in the conditions of production facilities that produce certain types of products and semi-finished products.
5.	Common usage costs	Accounting is maintained for the entire company. The distribution method is applied in direct proportion to the wages of the main production workers for each type of product, work and service.
6.	Shipping costs	If necessary, according to the contract, the sale price can be calculated taking into account the costs associated with their transportation. In this case, the transport costs in the calculation are allocated as a separate item.

Cost analysis is the most important cost management tool. Its main goal is to identify opportunities for more rational use of production resources, reduce production and sales costs, and ensure profit growth. Dynamic analysis of cost indicators allows to evaluate the changes in production and financial activity of the enterprise, to forecast for the future.

The grouping of costs by elements is unified and mandatory, and allows controlling the formation, structure and dynamics of costs through systems that describe their economic content. It is necessary to study the ratio of actual and past labor, to standardize and analyze inventories, to calculate accurate indicators of the circulation of working capital, and to study other calculations at the industrial and general economic level. The analysis of the elemental composition and structure of production costs allows determining the main directions of searching for reserves depending on the level of material, labor and capital capacity of production.

**Table 3. Costs of sales activities and their dynamics in the enterprise in 2021-2022**

Cost elements	2021 year		2022 year	
	Everything, a million. soum	Uniqueness in trading costs, %	Everything, a million. soum	Uniqueness in trading costs, %
Material costs:	35000	73.22	50700	77.29
raw material	31000	64.85	45000	68.60
energy resources	4000	8.37	5700	8.69
labor costs	10000	20.9	11500	17.5
contributions for social needs	3200	6.7	3300	5.0
Depreciation	450	0.9	510	0.8
other expenses	1380	2.9	1800	2.7
Trading expenses, total	47800	100	65600	100
Products for sale	49600		68600	

To a greater extent, this indicator provides a clear correlation with profit: an increase in costs leads to a decrease in income per ruble, and vice versa. Among the disadvantages, this indicator can be affected by many subjective and objective factors, that is, it does not depend on the quality of work of the enterprise team.

Selling manufactured products is also an important marketing event. In the process of sales, the range of products also expands. Every enterprise is required to have its own sales channels in the organization of product sales. As channels of trade, middlemen who own the commodity are involved in the delivery of the product from the producer to the consumer.

Today, most companies are establishing sales outlets on their balance sheet to sell their products. In general, the importance of wholesale trade enterprises in delivering goods to the final consumer is increasing. This prevents the transfer of goods to other persons. He will have the ability to control the competition and influence the buyers.

During the main days of the internship period, I studied the results of the activities of Joziba Trans JSC employees and the characteristics of labor resources. That is, the goods sold by the enterprise, labor resources of the enterprise, economic indicators were analyzed.

**Table 4. "Attractive Trance" OJSC dynamics of labor resources**

No	Indicators	Unit of measure	2021 year	2022	2023*	Ratio of 2022 and 2021	
						+;-	percent, %
1.	Average number of employees	man	48	56	65	+8	116.6
2.	Average monthly salary of employees	thousand soums	4 966.0	4 771.0	5 309.0	-195	96.0
3.	Labor productivity	thousand soums	40585	50789	65888	+10204	125.1

As can be seen from the table, the total number of employees of "Joziba trans" JSC was 56 by the end of 2022, which increased by 8 compared to 2021. Labor productivity increased by 125.1 percent or 1.25 times. In 2022, the volume of product production per capita increased from 40 million 585 thousand soums to 50 million 789 thousand soums. In 2022, the average monthly salary of employees decreased from 4,966,000 soums to 4,771,000 soums, that is, an increase of 96.0%.

5 marketers and 5 sales department employees work in the company's marketing service department. Their share in the total number of employees is also good. After all, in today's rapidly developing era, the role of marketing is incomparable. Therefore, this company also has a marketing department.

Since the products produced in the textile industry in our republic are considered the main consumer goods, improving the mechanism of promoting their trade will serve not only to fill the domestic consumer market, but also to speed up the production process.

1. One of the main directions of the economic reforms implemented in the trade of production products is to meet the needs of a wide segment of the population for various consumer goods and other services at a high level and quality.
2. The sales system ensures that the product becomes a commodity, and at the same time, the sales process is the main factor that shapes the quality, appearance and consumer requirements of the manufactured product. This situation allows to coordinate the production process with modern market requirements.

The sales promotion system is based on short-term measures to attract customers, quick services.

PR system mainly serves to introduce the enterprise to customers with a certain type of sales support.

In marketing practice, the system of demand formation in the sale of products is aimed at long-term strategic goals, and the system of sales promotion is aimed at short-term strategic goals. Therefore, the use of both systems in relation to each other ensures the efficiency of the sales process. Especially, Advertising, which is the main element of the demand formation system, plays an important role in increasing sales.

**Table 5. Advertising means of the enterprise and ways of forming public opinion**

Visiting papers	<ul style="list-style-type: none"> <li>- Must be of high quality and professionally made.</li> <li>- You must provide detailed contact information about your company in your native language, English or another foreign language.</li> <li>- All employees must have business cards prepared in a uniform style.</li> </ul>
Brochures and catalogs	<ul style="list-style-type: none"> <li>- It should be of high quality.</li> <li>- It should be short, informative and demonstrative.</li> </ul>
Buyer and number of customers testimonials	<ul style="list-style-type: none"> <li>- Recommend your products and services with confidence - should do.</li> <li>- Your best and most loyal customers and clients, preferably by their senior management.</li> <li>- These comments should be included in your promotional brochures.</li> </ul>
Journal and in newspapers articles	<ul style="list-style-type: none"> <li>- Your company should be clearly defined as a market leader.</li> <li>- Your brochures should be cited.</li> <li>- You should hang it in your office.</li> <li>- Should be sent to your authorized buyers and clients.</li> </ul>
Video material	<ul style="list-style-type: none"> <li>- Must be taken professionally.</li> <li>- Must be interesting, informative and easy to find.</li> <li>- It should show the best qualities of your goods and services.</li> <li>- Must have a short, clear and targeted advertising idea.</li> </ul>
Website	<ul style="list-style-type: none"> <li>- In terms of content, it should have deep and rich information, its appearance should immediately stand out and attract attention.</li> <li>- Must be professionally prepared and regularly updated.</li> <li>- The possibility of electronic question-and-answer exchange should be available.</li> <li>- Should be able to order and purchase online if needed.</li> </ul>

*Source: Student development based on company data.*

In the conditions of today's competition, light industrial enterprises in the region rarely use marketing tools to study the trade market and attract customers, or rather, they do not need such processes. The reason is that the main product of spinning enterprises is raw material because its buyers are clear. However, the market is already realizing that sewing and knitting enterprises need a very strong set of actions not only to enter the foreign market, but also to sell products in the domestic market. Therefore, special infrastructures supporting the market activity of enterprises have been formed in our country and their activities are being developed.

The activities of direct marketing and event marketing are still unformed as a start-up. Therefore, we have developed proposals for direct and event marketing activities in leading international and domestic trade enterprises. During my research, I got acquainted with the elements of direct marketing in the activity of several wholesale enterprises in Uzbekistan and made an offer to the enterprise. Today, the company fully implements its communication policy. The communication policy of the company is to implement measures for the promotion of goods in the market: conducting advertising campaigns, giving relevant benefits and discounts to intermediaries and consumers, motivating employees involved in product sales;

The complex of marketing communications of the enterprise is inseparable from the development strategy information system marketing tools (for example, direct marketing, advertising) that facilitate the exchange of ideas (knowledge) about the company's products, its reputation with existing and potential consumers or customers and ensure its stability, public relations, etc.) is competition. competitive environment. Marketing requires the manager to integrate production and sales into a single process and to have the qualities of a competent planner. Marketing communication allows not only to identify hidden needs for a specific product or service and to promote and advertise them at the appropriate place and time, but also to conduct research and practical pricing, forecasting and financing, product distribution and combined control.



Thomas Gad is a practicing advertiser and brand policy scholar who studies the academic and practical aspects of brand policy about successful brands. Any theory of the brand must first propose a model, a structure of the brand, in simple terms, a set of shelves on which brands are placed.

Thus, Thomas Gad offers his collection of four shelves, which he calls dimensions, for greater stability. By the way, that's why this book is called "4D Branding". These 4 dimensions are called:

1. Functional dimension (related to the usefulness of the product or service associated with the brand).
2. Social dimension (refers to the ability to identify oneself with a certain social group).
3. Ethical dimension (perception of global or local responsibility). It embodies the ethical values shared by the brand and its consumers.
4. Mental dimension (the ability to support a person). Simply put, a brand provides a personalized consumer experience.

I also designed an enterprise trademark and analyzed a 4D model of the brand logo as follows. Growth opportunities are provided as this brand is engaged in business trading activities. In addition, the name of the enterprise and the activity it is engaged in are indicated in capital letters.

Brand equity gives the consumer a sense of satisfaction from using it. The following scheme is used for their development:

- ✓ the product must be reliable;
- ✓ to be comfortable;
- ✓ should be useful.

In addition, there are emotional values:

- ✓ the product should give a sense of independence;
- ✓ to be respected;
- ✓ friendly attitude; conservatism.

In today's developing social networks, we can try our hand at promoting the company's brand. The reason is that today social networks have an incomparable role in all aspects.

The company does not use any social media today. For this reason, I developed personal profiles of the company on Instagram, Telegram, Facebook and YouTube networks and developed proposals for promoting and improving the brand.

## CONCLUSIONS AND SUGGESTIONS

Today, the enterprise is considered one of the leading production enterprises in the district. Great attention is paid to the construction of small and large buildings in the enterprise, and more attention is paid to the reduction of waste in the use of production products in the enterprise.

Historically and even now, production and manufacturing work is considered one of the leading sectors for the country. Indeed, the role of production in the development of social relations and meeting the needs of the population is incomparable.

Regulation of the production sector by the state, based on the needs of the population, the state has its influence on the economic activity of the society through economic and social policy, legal, administrative, economic support and influence, in order to improve the social situation. reveals the secret. methods. need to understand.

In order to improve and develop trade activities in the enterprise, we believe that it is appropriate to implement the following tasks:

- ✓ creation of economic and legal access to cheap and high-quality services for the population;

- ✓ creation of mechanisms for the development of the process of integration and cooperation in the fields of production and other services;
- ✓ creation of an effective mechanism of state regulation of production and trade;
- ✓ activation and acceleration of activities of production organizations protecting consumer rights;
- ✓ improvement of logistics systems in enterprise activity;
- ✓ increase the quality of after-sales service and improve timely service;
- ✓ be active on social media and promote your brand

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