



## Study of the Efficiency of Marketing Activities of “Samarkand Star Linger” Llc in Crisis Conditions

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**Abstract:** The article discusses the timely assessment of the effectiveness of the marketing activities of an enterprise in crisis conditions becomes especially relevant, since it is necessary for a quick response to fluctuations in the unstable external environment of the enterprise.

**Keywords:** Economics, marketing, crisis, need, buyers, market, competition.

In a crisis market economy, management methods are being radically revised. At the same time, the main efforts are aimed at meeting the needs of customers and maintaining long-term relationships between the enterprise and consumers.

In the modern management paradigm, according to Golubkov E.P. [2] the enterprise is considered as “an open system, the results of which are determined by its position in the market, the ability to innovate, the development of personnel, as well as the quality of products”.

Marketing is the key to this [6]. Consideration of the problems of competitiveness of enterprises is reflected in the works of domestic and foreign scientists: Garkavenko S.S. [1], Krivonosova A., D., Filatova O.G., Gebei J. [3], Traut E. and etc.

It should be noted that a timely assessment of the effectiveness of an enterprise's marketing activities in crisis conditions is of particular relevance, since it is necessary for a quick response to fluctuations in an unstable external environment of an enterprise [4].

This assessment should be carried out in the direction of assessing the activities of customer-oriented policy, marketing integration, the relevance of marketing information and the strategic orientation of the enterprise [5].

The proposed approach is considered on the example of Samarkand star linger LLC. To do this, we will carry out expert diagnostics of this enterprise and study the effectiveness of marketing activities - table1.

Samarkand star linger LLC is a retail trade enterprise that offers a range of products of several categories to customers in 2 adjacent premises.

**Table 1. Expert evaluation of the effectiveness of marketing activities of “Samarkand star linger” LLC**

Assessment aspects	Points *		
	0	1	2
1	2	3	4
FOCUS ON THE BUYER			
1. Does management	Management is	The management tries	Management serves the

understand the importance of customer satisfaction?	busy selling goods to anyone who wants to buy them.	to serve a wide range of markets and needs.	needs of well-defined segments.
2. Does management develop proposals and marketing plans?	No.	Partially.	Yes.
3. When planning a business, does management take into account the entire marketing system (suppliers, distribution channels, competitors, customers, external environment) as a whole?	No, management is busy selling.	In part, management takes into account the entire marketing system as a whole, but the bulk of the effort goes into customer service.	Yes, management takes into account the entire marketing system as a whole.
<b>MARKETING INTEGRATION</b>			
4. Or high marketing integration and control of the main marketing functions in the company?	No, marketing functions are not integrated, there are conflicts that make it difficult to work.	In part, there is formal integration.	Yes, core marketing functions are effectively integrated.
5. Well-coordinated work of specialists involved in marketing activities with other departments?	No, there are complaints that the demands of marketers, as well as their costs, are unreasonable.	Partially, the relationship is friendly, although each department operates in its own interests.	Thus, departments effectively cooperate with each other and work in the interests of the company as a whole.
6. How is the product development process organized?	The system is uncertain and poorly managed.	Formally, such a system exists, but it is rarely used fully.	The system is well structured and works as a team.
<b>ADEQUACY OF MARKETING INFORMATION</b>			
7. When was the last time you conducted customer, channel, and competitor research?	Many years ago.	Some years ago.	Recently.
8. Is management familiar with the sales potential and profitability of various market segments, customers, territories, products and order sizes?	Completely unfamiliar	Partially familiar.	Well familiar.
9. What efforts, of course, are needed to reduce the costs of various marketing activities?	Small or not accepted at all.	Some.	Significant.
<b>STRATEGIC ORIENTATION</b>			
10. To what extent is marketing planning carried out?	It is not carried out, or it is not given enough attention.	Prepared an annual marketing plan.	A long-term strategic plan and annual marketing plans are drawn up.

\* The effectiveness of marketing is determined on the following scale: 0 - 4 points - the marketing activity of the enterprise is ineffective; 5 - 9 points - low efficiency of marketing activities; 10 - 14 points - average efficiency of marketing activities; 15 - 19 points - good efficiency of marketing activities; 20 - 22 points - excellent effectiveness of marketing activities.

The resulting sum of 18 points indicates a high level of effectiveness of marketing activities. This technique will allow the management of the enterprise to evaluate marketing activities in the

direction of evaluating the activities of customer-oriented policies, marketing integration, the relevance of marketing information and the strategic orientation of the enterprise.

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