

THE USE OF MARKETING STRATEGY IN THE DEVELOPMENT OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP

Mamatkulova Shoira Jalolovna
Candidate of Economic Sciences,
Associate Professor of the Department of Marketing,
Samarkand Institute of Economics and Service

Abstract

Abstract. This article highlights ways to use marketing strategies in the development of small businesses and private enterprises.

Keywords: small business, entrepreneurship, marketing, innovation, strategy, competition.

Introduction

The development of small business, which is a priority sector of the economy of our republic, is a factor in solving many problems in the socio-economic sphere of our country. The widespread development of small business and private entrepreneurship today ensures the dynamic development of the country's economy. In the conditions of an innovative economy, the importance of small business and private entrepreneurship is increasing. The share of small businesses and private entrepreneurs in the gross domestic product of our country is growing from year to year. Today, thanks to their commissioning of many modern production, service and other types of services, the standard of living of the population is improving, our mahallas and villages are being improved. Therefore, in the following years, a number of innovations, opportunities and incentives are being created for the further development of this sphere. The development of small enterprises involved in rapidly changing market conditions, which are now entering the business world, directly depends on the efficiency of economic activity, which is also significantly influenced by marketing activities. According to the theory of marketing, the factors influencing the consumer are divided into controlled and uncontrolled groups. Marketers use controlled factors that, as a result of influencing the consciousness of buyers, form consumers' propensity to buy this particular product. Consequently, human need is subject to external factors, especially affecting the elements of the marketing complex. For example, a manufacturer of sewing products can attract customers faster as a result of providing a model, additional jewelry without changing the price and cost of production at small or private enterprises. At the same time, the volume of demand increases, even if the price factor does not change. In this case, by itself, making changes to the product element of the marketing complex increases the interest of buyers in this product, and by itself the volume of goods sold on the market increases. Therefore, when planning the product range in the production program, special attention should be paid to marketing research. The function of marketing in a market economy is to create opportunities for the organization of free and competitive exchange activities to significantly coordinate the balance of supply and demand. Entrepreneurship as a

seller needs to know which product can satisfy his consumer demand, what kind of services he wants to provide to the consumer. An increase in the volume of sales of products on the market is a marketing effect. The marketing effect is the result of the marketing activity of a manufacturer or seller, which is measured by such indicators as sales growth, profit, market share. Consequently, the effect in total profit and sales volume can be changed as a result of marketing activities. The ratio of the marketing effect to the funds spent on its achievement leads to the economic efficiency of marketing activities. Identifying and studying the needs of consumers, adapting goods and services, meeting needs, participating in their advertising, as well as delivering them in the right quantity is the main task of marketing. Knowledge of the principles and fundamentals of marketing activities contributes to reducing risks in business, choosing the most favorable conditions, situations, ensuring that the production and sale of products bring profit with high quality products, knowledge of the correct estimates for buyers of various groups.

The application of marketing, especially the implementation of marketing strategies, is becoming increasingly important in small businesses. The marketing strategy consists in matching the capabilities of enterprises with the market situation, determining comprehensive means to achieve the goals set.

The task of the marketing strategy is aimed at systematically identifying and rethinking the directions of development, reproduction, and ensuring the effectiveness of all types of enterprise activities. Below we will look at the main marketing strategies that companies can choose:

Market development strategy. Its goal is to increase sales by introducing existing products to new markets.

Development strategies through products. It is aimed at increasing sales by developing new or improved quality products intended for the markets in which the company operates. This strategy is expressed in an increase in the number of functions and classifications of goods, as well as due to this in the expansion of the market, the development of new models or variants of goods of different quality levels, updating the nature of the goods.

As mentioned above, the firm's strategies are mainly focused on the goals of increasing the share of sales or profits. Growth goals can be expressed on three levels:

- 1) Growth relative to the underlying market.
- 2) Growth along the production chain – integration and integration growth “forward” or “backward” in relation to the main activity.
- 3) Growth through diversification based on its capabilities outside the usual area of activity.

Market penetration strategy. At the same time, an attempt is being made to increase sales in existing markets. It can be achieved in various ways, namely: the development of primary demand; an increase in its own market share; the conquest of other markets; the restoration of its position in the market through protection; improving quality, that is, improving the performance of its functions by the product as a set or set of properties; expanding the range of existing goods with the help of external means.

An integration strategy can be justified when a firm can increase its efficiency by controlling strategically important links in the production and sales chain. At the same time, it is necessary to distinguish between "forward" and "backward" integrations, as well as horizontal integration:

Integration strategies that are "reverse" are used to protect a strategically important source of supply and explore new technologies.

Integration strategies that are "forward" are used to ensure control over sales channels.

The goal of the "horizontal" integration strategy is to strengthen the firm's position by searching for or controlling specific competitors.

Competitive strategies-competitor analysis to determine which competitive advantages a firm can apply to the most risky competitors.

"Growth strategy through diversification" – the firm is looking for new activities that complement those that are in technological or commercial terms, going beyond the production chain in which it operates.

In conclusion, it should be said that in the formation of an innovative economy, the use of marketing strategies at small businesses and private entrepreneurship is aimed at ensuring their competitiveness by increasing profitability.

References:

- 1 Ўзбекистон Республикаси Президентининг "2022 – 2026 йилларга мўлжалланган Янги Ўзбекистоннинг тараққиёт стратегияси тўғрисида"ти Фармони, ПФ-сон 28 январь 2022йил.
- 2 Эргашходжаева Ш.Ж., Қосимова М. Юсупов М.А. Маркетинг асослари.Ўзбекистон Республикаси Олий ва Ўрта махсус таълим вазирлиги. – Т.: "Иқтисодиёт", 2019 й.-305 бет.
- 3 Эргашходжаева Ш.Ж., Самадов А.Н., Тармоқлар ва соҳалар маркетинги. Дарслик. –Тошкент.Иқтисодиёт, 2019 й. 136 бет.
- 4 Kotler F. Osnovi marketinga. 5-ye izd./F.Kotler, A.Gari. – M.: Vilyams, 2016.-752 s.
5. Sharipov I.B. Marketing. O'quv qo'llanma – T.: «Innovatsion rivojlanish nashriyot-matbaa uyi», 2021 – 148 b.