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Research Article

ANALYSIS OF THE USE OF MARKETING STRATEGIES IN RETAIL ENTERPRISES IN UZBEKISTAN

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ABSTRACT

The article highlights the importance of marketing strategy in local industrial enterprises, the role of marketing strategy in increasing the efficiency of the enterprise. Through the SWOT analysis, opinions on the directions of the marketing strategy in increasing the efficiency of the enterprise were discussed.

KEYWORDS

marketing, strategy, marketing strategy, SWOT analysis, industrial enterprises, economic mechanism.

INTRODUCTION

Thanks to the large-scale reforms implemented in the economy of our country and the rational economic policy, the world's rapid development rate is maintained. In today's conditions, where the economic recession due to the pandemic continues in many countries of the world, despite

the serious problems that still remain in the world economy, Uzbekistan continued to develop its economy at a steady pace, and ensured a consistent increase in the standard of living of the population.

In fact, in recent years, the set forecast indicators for all indicators of the country's economic development have been fulfilled. It was brought to a new stage in the development of the economy. At a time when the economy of the world countries is developing at a relatively low pace, the achievements achieved as a result of the economic reforms implemented in our country are achieved thanks to the tireless work and efforts of our people and the leader of our country.

MATERIALS AND METHODS

In our country, along with other sectors of the economy, the industrial sector is developing rapidly. Great attention is being paid to the development of the industry, which is considered one of the main factors in the development of the country's economy and gives a great impetus to the development of other sectors and branches of the country's economy, to increase the quality of products, and to create an environment of pure competition between enterprises. As in other sectors and industries, attention is paid to modernization, improvement of product quality, correct selection of marketing strategies in the enterprise, determination of forecast indicators through strategy analysis, and technical and

technological updating in the industrial sector and its various branches and enterprises.

Marketing strategy is a social process aimed at adapting the company's capabilities to the market, developing strategies for the future development of the company's goods, price sales, communication, and meeting the needs of consumers through free competitive exchange.

It is worth noting that the scientists of the prestigious American Marketing Association, active in the field of marketing, defined it as: Marketing strategy is an indirect or direct statement that indicates the direction of achieving company goals for a brand or product line. In addition, the marketing strategy is formed from a number of strategies depending on its definition. One of them is the company's growth strategy [2].

According to Sh.J.Ergashkhodjaeva, one of the famous Uzbek scientists, marketing strategy is the process of analysis of enterprise opportunities, selection of goals, development of plans, implementation of marketing measures and control of their realization [3].

RESULTS AND DISCUSSION

Currently, any strategy can be seen as innovative for industrial enterprises that are developing a strategy for the first time, which indicates a new way for the organization to adapt to the external environment. The organization's strategy aimed at achieving innovative goals is also interpreted as an innovative process. It is possible to determine the extent to which the strategies are new by comparing the comparative study of different strategic plans and the evaluation of their individual components.

Currently, the process of studying the internal and external environment of industrial enterprises serves as a basis for completing the

SWOT analysis matrix [4]. In the process of filling out the matrix, pairs of combinations are formed that direct the researcher to develop a strategy for using the company's strengths to benefit from the opportunities that have arisen in the external environment.

In the life cycle of the enterprise, it is necessary to eliminate the activities that are at the level of decline and direct the free funds to the development of new products. In order to reduce the impact of new competitors, the enterprise should focus on new reliable partners and investors and on improving service standards.

Table 1

SWOT analysis of the enterprise

Strengths	Weaknesses
<ul style="list-style-type: none"> • good knowledge of the market; • having a material and technical base; • adequacy of specialists; • many years of experience; • location environment; • provide various services to its employees; 	<ul style="list-style-type: none"> • the activity has a short working season; • not working at full capacity; • Weak marketing activities.
Opportunities	Threats

<ul style="list-style-type: none"> • expansion of activities; • extensive experience; • launching new product production; • development of marketing research; • increase production capacity. 	<ul style="list-style-type: none"> • change of weather; • number of competitors and increasing; • general economic situation; • failure to fulfill the terms of the contract.
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The information in the above table shows the strengths and weaknesses of this enterprise, as well as opportunities and threats.

Main strategy: To gain a strong position in the market by providing consumers with industrial products of higher quality than those of competitors.

Table 2.

Composition of economic mechanism of marketing strategy of enterprise

No	Composition of marketing strategies	Features of implementation of marketing strategies
1.	Strategy of integration with consumers	1. Expansion of regular customer base: <ul style="list-style-type: none"> • Development of a discount system; 2. Expansion of the network of intermediaries: <ul style="list-style-type: none"> • Improving the quality of service; • Bonus program.
2.	A rapid growth strategy for a highly competitive business in a rapidly growing market	1. Establishment of an advertising company: <ul style="list-style-type: none"> • Advertising on television, abroad; • Advertising in central publications; • Advertising in the regional press; 2. Price reduction (discounting): <ul style="list-style-type: none"> • Lowering product prices (discounting); Making direct contracts with partners and investors.
3.	An industry	1. Price reduction (discounting):

	differentiation strategy that does not have good competitive positions, but works in promising markets	<ul style="list-style-type: none"> • Lowering product prices (discounting); • Making direct contracts with partners and investors; 2. Organization of advertising types: <ul style="list-style-type: none"> • Improving product distribution channels.
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CONCLUSION

Today, we can define as an important factor that enterprises choose the right strategic path based on their capabilities. The company has the opportunity to achieve higher profits by repeatedly modernizing itself without falling behind its competitors and modern production structure.

In conclusion, it can be said that the full use of the company's marketing strategies can open the way to the formation of demand for the company's goods, the acceleration of the production mechanism, the development of the elements of the marketing complex, the stabilization of sales processes, the increase in the scope of consumers, and the introduction of specific incentive measures for the consumer. Therefore, by developing and choosing a marketing strategy, it is intended to attract more existing and potential consumers.

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