



Analysis of the possibilities of developing marketing strategies at enterprises of the automobile industry

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ABSTRACT

The article discusses the need to develop a marketing strategy for the automobile industry of the Republic of Uzbekistan, proposes a model of marketing strategy, as well as a standard model for determining the regression weight coefficient. Key words: strategy, marketing strategy, marketing strategy development models, marketing strategy structure, regression weight coefficients.

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INTRODUCTION

The developing automobile industry of Uzbekistan belongs to the group of industries called upon to play an extremely responsible role in the implementation of deep structural transformations in economic reform. The adopted Development Strategy of the New Uzbekistan for 2022-2026 provides for "Continuation of the implementation of industrial policy aimed at ensuring the stability of the national economy, increasing the share of industry in the gross domestic product and increasing the volume of industrial production by 1.4 times.

Many countries provide their automotive industry with a set of measures to protect the domestic market, introducing high customs duties on imported cars, providing domestic car manufacturers with the most favored nation treatment, which, until recently, included Uzbekistan. However, the outbreak of the COVID-19 Pandemic, and then various economic crises that occurred in the global economy, sharply

affected the pace of development of this industry. The total value of the final products of the global automotive industry at the beginning of 2022 was Uzbekistan, where the automotive industry was formed in 1994, still occupies a modest place. In this regard, it is necessary to develop a marketing strategy that involves a comprehensive analysis of the marketing tools used in the development of this important industry for the republic. According to world data, Uzbekistan before the Pandemic (2020) ranked 26th in car production with an annual production volume of 280 thousand cars. The world's automotive industry is the most monopolized sector of the world industry. In total, 10 leading automobile companies: Toyota motors, Volkswagen Group, General Motors, Renault Nissan Alliance, Hyundai Motor Group, Ford Motor, Fiat-Chrysler, Honda Motor, PSA Peugeot-Citroen, Suzuki account for about 80% of world production, which has led to intense competition in the world market. Given these aspects, as well as others that sometimes appear unexpectedly, such as the

Pandemic, various crises, sanctions, etc., the problem of improving the marketing strategy for the development of the automobile industry of the Republic of Uzbekistan is relevant in scientific, theoretical and practical terms. Scientific research has shown that strategy, being a process aimed at using the actual potential of an enterprise and its development, is studied as an influence on changes in the external environment. Marketing strategies are different, depending on the internal marketing environment of the enterprise and its composition. Including strategies: increasing the efficient use of products, technology and services; application of new methods of scientific and technical achievements in production; marketing and production; application of effective sales methods based on the use of new or traditional resources. Marketing strategy is a set of relationships in the process of developing and implementing a set of effective methods and means for market and production coverage, aimed at increasing the position of the enterprise in the market. The degree of application of the marketing strategy in many cases is determined by market segmentation and effective placement of products in the market. Studying and forecasting demand for new products, taking into account the customer's attitude to the product, is an important component of developing a marketing strategy.

The use of marketing strategies such as direct marketing, guerrilla marketing (guerrilla), macro marketing, megamarketing, green marketing and internal marketing, which are marketing technologies that currently dominate as a result of earlier market entry, were considered as important areas not only in achieving competitive advantages of companies, but also in ensuring the socio-economic development of countries.

Approaches to the study of theories of marketing strategies and the classification of types of marketing strategies in the automotive industry allow us to determine the features of their use in automobile manufacturing enterprises in Uzbekistan and develop appropriate measures.

Analysis of the main methodological approaches to the formation of marketing strategies of industrial enterprises in foreign countries indicates that an important aspect is not the relationships that arise in the process of developing and implementing a marketing strategy, but adaptation to the processes associated with market development.

The main objectives of developing the results of the study of empirical research conducted on marketing strategies are aimed at improving the

effectiveness of marketing activities of automobile industry enterprises, increasing sales and ensuring a competitive advantage. Also, the competitive advantage of marketing strategies in the enterprise, dependence on the direction of competitors and consumers, the focus of strategies and the state of business, and marketing opportunities are taken as a basis. In Uzbekistan, the factors that most strongly influence the development of marketing strategies and their implementation are - participation in the value chain at enterprises of the automobile industry = 0.97). According to the collected data, it is possible to determine as the most important factors in increasing the level of development of marketing strategies at enterprises - the scale of use of marketing services, as well as the scope of internal and external marketing. As of our republic for the current year, all measures to form a competitive environment have determined the presence of an inverse relationship with the development of marketing strategies, and determine the need to implement actions based on market principles aimed at forming a competitive environment, as well as organizing the orientation of marketing to the consumer.

Active participation of automobile industry enterprises in the value chain, measures to expand the scale of external and internal relationships in the field of marketing, opening of trading houses in foreign markets and other similar events contribute to greater stimulation of the development of marketing strategies aimed at international markets and ultimately lead to an increase in the economic efficiency of these enterprises.

Here it is worth noting the research that is being conducted at our Marketing Department of TSUE under the supervision of prof. Akramova T.A., dedicated to conducting marketing research in the field of the automobile industry of the Republic of Uzbekistan [4]. These and other studies allowed us to develop a marketing strategy for the automobile industry for our republic.

CONCLUSION

In our opinion, the structure of the marketing strategy should consist of three parts: tasks of competitiveness in the market; marketing opportunities; tasks in the field of automobile production. This allowed us to define marketing strategies of various directions, including:

- intensive growth strategy - increasing productivity indicators due to the full use of production potential;

- diversification strategy - increasing sources of income;
- focusing strategy - choosing a priority segment when developing international markets;
- mix marketing, value chain, customer relationships.

The tasks of automobile industry enterprises are defined based on these strategies and the exact areas of activity are indicated. Before determining the effectiveness of marketing activities of automobile industry enterprises, it is necessary to understand the dependence of this activity on the tasks set before the enterprise and personnel, material and technical resources, information and organizational resources.

The implementation of the plan for the development of marketing strategies of JSC "UzAvto" should lead, as we see it, to the following results: increased exports, expanded localization, effective satisfaction of domestic market needs, sales growth, creation of an ecological environment, increased market share, increased enterprise profits, and an increase in the number of loyal customers.

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