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STRATEGIES FOR ACHIEVING COMPETITIVE ADVANTAGE IN ENTERPRISE MARKETING MANAGEMENT

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ABSTRACT

It is known that the development of market relations in any society, the growth of the well-being of the population, all aspects of the management system are deeply structurally reformed, and such reforms affect all sectors of the economy: industries, corporations, associations and enterprises based on them. lay the principles of management. We know that a manufacturing company is always faced with different types of problems, and is looking for answers to the following questions: how and how many products to produce, who will be the potential consumer of the product, what price level to set, how to sell from the point of view of consumer demand, competition issues.

KEYWORDS: *Marketing, Marketing Management, Strategic Management, Consumer Market, Enterprise Activity, Manufacturing Enterprise, Competition, Marketing Strategy, Market Segment, Strategic Planning, Efficiency, Standard Of Living.*

I. INTRODUCTION

We know that today, at least, it is impossible to find a company that is not familiar with marketing management. In most enterprises in the country, marketing is not considered as the main business process of the entire enterprise strategy. In the past, from the point of view of company leaders, the main task of marketing services remained to promote and advertise products on the market. However, contrary to their opinion, marketing does not start where production ends. The tasks of enterprises include determining the nature and volume of production, as well as ways of efficient use of production capacity and engineering capabilities of the enterprise, taking into account trade prospects. Any modern marketing is closely related to the production activities of the enterprise, which are designed to produce a product at the level of

demand or to bring all the resources of the enterprise in line with market requirements and opportunities for obtaining benefits. Particularly in today's fast-paced world, creating a marketing management strategy is becoming more and more important for all businesses.

The development and management of a marketing management strategy in an enterprise is a complex process that requires appropriate labor, material and financial costs. Marketing management is systemic in nature, and abandoning at least one of its elements is sometimes useless. Removing the components of a marketing management strategy is considered the biggest mistake in managing a marketing strategy in industrial enterprises. The transition from a "sellers' market" to a "consumer market" in an innovative environment requires the development of new development strategies. Consumer advertisers and consumers today are expanding their connections through new dynamic media called social media. Consequently, this is the newest stage of development in the field of communication with consumers.

Consideration of marketing management as one of the interconnected business processes of an enterprise, the use of a situational process approach and the use of balanced system management methods to achieve the goal of a business process allows you to increase the efficiency of marketing management.

Marketing management and strategic planning of enterprises is one of the most important tasks, not only scientific, but also practical.

II. LITERATURE REVIEW

Marketing was created and serves to organize and manage the supply of manufactured goods to consumers at the right time, in quantity and quality, as well as to sell them with high efficiency and profit. Economists say the use of marketing services brings great benefits to society, consumers, manufacturers and the marketing agencies themselves. F. Kotler in "Fundamentals of Marketing" as follows. "Marketing is a form of human activity aimed at satisfying needs and desires through exchange" [1].

Marketing management is an internal enterprise management system aimed at studying and taking into account the needs of consumers, the requirements of which ensure the fulfillment of certain technical and economic indicators, aimed at producing competitive products in a given volume, that is, to obtain the highest income and a strong position in the market. [2]

J.J. According to Lamben's definition. "Marketing is a philosophy of entrepreneurship in the market and at the same time an active process that can be divided into three main aspects: active, analytical and ideological" [3]. In practice, activism is understood as operational marketing focused on open trading markets that have a short planning period and are already occupied. The main goal of strategic marketing is to implement the sales plan and maximize sales revenue for consumers in a competitive environment.

Strategic marketing is an effective part of marketing, which means a certain set of actions aimed at achieving the set goals. However, in practice, in most cases, only individual components are implemented, which leads to deviations from real performance.

The effectiveness of strategic marketing is confirmed by a detailed analytical strategic plan. F. Kotler considered strategic marketing to be the basis of the needs of society. Therefore, his task was, first of all, "to study and analyze the variability of the parameters of the target market or

segment, as well as potential consumers." [4] Effective strategic marketing allows an enterprise to use the economic opportunities created with its resources to ensure further growth and development in the future.

The two components of strategic and operational marketing complement each other. If the former gives a forecast of demand in the consumer market, the latter sets a goal to gain market share on its basis and develops a marketing budget. The larger the business, the higher the profitability.

World experience shows that the development of a marketing strategy is possible only with a more accurate study of the consumer market and its effective implementation - price regulation, competition, product policy. BC. Based on the observations of foreign researchers such as Cooper, Boose, Allen, Nerver and Slater et al. [7], [8], [9]

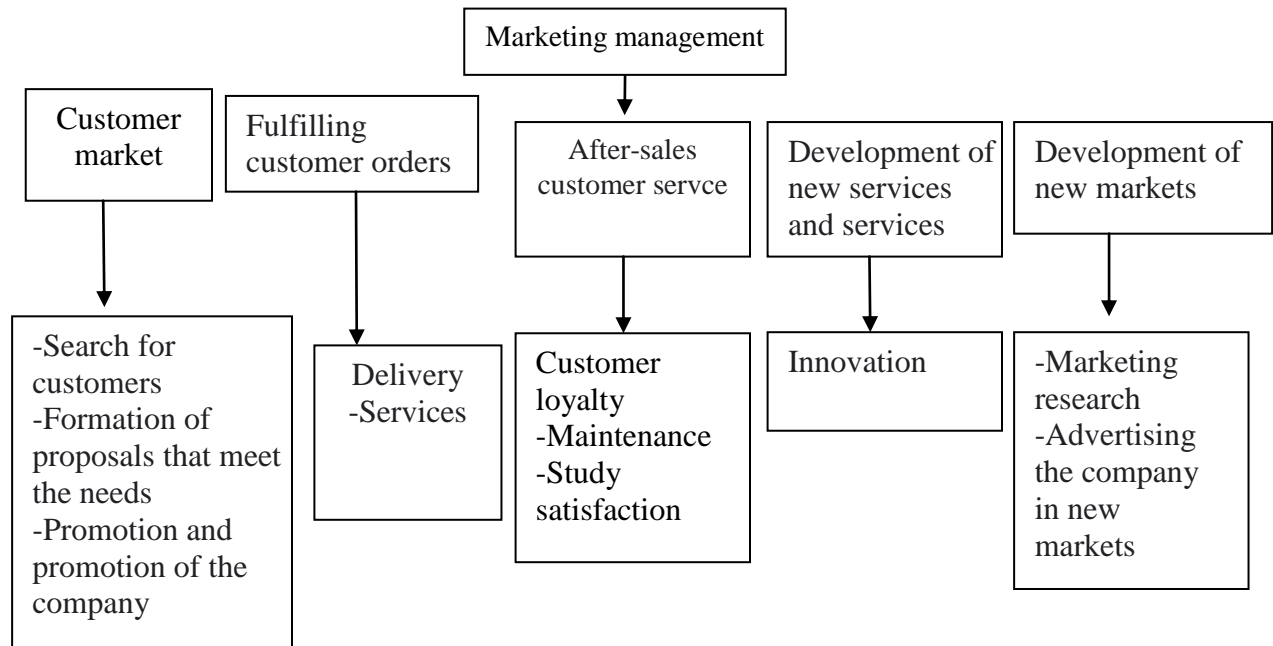
In practice, marketing strategies are used only with elements of operational marketing, which means they do not correspond to the marketing concept, which implies the creation of a high-quality product in order to promote the product to the market and make a profit. Ismagilova B.S. By definition, marketing can occur when there are several components of the direction of the consumer market:

- Customer orientation both now and in the future;
- Referral to intermediaries and consideration of their requirements;
- Competitive orientation and assessment of competitive opportunities;
- Coordination of the work of all divisions of the enterprise;
- Environmental analysis.

In addition, strategic marketing is "the process by which a market-oriented enterprise pursues a policy of creating products and services that deliver products that outperform competitors' products compared to consumers, while achieving high performance in the consumer market." By definition, the basic concepts necessary for making a management decision can be used: customer need, competitive advantage and profitability indicators. In practice, these elements are interrelated and mean the development of effective marketing technologies that are carried out in conjunction with the external, internal environment of the enterprise. When choosing a marketing strategy, you can use different approaches.

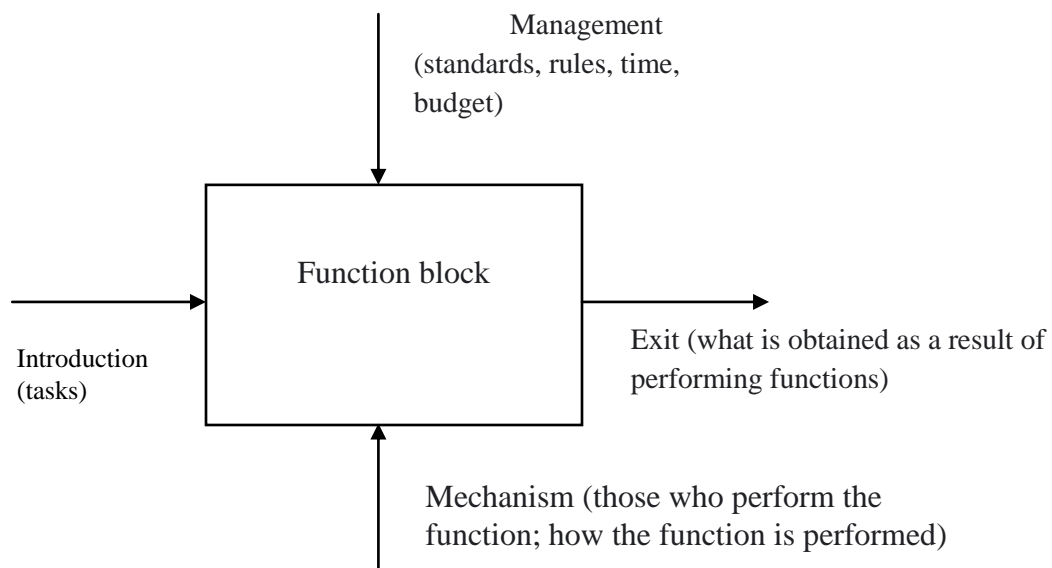
Pinkov A.P. When analyzing the approach based on the construction of two-dimensional matrices, each sector cited the descriptive elements, which are available in a number of literature sources corresponding to a particular strategy [10], [11].

Figure 1. Marketing management of the company descriptive elements [10], [11].



Market In the current market, a product is like a competitive product. Development of an old new market New areas of product use have been identified, demand has grown Development of new old products with the implementation of innovation policy Refresh and expand new new diversification range The Ansoff matrix offers four strategies depending on the type of product and market (Table 1). The choice of strategy depends on the company's ability to update its assortment and on the level of market saturation. Strategies for increasing the competitiveness of an enterprise are considered in the (FSA) block diagram.

Figure 2. Marketing planning system in the enterprise (FSA) block diagram



Strategic advantage of the target sales market Kang Low cost product differentiation Narrow focus strategy Focus on cost reduction Focus on product differentiation The purpose of marketing, its strategy largely depends on the state of consumer demand. F. Kotler identifies eight requirements that correspond to specific marketing strategies (table 3).

TABLE 3 DEMAND AND MARKETING STRATEGIES. [12]

Demand Status	Marketing Strategy	Marketing activity
Negative	Conversion marketing is aimed at giving consumers a positive attitude towards the product	Analyze the causes of rejection, find ways to eliminate it
NO	Promotional marketing	Measures aimed at forming interest in the product, informing consumers about the needs of the product
Potential demand	Emerging marketing that makes demand a reality	Assess the value of potential demand, explore opportunities to deliver a product that can meet the needs of customers.
Declining demand	Recovery marketing	Search for new markets, change approaches in offering goods, strengthen competitive positions in the market
Unstable Demand	Synchromarketing allows you to balance supply and demand	Carrying out marketing activities to stimulate sales, adapting production to seasonal changes in demand
Exactly Demand	Supportive marketing	Measures to meet the needs and requirements of buyers
Excessive Demand	Demarketing	Increase prices, reduce service quality, advertising and more.
Irrational demand	Counter-marketing	Measures aimed at creating a negative attitude towards a product or focusing on another product

Evolving marketing that makes demand a reality. Assess the value of potential demand, explore the possibilities for creating a product that can meet the needs of customers. Decrease in demand Recovery marketing Search for new markets, change in approaches to the supply of goods, strengthening of competitive positions in the market Unstable demand Synchromarketing allows you to balance supply and demand Carry out marketing activities to stimulate trade, adapt

production to seasonal changes in demand Exactly Require Supportive Marketing Measures to Meet the Needs and Requirements of Buyers Surplus Demarketing on demand Increase in prices, decrease in quality of service, advertising and so on. Marketing measures to counter irrational demand, aimed at creating a negative attitude towards a product or focusing attention on another product. The choice of a marketing strategy should be based primarily on the goals that the company wants to achieve. The main goal is to benefit from the final consumption of each amount of money in the long term and to take a leading position in the market, improve the quality of the product and ultimately achieve the same goal. Many foreign economists have conducted research on the problems of improving the organization and management of marketing strategies in enterprises. Also, scientists of the republic carried out scientific work, scientific research. In their textbooks and teaching aids K. Abdurakhmanov, M. Boltabaev, Z. Adilova, A. Fattakhov, Sh. Ergashkhodzhaeva, E. Nabiev, [13] F. Nazarova, [14] D. Rakhimov, [15] D. Jalalova [16], [17] management needs improvement.

III. THE MAIN RESULTS AND FINDINGS

There are many potential ways for a website developer to make a living. Choosing specific areas of transformation, they determine the impact on the implementation of targeted programs, the economic efficiency and reliability of the marketing system, its competitiveness, the stable position of the enterprise and its products in the market, as well as the position of the company in the market. specific environment. Summarizing the best practices, opinions of foreign and Uzbek scientists will help determine the key areas for improving the effectiveness of marketing. [18] We evaluated the directions and methods of increasing the marketing efficiency of enterprises. Ways to improve marketing efficiency were assessed on a 10-point scale (Table 4).

TABLE 4 INCREASING THE EFFECTIVENESS OF MARKETING IN ENTERPRISES METHODS AND DIRECTIONS OF ITS ASSESSMENT (POINTS) [EIGHTEEN]

Ways to increase efficiency	Leaders		Deputy Head of Commerce	Key experts	Marketers
	Service departments	Business departments			
Improving the organizational mechanism	6,8	6,0	7,0	7,0	7,8
Level of readiness:					
Leader	9,2	9,0	9,3	9,3	9,4
Marketers	9,1	9,1	9,3	9,1	9,6
Rationalization of functional organization	7,8	7,1	8,1	8,2	9,1
Improvements in the following areas:					
market research	6,9	6,1	8,0	7,2	8,9
product sales	7,6	6,9	7,8	7,1	7,7
marketing management	7,2	6,7	8,9	7,8	9,1
Realization of the human factor	8,3	7,3	8,1	7,6	9,3
Innovation and	5,3	5,0	6,3	6,1	7,7

computerization					
Use of scientific technology of marketing process	5,4	4,8	6,2	5,9	8,2
Improving trade and competition	7,8	6,8	7,8	7,3	8,9
Implementation of information support	5,1	4,8	6,7	6,4	7,9

According to the head of the enterprise, deputy for commercial issues and marketing specialist in the main areas of improving the quality and effectiveness of marketing: improving the organizational mechanism (7.1-7.9 points), organizing functional marketing (9) (1-9.4), introducing human factor both in the marketing management strategy and in the relationship between the consumer and the manufacturer (8.1-9.3 points). Other respondents rated areas such as the application of marketing processes in science technology (5.9-8.2 points), updating and computerizing marketing strategies (5.3-7.7 points), and research. Market (6.1-8.9 points). It should be noted that marketers have noted that the highest scores of these factors are more deeply involved in these issues.

Summarizing the results of the study, we can highlight the most important areas and ways to improve the efficiency of marketing at the enterprise:

1. Create a unified, flexible and dynamic marketing system.
2. Rationalization of the marketing functional organization.
3. Improving the organizational mechanism of marketing.
4. Improvement of personnel policy and work with personnel.

Let's analyze these areas. Build a holistic, flexible marketing system that can and adapt to customer demands, market changes, marketing innovation, smart services and international business. The system provides a high scientific and technical level of functional and auxiliary subsystems that form consistency and its integrity. It is recommended to create a marketing service at the enterprise, which is the main structural and functional link of marketing management and provides interaction between management and the production sector. When a marketing system is scientifically organized and programmed, it will not only be reliable and economical, but also self-organizing and self-managing.

It is important to formulate your strategy in the system of directions for improving marketing management. Modern large enterprises are complex socio-economic and production-technological systems operating in a constantly changing external competitive environment.

If this is not only a source of environmental threat, but also opens up new opportunities for increasing the overall resilience of the enterprise, it must have a clear global marketing management strategy, a general direction of action and all types of technology products and services. Production defines a set of local strategies to improve relative marketing management.

The article gives a definition of the concept of "marketing management strategy" and proposes a model for managing an enterprise marketing management strategy, which includes four blocks: formulation of the mission and goals, general strategic analysis, strategy development, strategy implementation (Figure 1).



Figure 1. Model of a marketing management strategy [19]

Based on the methodological rules outlined in the article, it is formed from the most important model for developing an enterprise marketing management strategy.

Improving marketing management at enterprises, increasing their competitiveness, the market for technological products and its scientific approach to organizing production and sales, internal marketing as a means of influencing the creative potential of professionals in increasing the competitiveness of an enterprise. In particular, it was noted that the problems in the field of industrial enterprises in modern market conditions determine the need to develop a new scientific approach to organizing this type of activity based on the integration of the principles of state regulation, management and marketing.

The main feature of the proposed approach is that it seeks to combine not a collection of traditional and complementary principles, but their combination, taking into account the development trends of the theory and practice of management and marketing.

IV. CONCLUSIONS AND RECOMMENDATIONS

In the context of innovative renewal in the country, modern marketing is closely related to the production activities of an enterprise, which has a number of products related to the market, products, market segments, sellers and buyers and their relationships in various fields. has its own characteristics. Analysis of various directions and elements of marketing management of

enterprises allows us to identify key areas related to the orientation of the enterprise to target market segments, the development of product promotion systems, as well as the development and creation of new types of products. Marketing is not about cutting simple costs. Practice shows that it is not enough to simply single out and classify marketing costs, it is necessary to justify cost items for organizing and managing marketing, as well as to develop a methodology for calculating the value of the results of an enterprise's marketing management strategy.

The results of the marketing management strategy at enterprises should be based on a balanced scorecard formed on the basis of management accounting indicators. Analysis of various methods for assessing the effectiveness of marketing management showed that the main disadvantage of many of them is the subjectivity of the assessment.

Consequently, there is a need to develop such a technology for enterprise marketing management, which would take into account all the interrelationships between the components of marketing management, based on effective methods for solving real marketing problems and allow planning marketing activities. It is based on the fact that the reforms carried out in our country lead to the formation of an innovative economy for the integration of our economy into the world community and the construction in modern Uzbekistan of modern enterprises equipped with the most advanced technologies.

The main issue is to organize the sale of goods on the basis of marketing technologies and increase the volume of services both domestically and in foreign markets. In modern conditions, the implementation of these tasks, that is, the development of the economy, depends more on how to conduct marketing activities. Today, the focus is on modern and unique marketing management in enterprises that are essential to the country's economic growth.

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