

THEORETICAL ISSUES OF ORGANIZATION OF MARKETING ACTIVITIES IN ENTERPRISES

Umidova Fotima Iskandarbekovna*

*Doctoral Student,
Tashkent State University of Economics,
UZBEKISTAN

DOI: **10.5958/2249-7137.2021.02459.9**

ABSTRACT

The article discusses the theoretical issues of organizing marketing activities in enterprises. Organizational structures of marketing activities, views on their application in local enterprises in Uzbekistan have been previously asked. Deep structural changes in the economy of Uzbekistan, deep processing of local raw materials, industrialization of agriculture, and development of exports of local products are considered as priorities of economic reforms. As a result, the volume and range of import-substituting goods are expanding. Commodity markets are saturated and there are problems with the sale of goods in manufacturing enterprises.

KEYWORDS: *Marketing Activities, Marketing Services, Marketing Management, Marketing Research, Market Share, Market Potential, Marketing Activities Functional, Product-Oriented, Customer And Regional-Oriented Organizational Structures.*

INTRODUCTION

Deep structural changes in the economy of Uzbekistan, deep processing of local raw materials, industrialization of agriculture, development of exports of local products are considered as priorities of economic reforms. As a result, the volume and range of import-substituting goods are expanding. Commodity markets are saturated and there are problems with the sale of goods in manufacturing enterprises.

This, in turn, raises the issue of organizing marketing activities in local enterprises. Research on the organization of marketing activities, improving the efficiency of marketing management in enterprises is becoming more urgent.

Analysis of the Literature On The Subject

Extensive research on the mechanism of organization of marketing activities has been conducted in the marketing literature. Leading marketing scholars Philip Kotler and Kevin Lane Keller researched on ways to organize marketing activities and organizational forms of marketing services [1], as well as world-renowned marketing experts Jean-Jacques Lambin [2], H. Igor Ansoff [3], Michael E. Porter [4] and others, have researched on ways to organize marketing activities in companies.

The issues of organization of marketing activities are of special importance in the scientific research of Russian scientists. In particular, Berdiyev T.A. [5], Deepak. R.K. [6], T.G. Butova, A.A. Kazakov, A.N. Jiratkova [8], Ergashkhodjaeva Sh.J. [9] researched the organization of marketing activities in enterprises.

In recent years, the scientific work of our local scientists on marketing is also commendable. In particular, Ergashkhodjaeva Sh.J., Qosimova M.S., Yusupov M.A. [9,10] researched on the organization of marketing activities in enterprises, marketing management.

RESEARCH METHODOLOGY

The status and quality of an enterprise's marketing activities are directly related to how the marketing service is organized and how effective it is. Almost all large and medium-sized enterprises in the world have an independent marketing service, since in large companies it is managed by the vice president of marketing. In small businesses, marketing is done by economic service professionals.

The head of the marketing service and his staff can find profitable markets, analyze the market situation, prepare recommendations for new products, determine market prospects, develop marketing strategies, tactics and programs, develop basic requirements for the product, its range and price. be able to determine sales policies and monitor their implementation.

There are several organizational structures in the world experience of organizing marketing activities in enterprises. The most important is functional, product-oriented, customer-oriented and regional-oriented organizational structures of marketing activities.

In researching on the organization of marketing activities in enterprises, attempts were made to reveal the problem using methods such as monographic observations, scientific observation, abstract-logical thinking, analysis, synthesis.

ANALYSIS AND RESULTS

In today's highly competitive environment, marketing is becoming increasingly important in the business of any enterprise. Regardless of the direction and scope of activities, enterprises pay special attention to the organization of marketing activities. Deep structural changes in the economy, market saturation, intensification of competition between goods, changes in consumer needs, rising living standards require the organization of special marketing services.

Engineers and technicians are the main links in the organizational structure of the governing bodies of the enterprise, which pursues a policy of production priority. In a marketing approach, the key decision-maker is the marketing staff. The management of large foreign companies has separate marketing departments and sales management departments, which have more employees than other departments.

One of the main tasks of marketing is to organize and launch the production and sale of competitive products that are guaranteed high quality and meet customer demand. For a product to be considered high quality in a marketing approach, it must meet international technical standards in terms of quality as well as the needs of a particular market segment. Therefore, one of the central tasks of the marketing service is quality management.

Since the 70s, complex systems of quality management in various enterprises of our national economy have begun to develop. But they were mainly based on the creation of various technical standards and control over the production of standard products. However, such systems did not ensure the high quality of the goods because the future demands and needs of the consumers were not taken into account. In the face of a constant shortage of goods, there was also no time to think about future demand and needs.

As the functional set of manufactured products varies depending on the solvency of demand and the lifestyle of each category of buyers, marketing professionals and brand managers need to consider the capabilities of any potential consumer. Therefore, when entering the market, it is necessary to offer a tool to solve the problem of the buyer, not the product. This is the essence of key marketing activities in brand development.

Marketing activities are multifaceted and consist of the following elements:

- Study of market potential;
- Identification of market characteristics;
- Market share analysis;
- Product sales analysis;
- Forecasting short and long term marketing activities;
- Research of competitors' products;
- Assessment of market opportunities for new products;
- Study of the business cycle;
- Price study;
- testing of new products;
- formation of sales plans by regions and territories;
- improvement of information support (system);
- foreign market research;
- Research of trade channels;
- Study of advertising effectiveness;
- Study of advertising media.

The listed elements of marketing activities also have specific components that need to be studied and analyzed.

Marketing professionals need to study and coordinate market attitudes to direct business activities to consumers. The organization of production of competitive products in domestic and foreign markets determines the need for continuous analysis of marketing activities and their components based on "product-market" profile analysis.

Marketing activities are summarized in four main stages.

- 1) Analysis of market opportunities.
- 2) Develop marketing strategies.
- 3) Forming a marketing program.
- 4) Control and coordination of marketing activities.

Companies have appropriate services to successfully carry out all the complex work of marketing management, which are usually managed by the vice presidents of these companies. The structure of such services is formed depending on the direction of marketing. On this basis, we can distinguish four main options for the organization of marketing: function-oriented, product-oriented, customer-oriented and regional-oriented.

Today, special attention is paid to marketing activities at several enterprises producing garments and knitwear in Uzbekistan. Marketing activities are organized in almost all enterprises. Research shows that the activities of the established marketing department mainly correspond to the functional structure of the marketing service. Marketing activities are carried out during the distribution of marketing functions to marketing staff.

A functional organizational structure is the most common form of organizing marketing activities because it is the first structure studied and developed. The functional organizational structure provides for the division of responsibilities in procurement, sales, relocation, distribution and other areas. Specialists in various marketing functions report to the supervisor who regulates their activities (Figure 1). This structure requires the solution of typical managerial tasks to produce a relatively limited range of goods, operating in stable external conditions and ensuring its operation.

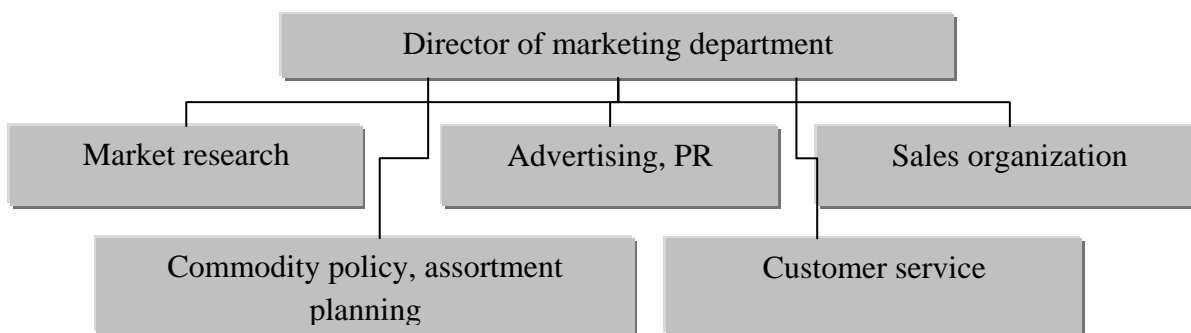


Figure 1. Functional structure of marketing activities

Commodity production organization (Figure 2) does not replace functional organization but complements it with another stage of management. The advantages of the product organizational structure are that it allows firms to better adapt to market requirements for each product and to produce goods with different production technologies, short life cycles, high innovation requirements.

Commodity organization is used by firms with a wide range of goods. Commodity organization of marketing services is especially common in the practice of foreign firms.

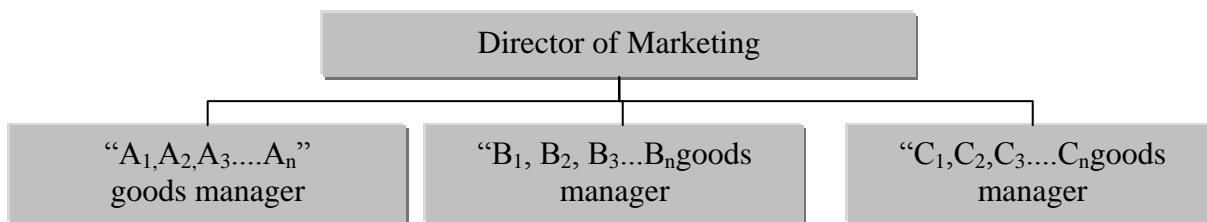


Figure 2. Commodity structure of marketing activities

Given the breadth and depth of the range of sewing and knitting products, it is advisable to organize marketing activities for the production of goods. This is because the effectiveness of marketing activities depends on exactly how marketing activities are organized and the level of marketing impact.

In the activities of textile enterprises, marketing is not limited to the process of selling products or services, but also combines a number of concepts and ensures its full implementation. These are, first, to identify the basic needs of consumers through marketing research tools; second, to create products that meet these needs; third, delivery of these products to consumers using marketing elements (price formation, advertising, sales promotion, etc.); fourth, direct sales of products to consumers through delivery (sales) networks. In this sense, marketing activity involves the conduct of marketing research, on this basis, the development of marketing strategies, programs of marketing activities. This requires the effective use of marketing analysis methods.

The process of organizing marketing in the enterprise itself is usually divided into several stages:

1. The stage of diagnosis of the enterprise (analysis of the potential of the enterprise, information about the internal and external environment and existing problems, the development of hypotheses about the organization of marketing).
2. Analysis stage (analysis of market conditions, competitors' behavior, product supply and demand development prospects).
3. Organizational stage (development of the Regulation on marketing services of the enterprise, development of measures for staffing of marketing services, development of the marketing concept of the enterprise).
4. Methodological stage (creation of marketing information system; development of specific methods of implementation of the product, price, distribution, advertising policies).
5. Implementation phase (substantiation of goals, strategies, activities and marketing costs, formation of a marketing control system, development and approval of documents coordinating marketing activities in the enterprise).
6. Training stage (training of marketing service specialists, management staff in marketing, internships).

The staff of the marketing service can have the following levels: strategic level of management (deputy general director for marketing, marketing director), intermediate level of management (product manager; market, region, region manager; sales, distribution channel manager; with consumers; performance manager; advertising manager; public relations manager), operational-executive (sales agent, representative, promoter, advertising agent, marketing manager assistant, salesperson), technician (training manager, marketing supervisor), assistant (marketing research manager, marketing economist-analyst, interviewer, specialist in computer processing of information).

The highest strategic level of marketing management is carried out by the direct management of the marketing department of the enterprise.

The middle level of marketing management consists of managers in various fields, who perform the function of marketing plan development, forecasting of goods and sales, conducting advertising campaigns, collecting and analyzing market information, marketing products, etc.

The technical level of marketing management in the enterprise trains employees in the methods of marketing activities, as well as oversees the conduct of marketing activities (over marketing costs, sales plans of goods, etc.).

The auxiliary stage conducts marketing research and organizes internal audits of marketing (market share, profit, profitability in terms of assortment and target markets, analysis of consumer attitudes to the enterprise product, etc.).

In recent years, a lot of work has been done in the country to develop a mechanism for conducting marketing research to study the supply and demand for goods produced in our country. This indicates that in our country, too, the era of marketing has become the main tool of the economic system in accordance with the rules of the market.

Here it is necessary to follow the following basic principles of marketing:

1. Carefully study the dynamics of the state of demand and market conditions when making decisions on consumer needs. Adherence to this principle implies a good knowledge of the market situation in terms of current demand and expected demand, the activities of competitors in the market, the behavior of customers in the market and their relationship to the product of the enterprise. The main task of marketing here is to understand what customers want.

2. Creating conditions to ensure the maximum compliance of production with the demand structure and market demand.

The modern concept of marketing includes knowledge related to the entire activity of the enterprise (production, scientific and technical, sales, etc.) related to consumer demand and its future change. Marketing refers to the processes of creating, producing, and selling goods that are in demand by consumers. Marketing service plays an important role in determining the production, scientific, technical, financial policy of the enterprise. Here, based on the analysis of the state of demand and the level of growth, it is concluded whether there is a need to produce this or that product.

3. Informing the main consumers about the goods of this enterprise and influencing their purchase of the goods of this enterprise through advertising and other permitted means.

I have created and produced a new product, and business leaders who think that the goods I have created and produced will find their way to the market on their own are refreshed. Of course, one of the main tasks of many enterprises is to produce new products that are effective. However, the successful marketing of these goods is also an important task.

CONCLUSION

A marketing organization is a set of all material, financial, regulatory and other resources necessary for the implementation of marketing activities, which in the process of its implementation is aimed at one goal, organizing and coordinating the activities of all employees.

The expansion of the range of goods of enterprises engaged in the production of garments and knitwear in Uzbekistan, the growth of exports, the growth of market coverage show that

marketing activities are not limited to the functional organizational structure. The effectiveness of marketing activities also depends on the organizational structure of the marketing service.

When organizing marketing in enterprises of Uzbekistan, including sewing and knitting enterprises, it is expedient to pay attention to the following:

- formation of organizational structures for the organization of marketing activities depending on the scope of activities of the enterprise, production volume, product range, structure of sales channels, market coverage;
- it is necessary to organize regional marketing services in enterprises directly engaged in exports;
- establish cooperation with higher education institutions that train highly educated marketing specialists;
- pay special attention to the organization of marketing services in the marketing activities of enterprises.

REFERENCES

1. Kotler P. Kevin Lane Keller-Marketing Management. Prentice Hall. Singapore (2005).
2. Lambin JJ, Schuiling I. Market-driven management: Strategic and operational marketing. Macmillan International Higher Education. 2012.
3. Rustam J. Effective Use of Marketing Functions in Trade. International Journal on Integrated Education. 2020;3(10):334251.
4. Porter ME. Competitive Strategy: Techniques for Analyzing Industries and Competitors. Hardcover, 1998. 432 p.
5. Berdiyurov TA. Ways of Using Innovative Marketing Technologies in the Passenger Transport System. Asian Journal of Technology & Management Research (AJTMR). 2019;(2):18-22.
6. Deepak RKA, Jeyakumar S. Marketing management. Educreation Publishing. 2019.
7. Cant MC, Strydom JW, Jooste CJ, du Plessis PJ. (Eds.). Marketing management. Jutaand Company Ltd. 2009.
8. Butova TG, Kazakov AA, Zhiratkova AN. Marketing management. Moscow, Prospect. 2015.
9. Ergashkhodjaeva ShJ., Qosimova MS, Yusupov MA. Marketing Textbook. T.TDIU, 2011. 202 p.
10. Ergashkhodjaeva Sh., Sharifxo'jaev U. Marketing management. Textbook. T.: Economics, 2019. 462 p.