

IMPROVING THE ORGANIZATION OF MARKETING SERVICES IN EXPORT-ORIENTED ENTERPRISES.*Musayeva Shoirazimovna**Professor of Samarkand Institute of Economic and Service,**Samarkand, Uzbekistan**Email: musaeva_shoira@mail.ru*

Abstract: In this article, a comprehensive analysis of the market conditions and the scope of the enterprise's intended sale of its goods, the organization of the work of employees, the provision and development of the amount and composition of sales, storage and transportation, advertising, communication with the team, sales promotion, and research of the market including communication services are considered.

Keywords: Enterprise, product, market, competition, service, communication, innovation.

Introduction. Modern marketing activities have become the main tool for increasing competitiveness in the world market, therefore, it is necessary for Uzbek enterprises to ensure the use of the most advanced marketing technologies. Increasing marketing efficiency is especially important in the production of woven and knitted products, which is one of the strongest sectors of the Uzbek economy. The relevance of this problem is confirmed by a number of Decrees and Resolutions adopted by our esteemed President in recent years.

The program of drastic measures being implemented in our country demonstrates the need to further strengthen efforts, widely introduce modern technologies into enterprises, develop the process of localization of production, expand the scope of attracting investments for this purpose, and use them effectively.

The potential for foreign economic activity of an industry does not necessarily mean that it participates in foreign trade relations. This indicator implies that the industry is engaged in foreign economic activity in an open economy, that is, the organization of joint production in an industry focused on the domestic market or the temporary use of foreign technologies, intellectual property, and trademarks.

Analysis of literature on the topic If we generalize from the results of research conducted by economists and define export potential, it is understood that the export potential of industrial enterprises is understood as the current or future gross production, personnel, financial capabilities, and the resistance of endogenous and exogenous factors to the impact of export potential in foreign economic trade. Based on the above definition of export potential, it is possible to draw up a scheme of factors affecting it.

Based on foreign experience, it should be noted that many economists have been engaged in the development of marketing principles and their application in practice. Among them, we can include such famous scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory in the economy. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. YO. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

Research methodology. The research process used a systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, and selective observation methods.

Analysis and results. The conditions that create the need to export products produced in a particular country to world markets are primarily related to international marketing theories.

The management of any enterprise is, first of all, a comprehensive study of the needs of the buyer for the goods or services it needs to produce. This requires the organization of a special marketing service that is engaged in such tasks as collecting complex information, re-analyzing it, conducting scientific research, planning the assortment of goods and services, and managing advertising.

In the organizational structure of the management bodies of an enterprise pursuing a policy aimed at production priority, engineering and technical personnel are the main link. In the marketing approach, the main decisive element is marketing personnel. In the management structure of large foreign firms, separate marketing and sales management departments are formed, which have more employees than other departments. In the organizational structure of foreign firms, there are four special departments of the marketing service, which are as follows: a sales department that performs tasks such as organizing staff work, ensuring and developing sales volume and structure, storage and transportation, statistical reporting and analysis; the advertising and sales promotion department, which performs tasks such as advertising, community relations, and sales promotion; Market research department, which includes a data bank and information and communication services.

This structure will have its own individual appearance, depending on the direction and specific characteristics of the company's activities. For example, for multinational corporations and large companies located in different countries and cities, it is important to have marketing service departments by region.

Before the transition to a market economy, commercial departments were established at the enterprises of our republic. They were headed by the deputy head of the enterprise for commercial affairs. Such departments were engaged only in concluding long-term contracts and did not deal with marketing issues at all. In market conditions, studying, forecasting and organizing demand is no longer the task of trade organizations. Enterprises that produce goods must also engage in advertising, market research, determining market prices, segmenting the market based on geographical and other criteria. In other words, if previously studying buyers was considered only the task of trade organizations, in market conditions, producers also try to study buyers

In our opinion, in the conditions of market relations, it is advisable to establish a marketing services department in enterprises. The tasks of this department are as follows: comprehensive analysis of market conditions and the scope of the enterprise's intended sales of its products;

studying the needs, demands and purchasing capabilities of potential consumers;
planning the production and sale of goods;
organizing the marketing and sale of goods and promoting sales;
price planning and advertising organization;
organize, manage, and control marketing activities in the company;

developing and implementing the company's marketing strategy.

In addition, the marketing department identifies the enterprise's production, resource, and export capabilities. To do this, it must perform the following analytical tasks:

Analysis of the financial and economic situation of the enterprise; Audit of the product range;
Assessment of the enterprise's production capacity; Determination of the enterprise's strategy for entering foreign markets; Creation of websites for the enterprise's entry into foreign markets.

It is recommended that the marketing department take the following into account when implementing the product policy:

Develop and implement measures to extend the life cycle of goods as much as possible and for the necessary period, as well as a specific action strategy for each stage;
implement an innovation policy and launch the production of new goods;

Conducting an assortment policy aimed at identifying a group of goods that will ensure high profits for the enterprise and allow it to occupy a strong position in the market.

The marketing services department should develop an export strategy for the enterprise. To do this, it should indicate the advantages of exporting, its goals, priority areas and methods for its implementation, as well as ways to provide resources and funds for their implementation.

In our opinion, in order to improve the conduct of marketing research in export-oriented enterprises, it is advisable to establish a marketing services department within the organizational structure of the management. This department should perform the following tasks:

- conducting a systematic and comprehensive analysis of the state of the enterprise's activities, identifying the cause of failure, using experience and achievements in marketing policy and marketing activities;

developing a marketing strategy, determining the main marketing goal, identifying areas for its improvement, adapting production to consumer demand, that is, determining and formulating goals, strategies and tactics;

- organizing the implementation of marketing activities, coordinating the activities of various services and departments, conducting market research, studying the market and its development prospects, and studying the strategies of competing companies;

- organizing advertising work, selecting the most suitable advertising options, creating advertising text and artistic design;

- organizing and holding exhibitions and fairs in order to familiarize consumers with goods and services

determining the time and place;

- conducting patent and market research, organizing and participating in the creation of new products, and improving product quality;

- organize effective sales of goods and services, control deliveries, optimize stocks, and implement effective merchandise movement;

- organizing constant marketing control, analysis of management decisions made and their effectiveness, constant control of marketing expenses according to the "cost - result" criterion over advertising activities;

- organizing accounting in marketing activities, determining and calculating performance indicators, and motivating each marketing employee

In conclusion, the success of export-oriented enterprises largely depends on the effective organization and improvement of marketing services in enterprises.

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