

RESEARCH OF PRODUCT SALES IN INDUSTRIAL ENTERPRISES STYLISH ASPECTS.

Bazarova Mamlakat Supievna

Senior Lecturer at Asia International University

Abstract : In the article research based on of enterprises successful development and stable positive results to take probability goods and services presented to grow quality modification effect for studied .

Key words : In the market position and strategy . Market to the position according to , companies market leaders , market competitions , market consumers or market prices as classification possible .

Benchmarking – the essence and Benchmarking tasks modern marketing trends one as national the economy liberalization under the circumstances important importance profession It will . Its purpose research based on of enterprises successful development and stable positive results to take probability reliable from marking Benchmarking is different . companies by goods and services presented to grow quality modification for , also , this quality providing giver internal business in the processes oh ' changes increasingly for is widely used . Benchmarking essence market in the environment different subjects activity about opportunity until the end from gathering information consists of , this information competitive in the environment leaders entrepreneurship activity character and success reasons about wide concept to take , their experiences generalization and effective entrepreneurship model in the making this from experiences to use opportunity For this reason , the specialization " Marketing" read The program includes the subject of "Benchmarking" input important importance profession The science of " benchmarking" enterprise on a scale management functions integrator modern management of activity integral and inseparable one part is considered . Simple as In other words , benchmarking is leading of companies work style , they working issuing products carefully learned without they experience to remain in one 's job means. Today in the world large Companies also use the same method . using is coming . More precisely , it is used in the marketing field the most main three of the method One of them is called benchmarking . Its the most preferably in terms of one So , using benchmarking without less cost so , short time inside to success achieve possible . Benchmarking method through not only copy taken companies to the level reach , maybe benefit and in efficiency even better than them to leave It is possible . for competitor companies activity attention with is studied , achievements with one in line with the needs of the conclusions is released . In this way development to oneself typical model working Researchers at the Open University Business School in Britain by take visited from research It is known that today benchmarking method per day medicine institutions most used . More precisely , 85 percent physicians use benchmarking method in practice benefit If you are getting this , this is an indicator . education 66 percent in the field , the government 62 percent of organizations work 48 percent in issuance , financial service 32 percent in the field and service and retail 30 percent in the fields organization enough That's it . To the history of benchmarking look If we could , it would be in 1972 . PMIS study in the USA and consulting company by entrepreneurship efficiency evaluation new method as working The company of experts determined to be high to the result achieve for first of all positive to the effect achieved other

enterprises experience learn exit necessary .

By 1979 come same this to the concept based American company Xerox sells Japanese products and o ' z products quality and working release expenses comparison for the purpose of « Competition benchmarking project to work As a result , this project really reliable and effective that is again one there is his / her confirmation It is known that in the 20th century second half America and Japan companies between product quality increase and consumers trust to win aimed at competition still continue arrived is coming . Many American businesses experts to deal with this issue since arrival s o 'n, benchmarking technology again one « unopened "edge" discovery They are According to him , the benchmarking project enterprise to the system only one times income to take to think to the goal appropriate not . Maybe that experience based on activity continuous just improving effective the result guarantees . This concept based on activity well received from enterprises again one to the world famous "FORD" engineering company company activity our opinion obvious is an example .

Above experience based on activity not running in the period enterprise world in the market take your place Asia and In Europe to their competitors giving The study was works after the beginning , the whole world mechanical engineering industry learn It was released . It was released . century at the end buyers on demand mainly for BMW and Opel Senator cars giving It was . good realizing standing company More than 50 engineers car More than 400 models constructive parts analysis Benchmarking main principles — clarification , measurement , analysis to do , to improve and to control to take that in consideration received without company by time requirements , customers fully suited to your needs incoming modern Taurus cars working The release was launched . This attempt his / her own positive the result quickly manifestation reached and they products again buyers attention pot started .

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