

THE ROLE OF MARKETING POLICY OF THE ENTERPRISE IN THE FREE COMPETITION CONDITIONS

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ABSTRACT

The article deals with the need to increase the role of marketing research in the development of enterprises, the essence and the implementation of marketing policies in enterprises, and their implementation.

KEYWORDS: *business, marketing, economics, competition, manager, brand policy, evaluation, consumer.*

The development of the competitive environment and the transition of local businesses to market relations require a new approach to organizing and managing trade policy. Traditional methods of extrapolation-based planning of development tendencies are not enough to develop optimal branding policies today. In this case, managers need new tools to help them take into account the possible trends in the development of the external environment when designing plans. One of these tools is the method of developing measures that provide alternative, primary conditions for the formation of strategic and operational plans of an enterprise.

Good results can be achieved by using multi-factor models such as GE / McKinsey, Shell / DPM, Hofer / Schendel, ADL / LC, which enhance the level of strategic judgment in marketing strategies.

An important tool for effective marketing policy formulation is continuous monitoring of commodity competitiveness (TRB). The TRB Evaluation System, in our opinion, should evaluate the consumer's consumer characteristics through technical, economic indicators and marketing support factors, and ensure the consistency of consumers, producers' interests.

In our opinion, it will help to predict the technical characteristics of the initial scale of commodities, determine the impact of their variability on the competitiveness and to develop the capacity of the TRB.

In order to develop the optimal structure of the portfolio of "Tong" JSC, in our opinion, the criteria for choosing promising goods can be summarized below: commodity profitability, profitability, sales volume, share of operating expenses.

Key research tools are AVS - assay and BKG matrix. The position of commodity in the basic matrix of

the BKG is determined by its phase-out phase. How to determine the stage in which the goods are traded? After all, we have an opportunity to choose an effective brand strategy, just as it is to determine the stage at which the item is at the matrix.

Market research shows that dynamics of sales volume can be expressed by n-th polynomial: [2]

$$B = a_0 + \sum_{i=1}^n B_i t^i \quad (1)$$

where B – commodity trade volume,

t – time duration;

B_i – regression coefficient, sales volume and time factor

the quantitative relationship between the;

n – level index.

For a more accurate forecast of sales volumes, we consider it necessary to divide the curve into the components of the goods that are appropriate for life cycle phases:

1 - access to the market; 2 - increase; 3 - maturity; 4 - can be reduced and model sales volume for each stage:

$$B_j = f(t_{ij}) \quad (2)$$

where B_j - trade quantity;

t_{ij} – of level i – period

The order of the enterprise is to create a balanced portfolio of products that are available at various stages of THD. For example, the coat and jacket at the enterprise at the stage of decline, the suits and trousers are at the stage of development, at the stage of skirting, gowns and pants have been removed from the market in 2002. The dynamics of production volumes are also evidence of our opinion.

In our opinion, the enterprise can be a means of developing a production program, and optimal planning methods can serve. The optimality criteria should be determined by the organization's objectives and the current market situation. In particular, in the conditions of maximizing the profit maximization, the cost minimization is desirable in the conditions of demand satisfaction. As a limitation, you can see the company's resources (material, labor, financial), the point of loss of production, the amount of demand for the product.

Functional - Value Analysis should be used when developing marketing policies. [3] This method significantly reduces costs and increases productivity. The Value Analysis can be used in various fields. It helps to optimize the structure of new goods and improve the existing goods. The Value Analysis provides the best integration of all information available in special departments of the enterprise. The

action plan for implementing the Value Analysis on the enterprise is given in Table 1.

This is especially important at the design stage.

In general, the success of the enterprise should be recognized by the fact that it depends on adapting its goods and services to changing market conditions. Rationalizing the range of goods depends largely on the level of customer service and the key economic indicators.

Table 1: Business Plan for Implementation of the index at the Enterprise [4]

Main steps	Minor steps
1. Preparatory measures	1.1. Selection and Assignment of Cost Analysis Objects 1.2. Definition of quantitative targets 1.3. Forming working groups 1.4. Planning jobs
2. Determination of the true choice	2.1. Information gathering, description of the object 2.2. Description of fractions 2.3. Definition of Functional Costs
3. Check the real profile	3.1. Check the execution of functions 3.2. Check expenses
4. Developing new solutions	4.2. Search for all possible solutions
5. Developing new solutions	5.2. Verify that it can be implemented 5.3. Check economy
6. Decision-Making and Implementation	6.1. Decision advice 6.2. Decision Selection 6.3. Decision Making

Today, in our opinion, in the domestic market, and especially in the Tong AG, special methods of working on assortment are not sufficiently used. In the conditions of liberalization and modernization of the economy these tasks of the enterprise become strategic tasks. Priorities include identifying what customers prefer, and how to identify and optimize the productivity of the product by utilizing market demand and resource efficiency.

The study of this scope of issues in the enterprise is not systematic, but is based on specific stages or circles of activity: market research, price formation, product competitiveness assessment, optimization of production volumes, etc. However, the model of systematic learning and the technology of forming a product that meets the modern conditions of farming have not yet been developed.

The analysis helped to develop a methodology for formulating marketing policies of the enterprise,

and its stages are shown in Figure 1.

<i>1. Economic analysis of assortment</i>
<p><i>Analysis of production and sales</i></p> <p><i>ABC- Analysis</i></p> <p><i>An Analysis of the Life Cycle Stage of a Product</i></p> <p><i>Analysis of production insecurity</i></p> <p><i>Analysis of goods and production capacities in warehouses</i></p>
<i>2. Marketing protion</i>
<p>Preparation phase</p> <p>The problem of research, its purpose, its functions</p> <p>Selecting Information Resources</p> <p>Methodical Supply (Research Methods, Research Tools, Selection Plans, Communication Methods)</p> <p>Information gathering</p> <p>Information Processing</p> <p>Data analysis</p> <p>Providing results and developing recommendations</p>
<p>Evaluation and valuation of commodity's marketability</p> <p>Determination of Measurement Measurements</p> <p>Making measurements quantitative</p> <p>Determining the size of each dimension</p> <p>Calculation of the coefficients of the goods market adaptation</p> <p>An analysis of the market-specific coefficient of commodities</p>
<p>Calculation of the production program</p> <p>Optimization of production software</p> <p>Price Adjustment</p>
<p>Implementation of assortment policy</p>

Picture 1. Stages of marketing policy formation in the enterprise [5]

The step-by-step implementation of marketing policy is the use of the primary data used as a database as a business accounting system and market research. The picture suggests the evaluation criteria for each stage and the possible ways of managing decisions. Determining the most promising products that meet the consumer's requirements and business objectives, their production volumes in terms of style, sales and profitability. According to international standards, the goal of marketing policy lies

in the concept of maximizing marginal profits as it helps to measure the impact of production volumes, pricing and profitability, and their impact on the success of the enterprise. It is worthwhile to note the following:

- The economic analysis of the assortment helps identify the most promising and problematic goods, resource reserves and potential capabilities of the enterprise by analyzing the contribution of each assortment position or contribution to the final result of the enterprise's operations.
- One of the problems of marketing policy on formulation of a commodity policy is to create a range of products that fully satisfy various needs of the population on popular products and provide maximum benefits with certain restrictions. The purpose of the study is to determine whether consumers need this product;
- The optimization model of the production program consists of a linear programming model that takes into account the previously identified resource, production and market constraints.

It is important to make a decision based on each brand to formulate a marketing policy correctly. If the enterprise's management believes that as a result of the economic analysis of the assortment, there is complete complete information for management decisions, then it may be deemed that the production program can be counted and the work on the assortment is canceled. This approach, however, only illustrates one aspect of the market, and guarantees only the firm's objectives. On the other hand, ensuring that the most complete satisfaction of the customers' demands is not studied and is contrary to the market conception.

Therefore, it is necessary to carry out marketing research in order to make the assortment more accurate. As a result, the enterprise should have information about the customer's attitude to the product, their claims and suggestions.

After the analysis of the results of the marketing research, the next stage - the transition to the formation and analysis of the integral performance indicator of the market.

The algorithm of this step is standardized for the decision-making process, which helps to optimize production assortments and volumes in line with market conditions and enterprise resource constraints. This step's consistent analysis based on marketing research and the position of each assortment will help to evaluate it from the market-specific point of view.

The sum of the most important indicators of estimation is determined by marketing research. At the same time all the qualitative indicators are quantified and are considered as the average arithmetic indicator of the ratio of the coefficient of conformity to their preference for each commodity realistic, taking into account their share. Depending on the value of the coefficient, the firm accepts one of the existing decisions, such as non-alteration, promotion, modification, alteration, or removal.

The accomplishment of this task involves several steps:

- 1) Determination of the measurement dimensions (the sum of the most important indicators for each commodity valuation);
- 2) quantification of indicators;
- 3) Determining the magnitude of each size;
- 4) calculation of the market-specific coefficients of each commodity and assortment group and the entire range;
- 5) An analysis of the coefficients of marketability of goods.

Before proceeding with these steps, it is important to understand what the coefficient of the market's marketability is. This is an integral indicator that reflects the effectiveness of the product from the point of view of production and sales. It should be complex and must have a high level of generalization, relative, expressed by numbers, all primary indicators should be quantitative in order to find an aggregate indicator, and should be determined on the basis of the production internal report data or on the basis of marketing research.

The market coefficient of coincidence indicates the acceptance of the actual value of the accepted indicators to the best indicators. It describes the degree of proximity to the standard copy and represents the most competitive product in the market. However, the comparison of the tested goods with a leading commodity is a matter of controversy. Because they can occupy different positions according to different indicators. In addition, there is a risk that the competitors will not be identified because of their lack of analysis. Creating a specific benchmark for comparison is also inappropriate. Because the demand can be very differentiated. The index of commodity competitiveness can be the level of customer relationships, ie the purchase of this product indicates a higher attractiveness of a particular market over a certain period of time. The most important components of competitiveness can be changed according to the product, the organization and other conditions, that is, the change in the brand is constantly changing.

So, first of all, it is necessary to act according to the market conditions and requirements of consumers. As the definitions of the product (ie compatibility) that are appropriate to market requirements, its criteria and characteristics are most important for its customers. These indicators are selected based on the results of marketing research. Some indicators may be more important to buyers, while others may be less important.

Thus, the analysis and valuation of commodity market adequacy are as follows: a set of critical valuation indicators are determined by marketing research; all quality indicators are quantified; the coefficient of conversion of commodity to the market is calculated based on the formula proposed;

Decision on the position of each assortment is made in accordance with a five-point scale; the decision-makers will approve new assortment.

Thus, the formation and management of marketing policies will consist of the following steps:

1. Assortment Economic Analysis (assessing the usefulness of that or another product, helping to identify the business backup and potential capabilities).
2. Marketing research (information about consumer features).
3. Analysis and evaluation of the market's consistency of the goods (it helps to make a decision on the future development of the goods).
4. Calculation of the production program (determining the optimum volumes of production, taking into account the identified limitations).
5. Implementation of assortment policy.

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