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PERSPECTIVE WAYS OF IMPROVEMENT OF MARKETING ACTIVITY IN SMALL BUSINESS

ПЕРСПЕКТИВНЫЕ ПУТИ УЛУЧШЕНИЯ МАРКЕТИНГОВОЙ АКТИВНОСТИ В МАЛОМ БИЗНЕСЕ

KICHIK BIZNESDA MARKETING FAOLIYATINI TAKOMILLASHTIRISHNING ISTIQBOLLI YO'LLARI

Abstract. *In this paper have been discussed the improvement of marketing activities in small business in the development of competitive markets. The author has improved the system of indicators, evaluating the effectiveness of the marketing strategy taking into account changes in profits, market share, number of competitors, with the selection of segments of strategic business areas of small businesses.*

Key words: *Small business, Marketing, Competitiveness, Enterprises, Market relations, Strategy and Management.*

Аннотация. *В данной статье были обсуждены вопросы совершенствования маркетинговой деятельности малого бизнеса в условиях развития конкурентных рынков. Автор усовершенствовал систему показателей, оценивающих эффективность маркетинговой стратегии с учетом изменения прибыли, доли рынка, количества конкурентов, с выделением сегментов стратегических направлений бизнеса малых предприятий.*

Ключевые слова: *малый бизнес, маркетинг, конкурентоспособность, предприятия, рыночные отношения, стратегия и управление.*

Annotatsiya. *Ushbu maqolada raqobatdosh bozorlarni rivojlantirishda kichik biznesda marketing faoliyatini takomillashtirish to'g'risida muhokama qilindi. Muallif kichik biznesning strategik biznes yo'nalishlari segmentlarini tanlash bilan foyda, bozor ulushi, raqobatchilar sonidagi o'zgarishlarni hisobga olgan holda marketing strategiyasining samaradorligini baholab, ko'rsatkichlar tizimini takomillashtirdi.*

Kalit so'zlar: *kichik biznes, marketing, raqobatbardoshlik, korxonalar, bozor munosabatlari, strategiya va menejment.*

Small business all over the world is considered as the most important basis for the effective functioning and development of the national economy. Small business can effectively contribute to the growth of employment in the republic and its regions, promote the formation of a competitive environment and its saturation of the market with consumer goods, as well

as ensure the revitalization of innovation activities. In many countries of the world, small business development institutes have been established, in particular in the USA (STTR - Small Business Technology Transfer, SBIR-Small Business Innovation Research Program), Canada (IRAP Industrial Research Assistance Program), Israel (Yozma), Great Britain (SBIC- Small Business Investment Companies Program) and other countries. They have developed marketing research programs in small business, focused on the possibility of their rapid adaptation to the changing market environment. In modern conditions, increased attention to the development of small business and private.

Entrepreneurship is due to their influence on the dynamics of the socio-economic development of the country. The share of small businesses in 2016 in gross domestic product in developed countries in Japan was (55%), respectively in the United States (52 %), France (50 %) and Germany (47 %).

Today, on a global scale, in order to improve state support for small businesses and private entrepreneurship, to stimulate innovative activities of business entities, research is being conducted in such priority areas as assessing the impact of economic mechanisms on the development of innovative entrepreneurship, increasing the transparency and attractiveness of the business environment, developing a small business support system based marketing approach.

The republic has created an integral system of measures and institutions aimed at stimulating small businesses and private entrepreneurship, on the organization of modern flexible industries, focused on the production of competitive products that are in demand in foreign markets. The Strategy for the Further Development of the Republic of Uzbekistan defines such important tasks as «creating a favorable business environment for the broad development of small business and private entrepreneurship, strict suppression of unlawful interference by government, law enforcement and regulatory bodies in the activities of business structures». Effective implementation of these tasks involves the improvement of the marketing activities of small businesses in the development of competitive markets.

This research to a certain extent serves to fulfill the tasks defined in the Decrees of the President of the Republic of Uzbekistan UP5308 dated January 22, 2018 «On the state program for implementing the action strategy in the five priority areas of development of the Republic of Uzbekistan in 2017–2021 in the «Year of supporting active entrepreneurship», innovative ideas and technologies», UP-4848 dated October 5, 2016 «On additional measures to ensure accelerated development of entrepreneurial activity, worldwide protection of private interests stvennosti and qualitative improvement of the business climate, «UP -5087 on June 19 2017goda» On measures on radical improvement of the system of the state to protect the legitimate interests of business and the further development of entrepreneurship», and other normative-legal acts aimed at the development of entrepreneurial activity.

Compliance with the research priorities of the development of science and technology of the republic. This study was carried out in accordance with the priority direction of the development of science and technology of the Republic of Uzbekistan I. «The spiritual, moral and cultural development of a democratic and legal society, the formation of an innovative economy.»

Scientific-theoretical and methodological aspects of marketing research and improving the competitiveness of business entities are considered in the works of such foreign scientists as Porter (2011), Kotler (2006), Egan (2008), Doyle (2001), Malhotra (2002), M. Stone, N. Woodcock, L. Machtiger, J. O'Shaughnessy, and others.

In the CIS countries, some areas of increasing the competitiveness of small businesses are reflected in the scientific works of Afans'ev (2015), Belyaev (2010), Nosova (2010), Godin (2015), A. Koreneva, I. Kozieva, N. Popova, R. Fatkhutdinova and others.

General aspects of the improvement of the marketing system and the most important issues of marketing research, the growth of competitiveness of industrial enterprises in Uzbekistan are reflected in the scientific studies of such domestic scientists as A.Sh.Bekmurodov, MRR. Boltabaev, Sh.D.Ergashhodzhaeva, A.A. Fattakhov, D.M. Mukhitdinov, M.A.Ikramov, G.N.Akhunova, G.Kariev, Z.Hakimov, Tursunov (2015) and others.

Meanwhile, the problems of marketing research in the field of small business and private entrepreneurship have not been fully studied. As is known from the experience of world practice, the field of small business is one of the priority directions of development of the national economy.

The relevance of the problem, its practical significance, the lack of knowledge of the features of the methodology of marketing research in small business in the context of growing competitive markets determined the choice of the topic of dissertation work.

Relationship of the dissertation topic with the research work of the higher education institution where the dissertation was completed. The dissertational work was carried out in accordance with the plan of research and development works of the Tashkent Institute of Chemical Technology in the framework of the scientific direction on the topic: 6/16 «Rendering scientific and practical advice based on marketing research to increase sales volumes of consumer goods». The aim of the study is to develop scientific proposals and practical recommendations for improving the marketing activities of small businesses and private entrepreneurship in the context of growing competitive markets.

In the modern economy, the role of marketing as a strategic tool is significantly increasing, and the ability of business entities to respond to market challenges allows them to grow steadily.

In Uzbekistan in recent years there have been significant changes in the development of small business and private entrepreneurship. The results of the study showed that government support for small businesses contributes to the growth of its share in the macroeconomic parameters of the country.

As the analysis showed, in 2016 the share of small business and private entrepreneurship (IBPP) in the gross domestic product (GDP) was 56.9 % against 54.0 %, in 2011 its growth was 2.9 points. Over the analyzed period, the share of IBPs in the volume of investments in fixed assets increased significantly to 39.1 % (against 31.9 % in 2011), in the export of goods and services 26.5 % (against 18.8 %) and the number of employed in the economy was 78.2 % (versus 75.1 %).

Indicators of small business development in the Republic of Uzbekistan at the present stage indicate its high economic potential. However, according to the author, if previously the main criteria for its development were, above all, the size and concentration of capital, the volume of trade, industrial potential and employment, then, in recent years, marketing components that correspond to global trends have come to the first place.

It should be noted that today the opinion of consumers about the product, its position in the market, information about competitors and effective pricing policy are the determining components of the marketing activities of small businesses. However, if large enterprises are willing to spend significant resources on control of the marketing situation, then small enterprises are practically deprived of this opportunity and are limited to survey methods.

In the course of the study, the most effective marketing management tools were identified, and their role in the system of developing and implementing a company development strategy was determined. I. Ansoff believes that the analysis of the competitive status of the enterprise through the use of marketing tools and methods sets the following goals:

- ▶ The development of a strategy and the determination of the opportunities and resources that the enterprise needs to select in order to concentrate them in strategic economic zones (SZH);
- ▶ Distribution of resources between SZH in the short term.

Based on this, the paper developed a methodical approach to the development of a marketing strategy, with the definition of appropriate SZH using sociological research on the example of the company Mavis Global LLC. The representativeness of the research object is confirmed by the fact that Mavis Global LLC is a small enterprise (less than 110 employees), its share in the local confectionery market in 2017 exceeded 35 %. As the analysis showed, the company for 2014–2016 spent more than 10 % of the total cost of marketing research and advertising campaigns.

As part of this study, the author in 2016 developed and implemented a technology for integrating survey methods into the activities of the company Mavis Global LLC, which includes all stages of marketing – from packaging, assortment to display at the points of sale of goods. The development was based on the 4P marketing concept (place, press, promotion, product), taking into account the use of the concept of defining strategic business areas (SZH).

The proposed research methodology allowed the author to obtain a comparative assessment of Mavis Global's positions against major players in the market and determine competitive advantages in certain areas, as well as evaluate each segment in terms of its growth or decline against changes in the confectionery market. Table - 1 presents the main product line of production of LLC Mavis Global, as well as sales in quantitative terms for the years 2015 – 2017. It should be noted that after the rebranding, carried out on the basis of the marketing research method proposed by the author, chocolate paste received an increase in sales in 2017 over 2016 from 2016 more than 2.7 times

The method proposed by us for improving the organization of marketing research had a positive effect on the sales of such products as soufflй – growth compared to 2016, in 2017 amounted to 128.6 %, cookies – 121.1 %, chocolate paste – 2.7 times, caramel – 132.1 % and marmalade – 128.6 %.

The marketing research tools for survey data proposed in the thesis and their subsequent analysis created the possibility of shaping the portfolio policy of Mavis Global LLC and its focus on the most dynamic product segments, providing an opportunity to release investments in promising areas and optimize operating costs.

The change in competitive methods (branding) has led to a change in the concept of marketing, which today is called «relationship marketing» when it emphasizes the priority of consumers and the need to build these relations. As shown in the work, the holistic system of the organization's activities in the market, relationship marketing will have a great influence on the development of entrepreneurial activity.

First, relationship marketing creates a new way of thinking, which is shaped as a system for optimally adapting the organization's specific goals to real opportunities to achieve them through interaction with the target market.

Secondly, relationship marketing creates a new mode of action for small businesses in the market. A holistic methodology of market activity is being formed, which should provide for a

flexible change in product, price, communication, and financial policies depending on market changes and consumer behavior.

Third, relationship marketing allows an organization to achieve a competitive advantage (internal and external) through effective competitive behavior, which provides not only the advantages of products, assortment, pricing, etc., but also creates integrated marketing communications.

Fourthly, the peculiarity of the modern market is not only that the markets are saturated with goods and brands, among which the consumer must make his choice, but also that the market becomes oversaturated with information.

With this in mind, according to the author, in market conditions, a brand is considered as one of the assets of the organization, and branding is an effective tool for realizing the competitive advantages of a business.

As the analysis showed, the forecast indicator of the marketing efficiency of a small enterprise LLC Mavis Global is 10.9 points, and the actual indicator is 10.2 (there is a reserve for increasing the efficiency of marketing use - 93.6 %).

The results of research showed the promising directions of formation and evaluation of the effectiveness of the implementation of a network marketing model in the field of entrepreneurship. The development was based on the ABC method, first used in network marketing. Borrowing the basics from logistics and product promotion, the method is based on the principle of forming a corresponding margin model and relationships with each distributor (the system includes the standard for categorizing retail outlets implemented in Mavis Global LLC). Further development and implementation of the network marketing model in the activities of Mavis Global LLC will contribute to a wider involvement in interaction with companies in product sales (NKA's key customers) and the growth of the company's competitiveness. Thus, marketing research should accompany the activities of small businesses at all stages of creating, developing, introducing and distributing new products, and at each stage strictly defined goals, tasks and special marketing tools are applied. The results of marketing research allow the company to adapt the product line to the requirements of consumers and assess the effectiveness of its positioning in the market.

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USE OF INFORMATION TECHNOLOGIES AND MARKETING IN TOURISM

ИСПОЛЬЗОВАНИЕ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ И МАРКЕТИНГ В ТУРИЗМЕ

TURIZMDA AXBOROT TEXNOLOGIYALARIDAN FOYDALANISH VA MARKETING

Abstract. *The article substantiates the need for information technology in marketing research in Uzbekistan. The information technology system used in tourism consists of a computer reservation system, a teleconferencing system, video systems, computers, information control systems, electronic information systems of electronic money transfer airlines, telephone networks, mobile communications, etc. Considering the role of information technology in the field of regional tourism, the author presents a conclusion based on the analysis of research materials on the need to develop a new large-scale systemic program for tourism development, with the successful implementation of which the solution of the most important problems of information systems for the development of regions is associated.*

Keywords: *information technology, tourism, internet, marketing efficiency, travel branding, internet branding, internet marketing, tourism industry*

Аннотация. *В статье обоснована необходимость информационных технологий в маркетинговых исследованиях в Узбекистане. Система информационных технологий, используемых в туризме, состоит из компьютерной системы резервирования, системы проведения телеконференций, видеосистем, компьютеров, информационных систем управления, электронных информационных систем авиалиний электронной пересылки денег, телефонных сетей, подвижных средств сообщения и т.д. Рассматривая роль информационных технологий в сфере регионального туризма автором представлен вывод по проделанному анализу материалов исследования о необходимости разработки новой масштабной системной программы развития туризма, с успешной реализацией которых связано решение важнейших задач информационных систем развития регионов.*

Ключевые слова: *информационная технология, туризм, интернет, эффективность маркетинга, туристический брэндинг, интернет брэндинг, интернет-маркетинг, индустрия туризма.*

Annotatsiya. *Maqola O'zbekistonda marketing tadqiqotlarida axborot texnologiyalariga bo'lgan ehtiyojni asoslaydi. Turizmda ishlatiladigan axborot texnologiyalari tizimi kompyuterlarni bron qilish tizimi, telekonferentsiya tizimi, video tizimlar, kompyuterlar,*