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Use of Marketing Strategies in the Development of Industrial Enterprises

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Abstract

To ensure the modernization and technical re-equipment of the enterprises operating in our country today, to organize new modern production capacities in the automotive industry and textiles, food and pharmaceuticals, information and telecommunications networks and other areas operating on the basis of high technologies. special priority is being given.

Introduction

To ensure the modernization and technical re-equipment of the enterprises operating in our country today, to organize new modern production capacities in the automotive industry and textiles, food and pharmaceuticals, information and telecommunications networks and other areas operating on the basis of high technologies. special priority is being given.

Consistent implementation of measures aimed at deepening economic reforms and industrial development is yielding positive results.

The strength, prosperity, production efficiency, and finally the level of well-being of the population of

any country is primarily determined by how developed its industry is. Therefore, during the last years, a number of reforms have been implemented with great attention being paid to the improvement of the networks of this sector.

In particular, the Decree of the President of the Republic of Uzbekistan dated December 14, 2017 No. PF-5285 "On measures for rapid development of the textile and sewing-knitting industry", the Decree of the President of the Republic of Uzbekistan "Further development of industrial enterprises and Among them are the Decrees "On supplying the market of products with high demand with necessary consumer goods and medicines".

Namangan region is one of the regions that has a special place in our republic with its light industrial products.

The number of economic entities operating in Namangan region today is 25,750, of which the number of industrial enterprises is 6,098 (51 large and 6,047 small industrial enterprises) and 56.7% of the total industrial enterprises. corresponds to the share of small business (25.8 percent for the entire Republic).

At the same time, the number of industrial enterprises increased by 560 in January-August of this year.

In January-December 2020, the production volume of industrial products amounted to 6.4 trillion soums (5.1 trillion soums in January-December 2019) and increased by 109.5%.

the region 's industry is textile (the complete process from yarn to finished product) and 22% is the food industry (deep processing of fruits and vegetables and milk).

In the province, the share of industry in the Gross Regional Product was 14.2 percent in January-December.

Industrial production in the region is 1.7 million soums per capita (average of 4.9 million soums in the Republic), and it ranks 13th in the country.

The population of Namangan region is 2.8 million people, i.e. 8.3% of the population of the republic, so it ranks 13th in the republic in terms of industrial products production per capita.

In Namangan region, the company "Texstile Finance Namangan" was the first to start operating in the region based on the new cluster method. The enterprise has signed a contract with 404 farms and will purchase 32,200 tons of cotton grown on 9,836 hectares of land, process it and sell it in markets. That is why special attention is being paid to wide application of the cluster method in many productive sectors in our country today.

Today, there are a total of 12 clusters in 8 textile directions and 4 food industries in the region.

Additional relevant work was carried out in connection with the effective use of existing opportunities in the region, in particular, the establishment of **"Industrial clusters"** covering science and innovation and contributing to the creation of the added value chain .

As a result of the works, **18 "Industrial clusters"** were established in 6 directions in the region. In particular:

1. Food industry cluster;
2. Textile industrial cluster;
3. Construction industry cluster;
4. Pharmaceutical industry cluster;
5. Leather industry cluster;
6. Coir industry cluster.

Uzbekistan has great opportunities for rapid development of light industry and export of ready-made products to foreign markets. But using these opportunities is not enough.

Today, there is a task to solve the problems encountered in the activities of enterprises and organizations of our country by effectively organizing a modern marketing marketing system.

The marketing system focuses on viewing enterprises as tools for achieving economic goals in the market (ie, gaining a share of profitable markets).

Marketing strategy is a process of analysis of enterprise opportunities, selection of goals, development of plans, implementation of marketing measures and monitoring of their implementation.

By developing marketing strategies, the following is achieved:

First, to select the main strategic directions of economic development;

Second, development of sustainable development models;

Third, create an environment of pure competition by eliminating monopolies in the economy;

Fourthly, finding new markets with increasing marketing efficiency in the virtual world;

Fifth, it increases new differentiated product types by intensively developing integrated relationships between companies and firms.

In conclusion, we can say that all industries have the opportunity to make the right choice among the alternatives available in the market by expanding the types of production, dividing consumers into groups for new products, i.e. segmenting prospective customers more effectively. creates.

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