

## Main Directions of Application Marketing Logistics

*Kholmamatov Diyor Haqberdiyevich<sup>1</sup>*

### **Abstract**

In today's competitive environment, businesses are trying to expand their sales markets. Marketing and logistics play the most important role in finding new sales markets and organizing the sale of goods in them. Therefore, this article describes the combination of marketing and logistics in the organization of sales, the application of marketing logistics. Marketing logistics has been studied in terms of finding two new sales markets and organizing inventory.

**Keywords:** marketing, logistics, marketing logistics, sales markets, inventory, warehouse, delivery, logistics chain.



<sup>1</sup> *PhD, Associate Professor, Samarkand Institute of Economics and Service*

## **Introduction**

In recent years, as a result of profound structural changes and diversification of the economy of Uzbekistan, the volume of industrial production, production of consumer goods is growing rapidly. As a result, the flow of material resources (raw materials, spare parts, equipment, materials, components, semi-finished products) and finished goods accelerated. Today, new modern scientific and practical directions are emerging in the organization and management of the flow of finished goods and material resources. One such area is marketing logistics. Marketing logistics is based on the integration of marketing and logistics functions.

The application of marketing logistics is expanding. It is used not only in production, but also in business processes carried out in the process of selling goods.

## **Analysis of the relevant literature**

With the formation of modern concepts of marketing in the mid-1990s, the term "marketing logistics" began to be used in theoretical scientific sources. F. Kotler (1998) emphasizes that the strategic problems of brand distribution, which is an important component and element of marketing, are related to logistics and marketing [4]. Bagiev G.L. (1998) introduced the term marketing logistics into its glossary of marketing. Marketing logistics has been interpreted as a method of ensuring the compatibility of marketing activities with logistics in optimizing all types of flows [2]. Dwiliński (1998) describes marketing logistics as a system of movement of goods in the shortest possible time and at the lowest prices, using appropriate means of transport, ensuring the timely delivery of goods ordered in logistics and marketing sequence [3]. Ryszard Barcik and Marcin Jakubiec (2013) described marketing logistics as a system of marketing mix (brand policy, pricing policy, sales policy, promotion policy) and logistics mix (transportation, warehousing, inventory, packaging, ordering and service) has shown in its research that it serves to meet the needs of customers at a high level [6]. AA Trifilova and AN Voronkov (2011) developed marketing logistics from the primary source of material flows (raw materials, spare parts, materials) to production, planning the physical distribution of the finished product, delivery of finished products to effectively meet the needs of consumers and describes it as an operational management activity [7]. The most efficient storage of wholesalers in the production, sale and delivery of products to the place of consumption is carried out through marketing logistics to meet their needs through customer service [7].

RG Ibragimov (2002), one of the local scientists, noted that the term marketing logistics has recently become more widely used. ]. Sh.J.Ergashkhodjaeva (2014) in her scientific work studied the possibility of achieving competitive advantages as a result of the introduction of modern logistics marketing in the enterprise [8].

## **Research methodology**

In writing the article, an attempt was made to reveal the problem using methods such as scientific observation, abstract-logical thinking, analysis, synthesis. The information required for the study was obtained mainly from foreign literature, statistical and regulatory databases.

## **Analysis and results**

In the context of innovative and digital economy, economic growth in the sectors and industries of Uzbekistan is accelerating. Mutual integration between sectors and industries is increasing. In this process, the importance of marketing and logistics in interconnection activities is growing.

In particular, the integration of marketing and logistics functions, ie the use of "marketing logistics" is becoming increasingly important[9].

Marketing logistics is an activity related to the production of raw materials, spare parts, materials, components from the point of origin, the planning of distribution channels of finished products, the delivery of finished products based on the study of consumer needs[10].

Marketing logistics is based on a combination of marketing and logistics ideas. Marketing logistics focuses on the formation of an order portfolio, planning production assortment based on it, determining the optimal technology of product movement, creating standards for product quality and packaging, eliminating time losses in delivery, efficient use of material and labor resources[11].

The application of marketing logistics has been expanding in recent years. However, it is very important to use marketing logistics in the following areas:

1. Apply marketing logistics when entering new sales markets.
2. Application of marketing logistics in the procurement of materials, raw materials, goods.
3. Application of marketing logistics in the formation of the distribution system.
4. Application of marketing logistics in customer service.

Access to new sales markets. One of the current challenges for many local businesses is access to these new commercial markets. Taking into account the specifics of new sales markets, it is necessary to form a portfolio of goods and services focused on these markets, forecast the movement of material flows, prepare and develop a customer service policy.

**Table 1**

**Interrelated aspects of marketing and logistics and approaches to marketing logistics in the entry of enterprises into new sales markets (author's approach)**

<b>Marketing</b>	<b>Logistic</b>	<b>Marketing logistics</b>
1. Identify a potential sales market	1. Formation of warehouse networks	1. Identify new sales markets and form a delivery system
2. Develop innovative programs to capture new sales markets and strengthen customer relationships	2. Creation of distribution network and logistics chains	2. Formation of sales channels and their participants
3. Forecasting of market demand for services based on the range of goods, sales, characteristics of potential buyers	3. Selection of participants in each supply chain	3. Development of service policies and standards in the system of movement of goods
4. Determining the market boundaries according to the established competitiveness criteria	4. Allocation of resources in distribution networks	4. Increasing sales, expanding the range of goods, ensuring the regularity of the supply of goods
5. Define service policy in the	5. Creating reserves in distribution networks	
	6. Choosing the form of movement of goods for customer service	
	7. Defining the system of supply of goods	

market 6. Preparing and conducting an advertising campaign	8. Development of customer service standards 9. Support the advertising campaign offered by the marketing	
---	--	--

**Procurement of materials, raw materials, goods.** Procurement activity consists of the process of making complex management decisions on the purchase of the necessary materials, raw materials, spare parts, components and finished goods in the required quantity and at the right time. This ensures market saturation and close coordination with enterprise objectives (Table 2).

**Table 2**

**Interrelated aspects of marketing and logistics in the procurement of materials, raw materials, goods and approaches to marketing logistics (author's approach)**

<b>Marketing</b>	<b>Logistic</b>	<b>Marketing logistics</b>
1. Creating a database of procurement activities of the enterprise 2. Establish partnerships with suppliers on long-term mutually beneficial terms 3. Optimization of the volume and quality of goods, price, logistics, organizational conditions for decision-making on the organization of procurement 4. Successfully update the range of purchases and expand their volume 5. Find useful substitutes to ensure purchasing power	1. Analysis of commodity flow movement 2. Determining the supply of ordered goods 3. Supplier Relationships Management (SRM) by creating a database of suppliers and selecting them, coordinating their work, and evaluating their performance. 4. Rational organization of storage and warehousing of products 5. Implement methods to reduce storage and purchase costs of products	1. Study the needs of manufacturing enterprises 2. Study the composition and volume of orders 3. Selection of suppliers and evaluation of their services 4. Minimize storage and purchase costs

**Formation of the distribution system.** Any business activity is aimed at meeting the needs of customers, that is, a high level of customer service in achieving the desired end result, effective delivery in accordance with the requirements of the consumer. In this process, it is advisable to minimize delivery costs and resources according to customer requirements.

Thus, marketing and logistics in this area completely intersect with each other and ensure the achievement of shared goals. Thus, while marketing is the creation of a sales system in each sales area, the task of logistics is to provide consumers with the movement of product flows through their own distribution network or by attracting intermediaries (Table 3).

**Table 3**

**Interrelated aspects of marketing and logistics in the formation of the distribution system**

**and approaches to marketing logistics (author's approach)**

<b>Marketing</b>	<b>Logistic</b>	<b>Marketing logistics</b>
<ol style="list-style-type: none"> <li>1. Search for markets to sell products.</li> <li>2. Develop a product distribution strategy</li> <li>3. Decide on the choice of market coverage strategy</li> <li>4. Selection and evaluation of intermediaries in the distribution system</li> <li>5. Encourage intermediaries</li> </ol>	<ol style="list-style-type: none"> <li>1. Construction and selection of distribution channel system</li> <li>2. Determining the optimal number of warehouses in service areas</li> <li>3. Determining the location of optimal distribution centers in service areas</li> <li>4. Organization of trade and selection of rational commodity movement</li> </ol>	<ol style="list-style-type: none"> <li>1. Selection of sales markets and creation of distribution channels</li> <li>2. Selection of distribution centers and placement of warehouses</li> <li>3. Organization of trade activities</li> </ol>

**Customer service policy.** One of the main advantages of competition in the modern conditions of market development is the high level of service to consumers. Although this is a direct function of marketing, logistics analyzes an enterprise's customer service capabilities. Ensures that the needs of customers are met according to the usefulness of time and place. In addition, logistics analyzes the logistics costs associated with providing different types of services (Table 4).

**Table 4: Interrelated aspects of marketing and logistics in customer service and approaches to marketing logistics (author's approach)**

<b>Marketing</b>	<b>Logistic</b>	<b>Marketing logistics</b>
<ol style="list-style-type: none"> <li>1. Segmentation of the consumer market by the services provided</li> <li>2. Determine the list of services required</li> <li>3. Determining the list of services offered by competitors, determining the terms of services and their prices in the market</li> <li>4. Develop a list of services that form the basis of the company's service policy</li> </ol>	<ol style="list-style-type: none"> <li>1. Development of service standards, ie the organization of implementation processes and determination of the value of services</li> <li>2. Development of tariffs for costs associated with the provision of services</li> <li>3. Development of performance appraisal indicators for service delivery</li> <li>4. Establish a relationship between the cost of services provided and the level of service</li> <li>5. Use of modern concepts and technologies of service</li> </ol>	<ol style="list-style-type: none"> <li>1. Defining the structure and types of services</li> <li>2. Improving the service process and service level</li> <li>3. Development of service standards</li> <li>4. Assess the quality of service</li> <li>5. Expanding the range of services</li> <li>6. Organization of after-sales service</li> </ol>

## Conclusion

The idea of marketing logistics requires significant changes within the enterprise. If in traditional marketing logistics functions and systems need to be clearly defined, in marketing logistics the focus is on moving from functions to processes.

Marketing logistics affects the development of the market. Because marketing logistics ensures a high level of supply of goods in the development of the market activity of a particular enterprise.

To develop marketing logistics, it is advisable to pay attention to the following:

1. Establishment of wholesale and distribution centers in free economic zones, small industrial zones, large industrial zones established in Uzbekistan. Development of a mechanism for joint implementation of marketing and logistics functions in enterprises operating in these centers.
2. It is necessary to adapt the purchase and sale of goods to the needs and requirements of end consumers, based on the coordination of the management of material and information flows in enterprises with the marketing strategy.
3. Reduction of wholesale and retail costs through the use of modern methods in the optimization of inventory, transportation and storage.
4. In order for enterprises to achieve a competitive advantage, it is necessary to create a business process model of marketing logistics.
5. In developing a business process model of marketing logistics, focus on designing an optimal product movement system in market-oriented supply and distribution chains.

## Reference

1. Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. December 29, 2020.
2. Багиев Г.Л. Маркетинг: словарь и библиография. – СПб: Изд-во СПбГУЭФ, 1998. – 74 с.
3. DWILIŃSKI, L., 1998: Wstęp do logistyki, Oficyna Wydawnicza PW, Warszawa.
4. Kotler, P. (1998) Marketing Management: Analysis, Planning, Implementation, and Control. 9th Edition, Prentice Hall, Upper Saddle River.
5. Ibragimov R.G. Marketing. Study guide. Tashkent. 2002 y. 172 b.
6. Ryszard Barcik, Marcin Jakubiec (2013). Marketing logistics. <https://docplayer.net/4272544-Marketing-logistics-bielsko-biala-poland-email-rbarcik-ath-bielsko-pl-bielsko-biala-poland-email-m-jakubiec-ath-bielsko-pl.html>
7. Трифилова А.А., Воронков А.Н. Маркетинговая логистика. Учебное пособие. Нижегород. гос. архит.-строит. ун-т – Н. Новгород: ННГАСУ, 2011. – 83 с.
8. Ergashho'jayeva Sh.J. Innovation marketing. Textbook.-T .: NMIU named after Cholpon, 2014. - 176 p.
9. Мурадова Н. У. Лизинг как инструмент формирования инновационной деятельности в сфере агротуризма // Экономика и парадигма нового времени. – 2018. – №. 5 (7).
10. Бойжигитов, С. К. Совершенствование использования технологии бенчмаркинга в условиях цифровой экономики / С. К. Бойжигитов // Экономика и социум. – 2020. – № 11(78). – С. 527-533.
11. Мусаев Б. Ш. РОЛЬ КРУЖКОВ КАЧЕСТВА В ПОВЫШЕНИИ КАЧЕСТВА ПРОДУКЦИИ // Universum: экономика и юриспруденция. – 2021. – №. 5 (80). – С. 21-22.