

## Marketing Strategies in Agriculture

Toirova Dilafruz Dilshod qizi <sup>1</sup>

### *Annotation*

*The marketers draw up strategic, tactical and operational plans of the production and sales activities of agricultural enterprises and companies, which include the forecasts of the target market development, the agricultural sector and the company's objective, strategy and tactics of action in it, its brand, price, sales policy, as well as the promotion and promotion This article discusses ideas and considerations about marketing strategies in agriculture.*

**Keywords:** *Agriculture, marketing, strategies, Economics, Development, Management, market economy, global relations.*

---

<sup>1</sup>Tashkent State University of Economics, 2nd year master's degree in marketing

The development of an alternative strategy will determine the effectiveness of entrepreneurship in the village. Marketing offers a variety of market strategies options, both global and general – according to the state and level of demand, market coverage, market share, brand and market innovation. Marketing programs occupy a much more important place in marketing activities, the role of an agricultural farmer in the market in some sense depends on the qualitative development and effective implementation of these programs.

Commodity policy represents a special marketing program, which is part of the marketing mix complex, aimed at increasing the competitive position of an agricultural farmer. The said that this policy will focus on improving the consumer characteristics of the agricultural products being produced, the development and competitiveness of their new types, the optimization of the life cycle of agricultural products and their assortment. These measures are intended to bring the quality classifications and characteristics of agricultural products from the selected market segment to the level of specific requirements of consumers and ensure its effective sales. Price policy refers to the determination of the price strategy of Agriculture farmer and its company in the long-term movement in the market and the short-term price tactics in relation to each group and type of agricultural products as well as to a specific segment of the market. Price policy provides an opportunity to change the price of the commodity, increase its competitiveness (as required to conduct trade activities in the conditions of market relations) and provide a price definition on the basis of market requirements and other factors.

The policy of sale implies the establishment of channels of sale of agricultural products through direct and indirect methods. The direct method shows that the sales branches, warehouses, stations and technical service centers are organized directly by the manufacturer's Agriculture Department and the company's economy, that is, through its own sales system. Indirect method means that trading is carried out through independent intermediaries. The development of retail, cost effective and foreign trade sales systems is also part of the agricultural farmer's sales policy. Communication policy refers to the planning and implementation of activities aimed at the introduction of agricultural products into the market. In this area, various forms of advertising are used, public relations are established, promotion of sales, pre-and post-sales service, as well as the use of modern trademarks, that is, “brands”. Marketing is a holistic conception of agricultural management activities of a company and its management activities, characterized by general principles and functions, and the organization of production and sales of an agricultural farmer is aimed at satisfying the requirements of consumers. However, depending on the nature and aspect of agricultural farmer management using the marketing concept, different views of marketing are shown.

1. Depending on the characteristics of the demand for agricultural products, there are the following types of marketing:
2. Conversion-convert negative, negative demand into positive;
3. Creative-creates demand when there is no demand for a particular commodity at a given time in the market;
4. Incentive-increases demand at a lower level;
5. Remarketing-boost your attenuation demand;
6. Marketing-stabilizes demand for variable trigger;
7. Supportive-ensures optimal demand retention; – marketing clearly lower high demand.

Marketing is divided into several types, depending on the appearance of the goods and services offered. In particular, marketing is divided into consumer goods marketing, agricultural products marketing, banking and financial marketing, Trade Marketing, tourist business marketing, scientific and technical marketing, idea marketing and other types, which have their own individual characteristics. Depending on the type of organization and agriculture farmer and the company, the nature of the business activities, there are the following types of agricultural marketing: the marketing of non-profit and commercial organizations, the marketing of agricultural small business, the companies that received elections, the marketing of individual persons, etc.

As a rule, the price policy includes several market strategies: the policy of "breaking through the market" (penetration policy), the policy of "getting sad" (skimming policy), the policy of differentiated, discriminatory, competitive, prestigious prices and other types of prices, the policy of discount and price preferences, and so on. The price policy also includes the methodology for determining the price level to be determined, expressed in approximate quantities, and the methodology for calculating and recording the price of a contract. The policy of sale implies the establishment of channels of sale of agricultural products through direct and indirect methods. The direct method shows that the sales branches, warehouses, stations and technical service centers are organized directly by the manufacturer's Agriculture Department and the company's economy, that is, through its own sales system. Indirect method means that trading is carried out through independent intermediaries. Agricultural farmers can use intensive, selective and "enthusiastic" sales systems, create zero or multi-level sales networks, determine the vertical and horizontal structures of sales. The development of retail, cost effective and foreign trade sales systems is also part of the agricultural farmer's sales policy. Communication policy refers to the planning and implementation of activities aimed at the introduction of agricultural products into the market. In this area, various forms of advertising are used, public relations are established, promotion of sales, pre-and post-sales service, as well as the use of modern trademarks, that is, "brands". Marketing is a holistic conception of agricultural management activities of a company and its management activities, characterized by general principles and functions, and the organization of production and sales of an agricultural farmer is aimed at satisfying the requirements of consumers. However, depending on the nature and aspect of agricultural farmer management using the marketing concept, different views of marketing are shown.

Marketing (English market-Market) is a market concept related to the production, sale and service of agricultural enterprises, based on the study of the entrepreneurial environment, the market, the specific demand of the consumer and the contemplation of the goods and services produced for them. The purpose of Agricultural Marketing is to formulate and stimulate demand, ensure the rationality of the work plans of the agricultural producer and the accepted management decisions, as well as increase the commercial scale, market contribution and profit of agricultural products. The cultivation of agricultural products, which is sold, that is, the market is enthusiastic, is the main target of the approach to agricultural activities from the point of view of marketing. In other words, before the production of agriculture, it is necessary to fully produce and perfect the agricultural products to the information obtained, and only after that to enter the market with the same brand, to regulate the thorough study of the requirements of consumers of Agriculture net (concrete). It is necessary not to encounter difficulties associated with the cultivation of agricultural products, and then the sale of it.

Marketing is a scientifically developed concept of consumer demand analysis and forecasting. Marketing is the ability to stand on the other side of the counter and look at the business with the eyes of the consumer. This is the ability to find and maintain a buyer, provide him with a better and faster service than his competitor and meet his requirements. If before the enterprise first carried out research on production, then the marketing system will focus the main attention on the analysis of the situation in the market. If before the planning of the assortment of agricultural products is aimed only at improving its quality, then the marketing system mainly takes into account the requirements of the consumer.

The specialist who deals with the issues of the sale and distribution of agricultural products in the conduct of work depending on the production plays a secondary role as an order recipient for the agricultural machinery. In the case of marketing, the manager for the sale of agricultural products is one of the heads of the organizational system, whose task is to ensure the continuous and fruitful work of the enterprise in difficult conditions, filled with the goods and services of the market. Exactly a full-fledged market, that is, when the offer of sellers exceeds the demand of buyers, the “buyer market” serves as the main conditions for the application of the marketing concept and its effectiveness. In general, the organization of sales and the historical development of the production system arose in connection with the peculiarity of market relations and the interaction of supply and demand in the market.

At the first stage, the production system of the organization of the sale of goods is a system of “commodity” which is reflected in it. The seller produces it without prejudice to the requirements of the bazaar and sells it without any additional costs and hassle. This method gives its effect in the conditions of “seller's market”. In this case, the main task of the manufacturer is to increase the production capacity and increase the production of agricultural products, as well as reduce costs and price competition. A clear view of the production system of the organization of the sale of goods is the system of goods, the main focus of which is on the perfection of the texture and quality of the goods and services produced by the manufacturer.

At the second stage there is a more complex type – the system of Organization of sales: “promotion of goods - sales - consumer”. In other words, the system of introducing agricultural products into the market, issued for an unknown buyer. It is more in balance than in demand and supply or in accordance with the situation when the supply exceeds demand. In the market, such a situation is created, in which the goods that the buyers need will be available in the form of a proposal, and the seller's task will include providing information, attracting the buyer and motivating him to buy his own goods, and not competitors. In this case, the seller will incur additional costs for the advertising of his agricultural products, the incentive for its sale, the provision of technical services and other similar things.

As a result of carrying out the research, marketers draw up strategic, tactical and operational plans of their production and sales activities of agricultural enterprises and companies, which include the purpose, strategy and tactics of the target and the company to act on it, its brand, price, sales policy, as well as the policy of promoting the sale and conducting promotional activities. The development of an alternative strategy will determine the effectiveness of rural areas. Marketing offers a variety of market strategies options, both global and general – according to the state and level of demand, market coverage, market share, brand and market innovation. Marketing programs occupy a much more important place in marketing activities, in some sense the role of the agricultural farmer in the market depends on the quality development and effective implementation of these programs.

**REFERENCES:**

1. Dixie, G. (1989), Horticultural Marketing, Food and Agricultural Organization of the United Nations, Rome, p. 111.
2. Scaria, K.J. (1989), Economic Of Animal By-products Utilization, FAO Agricultural Services Bulletin 77, Rome, pp. 3–5.
3. Kohls, R.L. and Uhl, J.N. (1990), Marketing Of Agricultural Products, 6th edition, Macmillan Publishing Company, New York, p.385.
4. Abbott, J.C. (1987) Agricultural Marketing Enterprises For The Developing World, Cambridge University Press, pp. 157–165.
5. Sugiyama, M. (1990), “Innovative Approaches To Agricultural Marketing: Selected Cases”. In: Marketing Systems for Farm Products in Asia and the Pacific, Asian Productivity Organization, Tokyo, pp.62–96.