

Marketing Strategies Used In Enterprises Of Uzbekistan

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***Abstract.** This article discusses enterprise marketing goals, enterprise strategies and their types. It was also noted that many marketing strategies are used by enterprises in our country to enter the market, adapt and improve the product brand.*

***Key words.** Marketing, marketing strategies, adaptation to the market, enterprise goals, adaptation strategy, defense strategy, diversified growth, international marketing.*

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Enter. Every enterprise should have clear goals and marketing strategies that regulate its activities. However, there are problematic situations in the form of management and management structures in many enterprises in our republic. Also, company goals and marketing strategies have not been developed. This has a negative impact on the enterprises' ability to study the market, enter the market, and introduce the product brand.

Research methodology. As a research methodology, we used methods such as observation, economic analysis, statistical grouping, comparative and systematic analysis, while studying the opinions of scientists regarding the marketing strategies used in the enterprises of our republic.

Main part. Theoretically, every enterprise has goals and strategies that govern its activities. The “Goals-Strategies” complex determines the main directions for searching for market opportunities, maintains costs within the planned framework, and determines the number and qualifications of employees. The goals, developed and stated strategies of the enterprise, which are communicated to each employee, force the enterprise personnel to adapt their goals to the goals of the enterprise, and their strategies to the strategies of the enterprise. Adopting an enterprise strategy frees enterprise management from the day-to-day boring work and making decisions on minor issues, and makes it possible to empower local employees and members of the middle management chain to make tactical decisions.

In practice, it is typical for many enterprises in our country that the set of “goals-strategies” is not clear and obvious. The usual goals are to make a good profit and develop the enterprise, while strategies consist of established traditions and ways of doing things. Such strategies lose their guiding and stabilizing effect, allow the number of personnel at the enterprise to be at the desired level, and lead to a loss of control over costs.

There are situations in which it is necessary to start developing a strategy from scratch . This occurs when the market situation suddenly changes, for example, another product appears on the market that is more competitive than the company's product, or the company's capabilities change . In this case, the company often tries to solve the problem by other methods - optimizing the organizational structure, recruiting staff, training staff, but if the strategy is not defined , then sooner or later it will have to be developed. exit decision.

theory (F. Kottler) classifies company growth opportunities as follows:

●intensive growth: market penetration (increasing sales in existing markets) , expanding market boundaries (introducing products into new markets), product improvement (creating new products or improving products sold in existing markets) ;

●Comprehensive growth : progressive integration (acquisition of supplier enterprises), progressive integration (acquisition of wholesale distributors), horizontal integration (acquisition of competing enterprises) ;

●Diversification growth: concentric diversification (distribution of new products through established distribution channels), horizontal diversification (offering new products to the old market through new distribution channels), conglomerate diversification (introduction of new products to new markets).

Today, enterprises in Uzbekistan use many marketing strategies. Let's take a look at some of these marketing strategies.

Adaptation strategy **is** the organization of international marketing in companies, taking into account consumer behavior, culture, trade rules and the competitive environment of each country.

Distinctive features of the adaptation strategy:

- adaptation of goods to the requirements of regional markets;
- product differentiation, i.e. expansion of production;
- development of local and foreign markets through increased competition;
- increase costs for the sale of new products;
- creation of individual marketing programs for markets and products;
- development of sales networks and distribution infrastructure in foreign markets.

Strategies for maintaining foreign markets:

Defensive strategy – protecting your market position by demonstrating your strength in foreign markets. Types of defensive strategy:

Deep market penetration (old product – old market), “Prest of Defense” strategy (with a low level of internationalization of domestic production, the use of active methods of protectionism to protect foreign firms from entering the domestic market),

New product development strategy (new product – old market),

Strategy “Respecting the defensive border” (extending protective measures from the border of one’s own country to the border of neutral markets),

“Vanguard attack” strategy (capturing the markets of closest competitors),

“Guerrilla warfare” strategy (creating unrest in the competitors’ market, thereby demonstrating one’s competitive strength in this market),

Diversification strategy (entering several markets in order to protect against various risks).

Leadership strategy is to have the largest share and reputation in foreign markets. Its types: desire for leadership, specialization strategy, etc.

Strategies for entering foreign markets.

- Exit strategy – rapid cessation of business or gradual cessation of activities and exit from the market.

- Divestment strategy - withdrawal of capital from the state, closure of the enterprise, sale of its share abroad.

Foreign national enterprises may use different strategies to enter foreign markets. American companies are trying to introduce new products to expand the foreign market. The strategies of national enterprises in European countries are defensive in nature and prefer to enter markets that are already occupied or closely related to these markets. Japanese companies prefer high-volume strategies with low-cost products with a limited range. This allows them to use price as a key competitive tool to increase sales.

The most widely used strategy in the practice of modern enterprises in Uzbekistan is the strategy of deep market penetration. With increasing competition and lower premium prices, this opportunity is called a survival strategy, which is used by most companies more often than a growth strategy. To adopt such a strategy, first of all, it is necessary to deeply study the factors of management, sales and marketing, the needs of consumers and intermediaries, and the behavior of competitors.

At enterprises of Uzbekistan expansion of sales geography is rarely used. The main reason for this can be explained by the low quality of goods and services produced at the enterprise, as well as the large number of trading enterprises on the market. When applying such a strategy, the ability of the marketing department and department employees to work with end consumers is important. When studying the market and its conditions, consumer needs are of current importance .

Today, enterprises in our country pay great attention to improving goods through the development of services. Such services include insurance, tourism, programming, cargo transportation and others. To develop this strategy, the potential of the marketing and sales department employees, consumer requests, market capacity and solvency are important.

Studies conducted in foreign countries show that various strategies have the following probabilities of success (in percentage):

- entry into the old market with old products - 50 percent;
- entering the old market with a new product - 3 percent;
- entering a new market with an old product - 20 percent;
- entering a new market with a new product - 5 percent.

To develop a strategy within the framework of the marketing approach, the enterprise management process can be assessed by the following indicators:

- speed of making important decisions;
- justification for making important decisions;
- ability to delegate authority to others;
- a system of rewards and punishments (directly related to performance, can help solve a problem and, conversely, counteract it, has a serious impact on the psychological environment in the enterprise);
- transmitting information “down”;
- transfer of information “up”;
- personnel policy;
- quality of planning of the enterprise's activities;
- leadership in the enterprise.

Summary. As a result of increased international marketing activities, including international market entry strategies, competition is increasing on a global scale. In this regard, large enterprises in the aviation industry, shipbuilding, electronics and electrical equipment production use global marketing.

When independently developing a strategy, an enterprise may not pay attention to some stages of the process that have certain consequences . Ignoring the analytical suite altogether and creating a strategy based on management's imagination saves time , but can result in wasting a lot of money on unnecessary work.

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