

THE MAIN FEATURES OF LIGHT INDUSTRY IN THE ECONOMY OF UZBEKISTAN

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ANNOTATION

This article examines the theoretical aspects of the factors that further increase the effectiveness of marketing activities of light industry enterprises, a leading industry in Uzbekistan, the experience of developed countries, the process of forming assortment policy, their resource market activities and pricing strategies.

Keywords: *light industry enterprises, marketing activities, resource market, enterprise competitiveness, innovative marketing strategies.*

Ensuring the stable and efficient functioning of the country's economy, bringing it to the level of development of developed countries, "resistance" to various political and economic changes, fluctuations and crises in the world market, opportunities and potential for independent development, innovative development strategies in production processes and their depending on the results. These processes, first of all, are effective only in the activities of enterprises, which form the fundamental basis of the economy, when the principles of marketing are used at a high level.

In order to understand the essence of the concept of marketing activities of the enterprise and draw theoretical conclusions, it is necessary to first understand the concept of "enterprise" and its essence.

An enterprise is an independent business entity with the right of a legal entity. Organized for the production of goods, goods, services, work, engaged in all types of economic activities.

Eighty-three percent of the thousands of major marketing and sales professionals in the global business world believe that an enterprise's marketing ability is its key determinant of effective performance and success, but only 6% of them can use it effectively. This means that it can be concluded that only 6% of the marketing teachings that have been studied so far are being used. The study of "marketing activities of enterprises" is based on the fact that they are the most relevant areas in the world of business.

The American Marketing Association explains that marketing is an activity that involves the interaction of several institutions and the exchange, delivery, interaction, and creation of a proposed product that creates value for consumers, buyers, partners, and the wider community. In this tariff, marketing is approached from the point of view of "activity".

The results of the formation of the concepts of marketing based on production, goods, sales, traditional marketing, socio-ethical, objective and interrelated, confirm the validity of the concept of "marketing activities of the enterprise."

M.Boltaboev said: "In a market economy, marketing should be applied to all stages of activity, from the expression of consumer desires in the product, to the successful sale of the product in the market in a highly competitive environment. "Marketing activities ensure that the company's production activities are closely adapted to changing economic conditions, the needs of consumers in the market." The tariff focuses on the marketing activities of enterprises to adapt production to the market. The theoretical conclusions are based on the theoretical conclusions that the marketing activity of the enterprise is not only flexibility to the market, but also the process of operating in it, securing its place and prestige, owning and managing the market.

Many people confuse marketing activities with “organizing sales activities”. If we look at the marketing activities of an enterprise in the state of an iceberg at sea, “sales activities” are seen as the upper part of it or the part that rises from the water. Its bottom line is very deep, reflecting all the goals of the enterprise, reflecting the sum of activities that are able to effectively meet and change consumer demand, which will ensure the continuous, long-term movement of the enterprise in the market.

The main goal of the company is not production, but the pursuit of high profits and prestige in the market. These goals represent the marketing activities of the enterprise and, accordingly, organize production and adapt it to the market. Given that the work of all departments of the enterprise is focused only on the supply of goods, marketing activities can be said to be the coordinator of these processes. The reason is that production, trade, supply, finance - all of these activities are directed to the target market and get their results only through marketing.

The term "brand" is primarily associated with the product of the manufacturer, which means how high quality it is competitive in the market, and therefore the name of the company - the brand. In commercial enterprises (firms), the reputation of the brand is determined by the expansion of the range of their goods and the high level of sales culture.

Currently, the country's light industry as a multi-sectoral industrial complex effectively operates about 2,500 enterprises in the textile, spinning, sewing, knitting, footwear and silk industries, as well as more than 150 joint ventures.

The light industry is developing not only to meet the needs of the population in consumer goods created in this sector, but also to play a key role in providing the country with basic foreign exchange earnings, as well as improving living standards and culture.

The light industry of Uzbekistan is being formed as an integrated system, producing more than 12-15% of total industrial output.

The main features of light industry in the economy of Uzbekistan are:

1. This sector will continuously meet the demand of the population for fabrics, knitwear, garments, carpets, socks, etc., which form the main part of the consumer goods market of the country.
2. The constant demand for light industrial products in world markets will increase the country's export potential and economic power, and will provide the most necessary raw materials for the well-being of the people.
3. In the production of light industrial products, due to the high share of manual labor compared to other industries and the large volume of labor, it is possible to provide jobs for a large part of the population.
4. Light industry lays the foundation for the development of the fashion industry, the cultural level of the population, the development of clothing culture is the main locomotive.

Light industry supplies and develops basic additional industrial goods for other industries in the country. As the light industry market differs from other consumer goods, services, and industrial markets in a number of features, their marketing activities, scope, strategies, and operating methods also differ.

Marketing activities of light industry enterprises represent the scientific-methodological and practical basis of mutual market processes between suppliers of raw materials and technologies to them and buyers of finished products.

It is expedient to define the marketing activities of light industry enterprises according to the activities of its sub-sectors. This is due to the fact that the primary processing of raw materials, such as "cotton processing", "spinning from fiber", "fabric weaving" reflects the characteristics of the industrial marketing (B2B) market, while "garments", "fabrics" and "knitwear" are consumer goods. marketing (B2S) refers to market characteristics.

As a model of marketing activities of light industry enterprises, its set of activities and interrelationships reflecting the market-oriented processes are shown in Figure 2. The connections in the diagram express the theoretical basis of the enterprise's marketing activity, the continuity of the sequence and the integral relationship of the factors that shape it.

In our opinion, the essence of "industrial marketing" should be derived from the theory of F. Kotler: "Marketing is a social process aimed at meeting the desires and needs of individuals and groups through the creation, supply and sale of consumer goods and services." But the object, subject, and process of industrial marketing have a number of distinctive features.

The term "industrial marketing" refers to the economic relations in which all producers move to the market and in which: determine the demand for the product they want to produce, study competitors, purchase raw materials and means of production, deliver their products to consumers.

The peculiarities of industrial marketing depend on the content and essence of the following terms: "industrial demand", "industrial chain", "consumer of industrial products", "industrial market" and so on. The "industrial chain" includes all stages of production - the selection and purchase of raw materials, the organization of the technological process, the process from the purchase of the finished product by consumers. Therefore, F. Kotler described the "Principle of Marketing Concept of Marketing" and said that given that consumers pay more attention to high quality products with good features and capabilities in the consumer process, manufacturing managers make every effort to produce high quality products and always they need to focus on improving. "

The basis of the concept of marketing is the coordination of economic and social relations between sellers (producers) and consumers (individuals and legal entities), the high level of meeting their needs. Given this theoretical interpretation, it can be argued that all consumers are divided into retail and wholesale buyers. More specifically, buyers are viewed as retail consumers and firms are viewed as wholesale consumers of the main product range. Consumers of the means of production in the market are all manufacturing and service firms, farms, entrepreneurs and government agencies.

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