

DEVELOPMENT OF AGRICULTURE ROLE OF MARKETING

Sh.B. Boltayeva

Senior Teacher of BuxDU

ANNOTATION

This article discusses the role and importance of marketing in the development of agriculture and the export of cultivated products.

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Currently, in the development of agriculture, more attention is paid to marketing aimed at identifying and satisfying the requirements of certain consumers.

Marketing (English market-market) is based on the study of the business environment, the market, the exact demand of the consumer and the goods and services produced for them, with the production, sale and service of agricultural enterprises. is a related market concept. The purpose of agricultural marketing is to create and stimulate demand, to ensure the validity of the agricultural producer's work plans and management decisions, and to increase the sales volume, market share and profit of agricultural products. . Cultivation of salable, that is, agricultural products with a fast market is the main goal of the agricultural farmer's approach to his activities from the point of view of marketing.

In other words, before agricultural production, the obtained information includes the complete production and improvement of agricultural products, and only then entering the market with this product, the agricultural farmer has a specific (concrete) demand. It is necessary to organize a thorough study of consumer requirements. It is necessary not to face the difficulties associated with growing agricultural products and then selling them.

Marketing is a scientifically developed concept of consumer demand analysis and forecasting. This is a sales organization system that includes incentives and advertising templates. Marketing is being able to stand on the other side of the counter and look at the business through the eyes of the consumer. This is the ability to find and retain customers, to serve them better and faster than competitors, and to meet their needs. If the main focus of farmers in financial activities is on cost rather than price until the marketing approach is adopted, marketing directs producers to the price that buyers are willing to pay. Accordingly, the budget of the agricultural farmer should be built in accordance with the requirements in the field of sales. If earlier the enterprise firstly conducted research related to production, then the marketing system focuses on the analysis of the market situation. If the planning of the assortment of agricultural products is aimed only at improving its quality, then the marketing system mainly takes into account consumer requirements.

A specialist dealing with issues of sale and distribution of agricultural products plays a secondary role as an order taker for an agricultural farmer. In terms of marketing, the agricultural product sales manager is one of the leaders in the organizational system, and his task is to ensure the continuous and effective operation of the enterprise in difficult conditions, when the market is full of goods and services. It is a full market, that is, when the offer of sellers

exceeds the demand of buyers, the "buyer's market" serves as the main condition for applying the marketing concept and ensuring its effectiveness.

In general, the historical development of the organization of sales and the production system arose in connection with the characteristics of market relations and the mutual relations of demand and supply in the market.

A more in-depth study of the theoretical foundations of logistic support in the agricultural system and the possibilities of their application to the specific conditions of Uzbekistan is the need of the day. The analysis of economic reforms in agriculture in developed countries and the results of experiments show that the development of the sector is directly related to the level of its intensification, insufficient attention to this important factor, all reforms and programs aimed at the development of agriculture was one of the reasons for its failure.

Currently, the export of wet fruit and vegetable products, which are popular in foreign markets, is being formed based on the demand for these products. Another important aspect is that privately owned enterprises that process fruits and vegetables, potatoes, sugarcane products and grapes, regardless of their departmental affiliation, are exempted from customs duties on the import of modern equipment and technologies until January 1, 2019. This creates great opportunities for entrepreneurs.

What should be paid more attention to in agriculture? First of all, we can answer that it is perfect marketing. For example, if the required amount of grain is produced and sold in the market every week and consumed, and if the quantity and quality are always the same, the demand does not change, and each buyer pays in cash, then no debt, storage, quality and price would not be a problem. But this is not a real situation. In order to have an ideal market, it is necessary to develop the field of marketing. Marketing is based on market research. There are 5 things to focus on: production, storage, delivery, credit and exchange.

Production - any entrepreneur or farmer thinks not of producing a product, but of producing a product that is resistant to competition in large markets. To do this, the product must be of high quality. Rapid development in this regard is being carried out in our country. For example, in the horticulture system, various types of seedlings are being tested, and the most productive ones are being grown extensively and exported to many countries.

Storage - today, storage of agricultural products is one of the main problems. It is worth noting that collecting the product during the harvest period and selling it when the season comes brings good income. For this, large refrigerators for fruits and vegetables are being created in our country. This is a great achievement for agriculture.

Delivery - in the agricultural sector, after the production of the product, in the process of selling it, transport logistics, that is, delivery service, is also important. Any enterprise or farm aims to export its products cheaply and reliably. For example, an agrologistics center is being established on the basis of the limited liability company "Jizzakhulgurjisavdo" by the holding company "Uzbekoziqovetkholding". Located in the Jizzakh free economic zone, this enterprise is engaged in processing, drying, packing, storing, setting up a greenhouse and export of agricultural products. The enterprise is fully supplied with gas, water and electricity.

It is planned to bring the necessary equipment for the processing of agricultural products to the agro-logistics center from Italy. After the implementation of the project, a 2,000-ton refrigerator for storing agricultural products, a warehouse for storage of leguminous products with the same

capacity, 3,000-ton fruit and vegetable processing capacity, and a greenhouse on 4 hectares will be established. The number of workers will be increased to 150 people.

Credit - the payment process is important in the implementation of any commercial activity. A certain amount of time passes from the production of the product to its delivery to the final consumer. During this period, if the producer does not receive his money on time, this process will be negatively affected. Here again, one of the important processes is to ensure the reliability of payments in the process of selling the product. The solution to this is the establishment of a separate "Agricultural Trust Bank". This bank acts as a safe deposit of funds between the seller and the recipient, that is, after the agreement of both parties, the receiving legal entity or consumer transfers the agreed funds to the bank account, and after the funds reach the owner of the product then transferred to the seller's account. In this case, not only beneficial for both parties, but also new jobs will be created.

Exchange is the final step, but the most important. Because it is very important for a businessman or farmer to know who to produce the product for, in which market to have a buyer, to withstand fierce market competition.

In conclusion, in the conditions of the current developed market economy, it is desirable to gain a place in the international market, to introduce marketing in the agricultural sector and to implement the field of agro-logistics in order to increase the volume of exports.

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