

WAYS TO IMPROVE MARKETING RESEARCH AT "SAM AUTO" JSC

Musayeva Shaira Azimovna

Professor of the Samarkand Institute of Economics and

Service, Samarkand, Uzbekistan

Email:musaeva_shoira@mail.ru

ABSTRACT

In this article, the implementation of marketing research, statistical analysis, type of technology, level of specialization are considered for the development of the market concept, planning, management, control and analysis of its development.

Keywords: Production enterprise, market, concept, planning, analysis, technology, research.

INTRODUCTION

Marketing research occupies one of the main places in the marketing system of modern enterprises. Constantly improving their organization is important in the strategy of increasing the competitiveness of enterprises and organizations. The objective reasons for this are the rapid volatility of the market mechanism, that is, today's market relations are formed under the influence of external factors that are not controlled by enterprises. In the first place, it is necessary to pay attention to the increasing importance of research conducted in order to solve the problem of rapid identification of changes in the behavior and actions of market participants. In this case, the increase in the number of consumers and the development of needs will cause a change in the demand for products and services. In accordance with these processes, the intensification of competition and the improvement of strategic and tactical actions used by competitors increase the need to collect and integrate external information in enterprises. A second aspect of the increased focus on marketing research is related to the worldwide trend toward digitalization. The digital economy is causing a fundamental change not only in the activities of enterprises and organizations, but also in the business environment surrounding them. In this situation, the improvement of the system of providing marketing activities with complete and reliable information becomes an urgent issue. The nature and methods of managing the flow of information in the digital environment are evident in marketing research.

The growing importance of information analysis in the marketing system is another reason for attention to it. Decisions made in the management system are based on accurate information and its analysis using quantitative methods. Most of the strategic decisions are prepared and made based on information and communication technologies, while relying on software. Marketing research methods will need to be constantly improved accordingly. In the textbook, in the context of the implementation of the strategy of New Uzbekistan, the urgent issues of organizing marketing research in order to achieve the marketing goals and tasks of enterprises are raised. The "Digital Uzbekistan - 2030" strategy of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev has been developed and programs are being prepared for its implementation. Comprehensive measures are being implemented in our country for the active development of the digital economy, the widespread introduction of

modern information and communication technologies in all sectors and fields, first of all, in public administration, education, health care and agriculture.¹

Analysis of literature on the topic

Based on foreign experiences, it should be noted that many economists have been engaged in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

It is necessary to acknowledge the scientists who made a great contribution to the development of the marketing theory in the economy, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. These include M. Mukhammedov, M. Paradaev, R. Ibragimov. Y. Abdullaev, A. Saliev, M. Sharifkho'jaev, B. Khodiev, D. Rakhimova, Sh. Ergashkhodjaeva Sh. Musayeva and others can be included.

Research methodology

Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Research results

Every enterprise produces a product or recommends a certain type of service to consumers. Many economic and social processes take place during the production process. With a statistics course, we study and analyze them in a simplified form. A lot of economic processes are taking place in JSC "SAM Auto", which is the object of our course work. includes floored city buses, Isuzu trucks and other special vehicles based on Isuzu chassis.

The production process is a set of actions of workers and tools, as a result of which raw materials, materials, semi-finished products and components entering the enterprise are transformed into finished products or services in a certain amount and with a certain property, quality and quality. range over a period of time. The production process consists of main, auxiliary and service processes.

The technical and organizational-economic description of the production process at the enterprise is determined by the type of product, the volume of production, the type of equipment and technology used, and the level of specialization.

The production process in enterprises is divided into two types: main and auxiliary. The main ones include processes directly related to the transformation of labor objects into finished products. For example, turning ore into metal by melting it in a blast furnace, or turning flour into dough and then into ready-baked bread.

Auxiliary processes: moving objects of work, repairing equipment, cleaning rooms, etc. Such works only help the main processes, but do not directly participate in them.

The main difference between the auxiliary processes and the main ones is the difference between the place of sale and the place of consumption. The main production products from

¹Decree No. PF-6079 of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev "On approval of the Digital Uzbekistan - 2030" strategy and measures for its effective implementation, 05.10.2020

which the main production processes are carried out are sold to consumers on the side in accordance with the concluded supply contracts. This product has its own brand, label and market price is set for it.

Products of auxiliary production, where auxiliary processes and services are performed, are consumed within the enterprise. The cost of maintenance and support work is entirely dependent on the price of the main product sold to consumers on the side.

The production process is divided into many elementary technological procedures, which are called operations. The production process is a part of the production process. It is usually performed in one workplace without reconfiguring the equipment and using the same set of tools. Like the production process itself, operations are divided into primary and auxiliary.

The following set of rules and methods are used to reduce the cost of production, organize the production process and increase its reliability:

specialization of sites, jobs;

continuity and correctness of the technological process;

parallelism and proportionality of production operations.

Expertise

Specialization consists in the fact that each workshop, site, workplace is allocated a technologically homogeneous or fixed range of products. Specialization makes it possible to apply the principles of continuity, direct flow, the most economically useful methods of organizing production.

Continuity is the reduction or zero of interruptions in the production of finished products, moreover, each subsequent operation of the same process begins immediately after the completion of the previous one, which reduces the time of production of products, reduces the downtime of equipment and workplaces. .

Directness describes the movement of labor objects in the production process and provides the shortest path from the workplace for each product.

Such a movement is characterized by the elimination of all return and counter movements during the production process, which helps to reduce transportation costs.

The rule of parallelism implies simultaneous execution of different operations in the production of the same product. This rule is especially widely used in series and mass production.

The rule of parallelism includes:

parallel (simultaneous) production of various aggregates and parts designed to complete (assemble) the final product;

simultaneous execution of various technological operations when processing the same parts and units on different parallel equipment.

From the point of view of saving costs, it is very important to observe certain ratios of the capacity (productivity) of the equipment fleet between the workshops and sections working on the production of products.

Joint-stock company "SAM AUTO" finished the year 2021 with the production of more than 50 billion 302 million soums. In 2022, the factory produced 31,052 pieces of high-quality machine products. 856 mln. Flour products worth 520,000 soms were produced. By 2022, 82% had been completed. In 2022, the automobile industry produced 61,426 buses this year. The

increased introduction of additional raw materials for the composition of buses into the production, increased the quality of the buses and ensured that they became more affordable. 5,061 of the produced cars were produced as a heavy-duty truck based on consumer demand. In general, this plant will make 143 billion in 2022. 426 mln. Soum car was produced. By the end of 2022, 83% of the capacity of the car shop was used.

According to the decree of the First President of the Republic of Uzbekistan No. PF-4058 of November 28, 2008 "On the program of measures to support enterprises of the real sector of the economy, ensure their stable operation and increase export potential" 5673.7 mln. to SAM AUTO joint-stock company by the joint-stock company "UZAVTOSANOAT" as part of the measure to reduce the production costs of assembly and repair machines. set at soum. This task is worth 5673 mln. 700,000 soums or 100% completed. 45121 in 2022. Automobile spare parts worth 147 thousand soums are produced and put on the market, and the year ended with a net profit of 141 billion 854 thousand soums.

Table 1. Economic indicators of "SAM AUTO" JSC for 2020-2021-2022.

No	Indicators	Die chow unit	2020 is real	2021 is real	2022 is real	Growth rate 2021-2020		Growth rate 2022-2021	
						(+.-)	%	(+.-)	%
1	Cars at current prices	d	60111109	67885565	70998337	7774456	112.9	3112772	104.5
	At comparable prices	Ms	67738207	67873683	67805945	135476	100.2	-67738	99.9
2	Balance profit	Ms	1332924	1466216	1599570	133292	110.0	133354	109.0
3	Bus Products Total	d	67095	50375	58735	-16720	75.1	8360	116.6
	Cars	d	37694	30527	34111	-7168	81.0	3584	111.7
	Car spare parts	d	544	679	612	135	124.8	-68	90.1
4	Iron bodies	d	6315	6315	6315	0	100.0	0	100.0
5	Net profit	Ms	992200	1091420	1101810	99220	110.0	10390	100.9
	Including for the development of spent production	Ms	198440	218284	218362	19844	110.0	78	100.0
	For dividends	Ms	793760	873136	883448	79376	110.0	10312	101.1
6	Profitable. A balance between benefit and cost	%	1.5	1.5	1.5	1	99.4	0	100.0
7	Labor productivity	Ms	56522	61423	45277	72750	147.0	1414	101.3
8	Average monthly salary		489792	45446	578513	12747	115.8	11280	101.9
9	Annual average number of employees	perso n	796	659	728	-137	82.8	69	110.4
10	Salary fund	Ms	3867402	6806795	6337099	2939393	176.0	-469696	93.09
11	Use of factory capacity	%	61	67	66	6	110.0	-1	98.5
12	Use of additional power	%	57	67	62	10	118.2	-5	92.5

Source: Generated on the basis of previous data of "SAM AUTO" JSC.

In order to save electricity, gas, water, fuel, lubricants, and manpower consumed in production, in order to save the power of the Community's workshops, in the 2nd decade, the workers are being responded to, and the workshops are being stopped. Mainly because of this, the data of the following tables 3-4 also confirm that the consumption of electricity, gas and water does not exceed the specified norm. This table shows the actual consumption of electricity, gas and fuel lubricants in 2020, 2021 and the amount of electricity required by factories in 2022 and the amount of fuel and lubricants expected to be consumed in 2022. . The joint-stock community has a sewage network with a length of more than 1.5 km. Sewage

collected through sewers goes to T>H>U. From here, wastewater is sent to the water treatment plant through pumps. Since 2013, competitor "MAN" has managed to achieve 30% efficiency in sales volume.

Table 2. Electricity consumption in the main production plant in 2020-2022

No	The name of the workshops	Unit of measure	2020 year		2021 year		2022 year	
			Total cost	for 1 ton	Total cost	for 1 ton	Total cost	for 1 ton
1	Idolization	Kvt	7153705	114	7219335	120	7302500	130
2	Automotive industry	Kvt	1025137	28	1034542	35	1091250	39
3	Tire assembly	sq	167005	27	168538	30	318000	35

As can be seen from this table, the company's electricity consumption costs have been increasing over the years.

Table 3. Information on fuel and lubricants spent in 2020-2021 and the plan for 2022

No	Type of fuel and lubricants	Unit of measure	2020 year	2021 year	Difference (+,-)	2022 plan
1	Compressed gas	m3	25860	28446	2586	25600
2	Liquefied gas	Liter	12950	14245	1295	11500
3	Diesel fuel	Liter	6500	7150	650	8000
4	Diesel is 10V	Kg	600	660	60	2500
5	Gasoline	Liter	0	0	0	0
6	Ind M 20A	Liter	0	0	0	300

"SAM AUTO" JSC receives grain and produces family, bus and heavy-duty vehicles from it. In addition to this, the enterprise also produces spare parts for cars and additional equipment. The company has been operating for almost 50 years and has done a lot of work. The number of employees in the enterprise is regularly increased. After all, there is also the task of providing employment to our people.

In short, if every industrial enterprise develops its marketing strategy in a thorough and scientifically based manner, the future activity of that enterprise will be very good.

In an economy based on market relations, the market is welcome. And the market requires management. For this, it is necessary to apply marketing together with several market mechanisms. Because the development of the market concept requires the implementation of marketing research to plan, manage, control and analyze its development. Marketing research, in turn, is carried out through statistical analysis of these processes.

Getting timely and complete information about the customer - his needs, problems, perceptions and characteristics of the purchase decision process - is essential for business success. The main task of marketing management is to apply an understanding of the customer and his problems at all stages of strategic planning and thus become an "expert" on the customer.

REFERENCES

1. Gary Armstrong. Philip Kotler. Michael Marker. Marketing in introduction. England, 2016, paperback: 720 pages, Pearson.
2. Philip Kotler. Kavin Lane Ketler. Marketing Management. Pearson Education, Inc. publishing as Prestige Hall, USA, 2012.
3. Kotler F., Armstrong G., Wong W., Saunders DJ. Osnovy marketinga, 5-e evropeyskoe izd. Textbook. - M.: OOO "IDWilliams, 2013. - 752 p.
4. Soliev A., Vuzrukkhanov S., Marketing, market science. Textbook. - T.: Economy-Finance, 2010. - 424 p.
5. Ergashkhodjaeva SH.J., Kasimova MS, Yusupov MA Marketing. Textbook. - T.: TDIU, 2011. - 202 p.
6. Musaeva Sh.A. Marketing research. Textbook "STAR-SEL" LLC publishing and creative department. Samarkand-2023
7. Musaeva Sh.A. Integrated marketing communication Study guide "Maharat" publishing house, Samarkand - 2022