

## WAYS TO IMPROVE MARKETING RESEARCH AT "UZMETKOMBINAT" JSC

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### ABSTRACT

In this article Ozmetkombinat JSC In order to save consumers' time and not disturb them, a special entrance for trucks in the back of the store, an opportunity for consumers to choose as much as they want, customers to move freely, and to make the product affordable were considered.

**Keywords:** Enterprise, society, consumer, assortment, brand, advertising.

### INTRODUCTION

On the Development Program of the Joint-Stock Company "Ozmetkombinat" of the President of the Republic of Uzbekistan No. PQ-4937 of December 28, 2020 "Measures for the implementation of the investment program of the Republic of Uzbekistan for 2021-2023 In accordance with the decision on the activities of "Uzmetkombinat" joint-stock company, a large investment project "Construction of casting-rolling complex" is being implemented. The project implementation period is 2020-2024. The project "Construction of casting-rolling complex" is the largest investment project. Based on this project, 1.04 million tons of import-substituting, export-grade, hot-rolled steel sheet coils will be produced at the combine. As a result of the implementation of this project, the production capacity of the combine will almost double. "Danieli" (Italy), a world leader in the supply of metallurgical equipment, and "Ronesanc Austria" (Turkey), a contractor with extensive international experience in the construction of industrial facilities, are cooperating in the implementation of this investment project. Currently, the construction of the Casting-Rolling Complex is in full swing.

### 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. Pardaev, R. Ibragimov. Y. Abdullaev, A. Saliev, M. Sharifkhojaev, B. Khodiev, D. Rakhimova, R. Boltaboev, 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.

## ANALYSIS AND RESULTS

Today, the combine includes the following workshops:

1. Electric steel melting shop;
2. Grade rolling shop;
3. Zoldir rolling shop;
4. Non-ferrous metals production shop;
5. Workshop for the production of heat-insulating materials;
6. Consumer goods production shop;
7. Workshops for the preparation and processing of ferrous metal scraps and waste throughout the territory of the republic;
8. Branches of "Ozmetkombinat" JSC "Ikkilamchikorametallar" department;
9. Ferroalloys production shop.

Table 1 omposition of products produced by Ozmetkombinat JSC

Sex name	2016	2017	2018	2019	2022
ESPTs (stal)	654.7	660.7	911.2	950.1	950.0
SPTs-1 (Crinding balls)	185.0	195.1	235.2	188.1	183.4
SPTs-1 (Variety)	6.0	6.7	6.2	14.0	7.6
SPTs-2 (Variety)	522.7	520.8	809.3	855.0	899.0
StPTs (provoloka)	10.3	10.8	10.0	10.6	10.1
PTsM (non-ferrous metals)	0.8	0.8	1.0	1.3	1.5
PTIM (basalt)	8.7	8.5	7.4	12.2	11.2
TsPF (Ferrosplavy)	-	-	3.9	17.2	25.1
PTNP (Enameled cookware)	2.2	2.4	2.7	1.7	2.8

Today, the products produced by the combine are not only exported to the market of Uzbekistan, but also to other developed countries, entering the world market. For example, Central Asian countries, Turkey, Azerbaijan, Baltic states and a number of other European countries are among them. As a result, the warehouse of goods expands. However, according to the terms of almost all exchange contracts, the combine undertakes delivery either to its border or, if not, to the border of the city of Bekobod.

All goods produced by Uzmetkombinat have become branded goods. Even the combine was a geographical brand. In general, if consumers have 80% information about this product and can distinguish it from other products, then it is a brand.

Branding has two models, Uzmetkombinat produces several products under one brand based on the Japanese model. As a result, consumers recognize only one brand of products. This will help them get to know the brand better.

First of all, it increases the value of the brand. Since it is a brand, the price is determined based on the characteristics of the product, not based on the market conditions. Uzmetkombinat has already gained a reputation for its quality in Central Asia. That is why the price of almatura is determined without studying any demand. However, In 2021, Ozmetkombinat JSC was recognized as the best corporate management company in Uzbekistan.

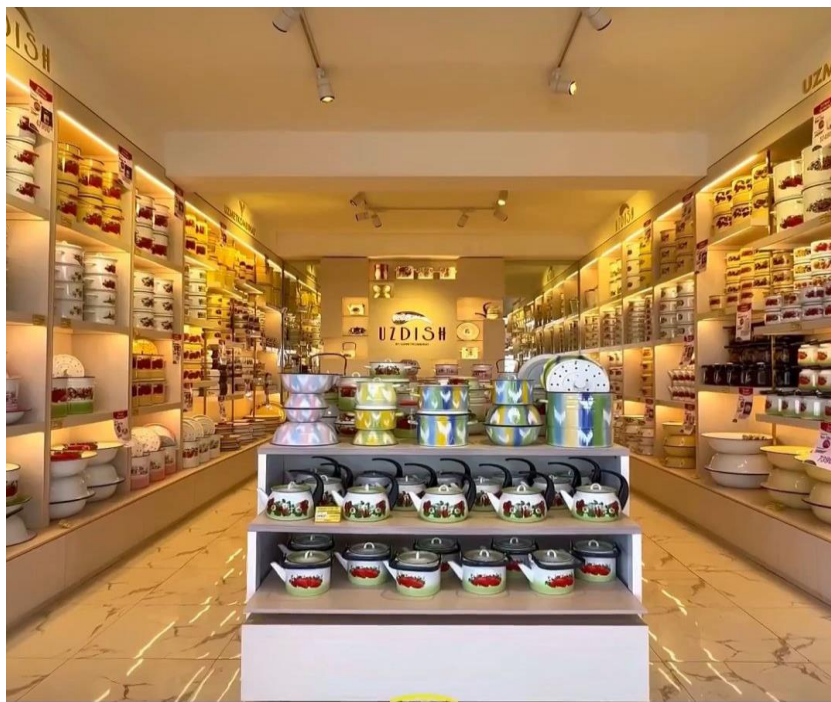
Due to the fact that Ozmetkombinat is a manufacturing enterprise, merchandising elements can be seen mainly at exhibitions and events. A clear example of this can be seen in the museum located in the territory of Uzmetkombinat. Faces were made for each of the products, and the focus centers were given special attention to the visitors. At the same time, the counter-clockwise method of merchandising was implemented. The logo of the enterprise is displayed on the jumbi post material at the entrance to the plant. This is also proof of the presence of merchandising activities in the combine.

In addition, the first Uzdish brand store was opened by Ozmetkombinat JSC. The UzDish brand is distinguished by its products' beauty, quality and, most importantly, reasonable prices.

First of all, in addition to the fact that the store is located on the central street, there is a metal gas tank next to it, and the presence of a parking lot are the main elements of merchandising. The atmosphere in the store is reminiscent of visual merchandising. Proper lighting encourages customers to make impulsive purchases. Each product is placed in such a way that no product is out of focus. After all, the products are also performing the function of POS material at the same time. In order to save customers' time and not disturb them, there is a special entrance for trucks at the back of the store. Correct and excellent design can increase sales by 50%. In a well-planned hall, consumers have the opportunity to choose as much as they want. The entrance to the building is on the right and the exit is on the left. After all, most of the visitors move from right to left, i.e. counter-clockwise. Aware that 40% of customers bypassed the internal lines, the sales staff carried out a check-out in the store without removing the internal lines. Customers can move freely. And the store uses more than the bosses. Customers can move freely. And the store uses more than the bosses. Customers can move freely. And the store uses more than the bosses.

We know that enameled steel dishes do not make a pleasant impression. But in order to prevent this, sales staff (merchs) can find various fragrances everywhere in the store. Aromatic is once again making the product affordable to customers through merchandising. Today, people go to stores not only to buy goods, but also to get impressions. At the same time, additional tests are being conducted to determine the effectiveness of merchandising. For example, a conclusion is made based on the dynamics of sales of goods during a certain period.

In general, it can be determined by the turnover, market share or, if not, the number of purchases by consumers.



We cannot imagine our store without POS materials. It is no secret that they increase the sales turnover by 12% and the number of purchases by 73%. They mainly use long-term Pos materials. This is because these goods are not seasonal. They can be used in 4 seasons of the year. That is, materials will be prepared within 1 year. The following POS materials can be found in the store. Arlight (with the brand logo), display stands of various sizes, price tags, road signs, etc. Through this, consumers will have information about the set of characteristics of each product, its uniqueness and others. The display window, placed outside, constantly informs the internal environment about the goods in it. Through this, it will attract potential consumers.

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