

ORGANIZATION OF MARKETING ACTIVITIES IN SMALL BUSINESSES AND PRIVATE ENTERPRISES

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ABSTRACT

The article examines the importance of developing small business and private entrepreneurship in Uzbekistan, shortcomings in the organization of marketing activities and ways to overcome them.

Keywords: small business, private entrepreneurship, marketing, marketing activities, marketing concept, advertising, sales promotion.

INTRODUCTION

World practice convincingly shows that even in countries with developed market economies, small business has a significant impact on the development of the national economy, solving social problems, and increasing the number of employed workers. In terms of the number of employees, the volume of goods produced and sold, works performed and services rendered, small businesses in certain countries play a leading role. Small and medium-sized enterprises, in comparison with large ones in some countries, occupy a dominant position, both in terms of the number and their share in the production of goods, the performance of work, and the provision of services.

The study showed that in Western countries, the rapid growth of the share of small companies and enterprises originated in the mid-70s and early 90s of the last century. At the moment, in the most developed Western countries, the share of small businesses is 70-

90% of the total number of enterprises, in the USA more than half of the total population (53%) participates in small business, and in Japan it is much more than 71.7%

Much attention is paid to the development of small business and private entrepreneurship in the Republic of Uzbekistan. The choice of the priority of the advanced development of small business and entrepreneurship in the Republic of Uzbekistan is explained by the following:

First, small business, being the most important structure-forming sector of the economy, serves as the main source of filling the domestic market with necessary goods and services. Small business not only fills certain niches in the economy, but also plays an extremely important role in its diversification and ensuring sustainable rates of its development;

Secondly, being compact in its form, possessing mobility and efficiency in decision-making, being receptive to innovations, small business can more flexibly and more quickly adapt to changes in demand, conditions on world and regional markets, and promptly responds to its challenges;

Thirdly, the creation and running of a small business does not require large expenditures and capital investments, which makes it possible to carry out modernization, technical and technological re-equipment of production faster and easier, master new types of products, constantly update its nomenclature and ensure competitiveness;

Fourth, the higher resilience of this sphere in comparison with large enterprises to the challenges and consequences of the crisis in the economy;

Fifth, small business is not only a source of income, but also a means for unleashing the creative and intellectual abilities of people.

This area gives each person the opportunity to show their individual talents and capabilities, thereby forming a new layer of people - proactive, enterprising, inclined to independent activity, capable of achieving the set goal. The changing nature of the world market, oversaturation of high-quality and diverse goods, the transition to a fundamentally different concept of technological processes as well as expanding bespoke work all define the ever-increasing importance of marketing.

In countries with economies in transition, the development of marketing is different and one of its most important problems at the moment is misinterpretation. Often, leaders of small businesses and private entrepreneurship have a misconception about the essence of marketing and assign tasks to marketing departments that do not correspond to them. Currently, almost every business structure has a marketing department, but it performs basically a completely different function.

One of the most common problems associated with the development of marketing, incl. in our country, it is underestimation of its importance, which is often given a secondary role. This problem arises from another, also no less important - the lack of return on this matter, i.e. in other words, the lack of qualified personnel able to do real market research, with the help of which it would be possible to identify the problem, and also to obtain concrete results that could provide directions for action.

On the other hand, the underdevelopment of the market mentality among a significant part of the population and entrepreneurs is also a serious brake on the realization of the need to use the concept of marketing. In a generalized form, the main problems of marketing implementation by small businesses and private entrepreneurship include:

- Shortage (absence v a number of regions) qualified specialists marketing;
- misunderstanding of the essence of the marketing concept by the majority of business leaders;
- lack of connection between theory and practice of marketing;
- invaluable marketing tools while increasing the competitiveness of the enterprise;
- try take over foreign experience marketing activities without accounting national and cultural characteristics.

The possibilities and effectiveness of the use of marketing largely depend on the type of market, the characteristics of the products produced and sold, and the level of competition in the market. In this regard, we can say that there is an increasing awareness that there is no universal standard, unified recommendations for the application of the concept of marketing. Everything in the field of practical marketing is extremely diverse and individualized. What is

suitable for the sale of food products is completely unsuitable for commodity markets, or markets for communication services.

Thus, while a “gross” approach to marketing has recently dominated in some transition economies, a differentiated approach is now increasingly being used, and this trend is likely to intensify in the coming years.

Depending on the degree of involvement of small businesses and private entrepreneurship in marketing, three main levels of its use can be distinguished:

- business activities as a whole are reoriented to marketing as a concept of market management, which predetermines not only the creation of marketing services, but also a change in the entire philosophy of management, when each manager and specialist plans and evaluates his activities through the prism of the market situation and consumer demands;
- in small businesses and private entrepreneurship, separate complexes of marketing activities are used (development and production of products based on the study of demand and market conditions, after-sales service, etc.);
- in small businesses and private entrepreneurship, separate elements of marketing are implemented in isolation (advertising, sales promotion, pricing based on demand, etc.).

It seems that in our country at the present time the use of marketing as an integral concept of market management is rather an exception than a rule. We are talking primarily about small businesses and private entrepreneurship that produce products or provide services intended for the mass consumer. Many such enterprises operate in a competitive environment in markets dominated by consumers, and when the management of the enterprises has the conditions for making independent coordinated decisions on all elements of the marketing mix. This refers to the formation of product, price and sales policies, as well as policies in the field of product promotion. These organizations include, first of all, small and medium-sized small businesses and private entrepreneurship,

More realistic for small businesses and private entrepreneurship in our country in the existing conditions is the use of groups of interrelated methods and means of marketing activities, as well as individual elements of the marketing mix. Marketing can play a different role in the arsenal of tools for improving business efficiency: sometimes its capabilities are extremely high, but in some cases, the main attention should be paid to other approaches to obtaining high performance results.

In general, the touched upon aspects do not exhaust the widest range of problems of using marketing technologies of activity and management. Some of them - product policy, sales promotion, development of communications, pricing, etc. - await their in-depth research and study.

In conclusion, it can be noted that as our country enters civilized market relations, realizing the role of marketing as a tool to improve the efficiency of solving various problems of social life, the role of marketing will increase, and its tools will increasingly adapt to specific market conditions and the specifics of the activities of certain types business.

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