

THE RELEVANCE OF DEVELOPING MARKETING STRATEGY IN THE MODERN ECONOMY

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Abstract: This article is based on the fact that modern marketing strategy is very relevant for effective management of the company. It also covers ways to maximize profits through the correct organization of the company's marketing strategy.

Keywords: Marketing, strategy, management, planning

АКТУАЛЬНОСТЬ РАЗРАБОТКИ МАРКЕТИНГОВОЙ СТРАТЕГИИ В СОВРЕМЕННОЙ ЭКОНОМИКЕ

Аннотация: В данной статье обосновано, что современная маркетинговая стратегия очень актуальна для эффективного управления компанией. Также освещаются пути максимизации прибыли путем правильной организации маркетинговой стратегии компании.

Ключевые слова: Маркетинг, стратегия, менеджмент, планирование

Marketing strategy is an integral part of organizational strategy. In a specific market environment, in a specific situation, establishing the right marketing strategy allows the company to develop more effectively. The formation of a marketing strategy involves the presence of an executive plan that helps the organization plan its activities taking into account its policy.

There is such a thing as marketing planning. This is an element of the company's marketing work, which allows it to constantly study its needs. A business strategy in marketing allows you to provide certain groups of consumers with relevant products. The main goal of a marketing strategy is to create existing and potential markets for the product.

When planning a marketing strategy in market conditions in many economically successful countries, one should not forget that there are often difficulties in selling products. In conditions of fierce competition in the market, many enterprises prefer to release and sell new products, because, in their opinion, this is the surest way not to lose ground.

Serious changes have occurred in almost all areas of production. If they haven't been there yet, they will be here soon. Companies are starting to use new technologies that contribute to the development of the service industry, design and research work is being carried out, equipment is being leased, licenses are being sold, consultations are being held, etc.

Strategy and tactics. Marketing of successful enterprises in the market is a struggle for first places and overcoming competitors who have achieved high performance indicators at the moment, and strengthening their positions in the future.

So, you have decided on the goals and objectives of the marketing strategy for a certain period of time. In addition, the formation of a marketing strategy should be carried out taking into account several points.

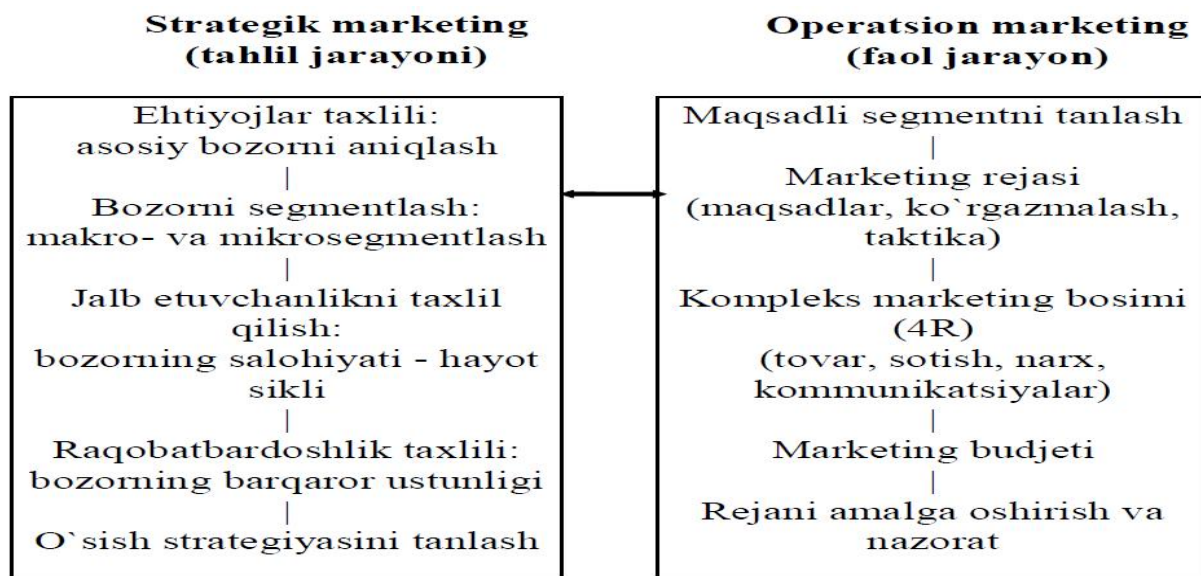


Figure 1. Two faces of marketing [Sh. Ergashkhodjaeva "Strategic Marketing" Economics 2019. 232 pages]

Changing the marketing strategy of enterprises is justified in a number of situations, in particular:

for several years the company's marketing strategy has not yielded good results in terms of product sales and profit;

organizations competing with your company have changed their strategies;

changes in other external conditions affecting the existence and activities of the enterprise;

there is an opportunity to implement new reforms that will bring benefits and increase profits for your organization;

consumer preferences have changed or may change in the future;

the goals and objectives set in the current marketing strategy have been successfully implemented and solved.

The company's marketing strategy may change due to the fact that the market has begun to focus on other indicators, fundamentally new products have begun to appear, and modern methods of bypassing competitors have been used. Companies often use different types of marketing strategies at the same time.

The goals of the company's marketing strategy are:

1. Market goals (or external program goals):

market share of the organization;

number of customers;

sales level (taking into account natural and cost conditions).

Production goals (internal program goals) are a continuation of market indicators. They reflect everything that is necessary for the enterprise to achieve market goals (organizational resources are not taken into account here). We are talking about ensuring certain production volumes (production volume = sales volume - available stocks + planned stocks), creating a workshop, introducing new production technologies, etc.

2. Organizational goals are the structure of the enterprise, personnel, management. As part of the organizational goals, the company may plan to hire four specialists in a certain area, the salary of employees currently holding leading positions in the company, the introduction of a project management system, etc.

3. Financial goals. This speaks of all goals in terms of value, namely:

the amount of expenses;

net and gross profit;

net sales;

sales revenue, etc.

Marketing strategies can be classified according to various criteria. Most often, the main marketing strategies are divided into the following categories:

integrated growth. Companies want to expand the structure and use "vertical development", that is, the release of new products or services. When implementing an integrated growth marketing strategy, firms begin to control the branches, suppliers, dealers of the enterprise and try to influence the final consumer.

concentrated growth. Within the framework of this strategy, the market for selling products may change or the product itself may be modernized. As a rule, the main goals of such strategies are to

combat competing enterprises and strive to capture an expanded market share ("horizontal development"), to find markets for existing products and improve their quality.

diversified growth. This strategy is used if the company currently has the opportunity to develop in the market conditions with a certain type of product if not, it is selected. The firm can make every effort to produce new products with available resources. However, this product may differ slightly from the old one or be completely new.

Reduction. The main goal of this type of marketing strategy is to increase the efficiency of the company after its long-term development. Here you can think about reorganizing the company (for example, by reducing any divisions), as well as liquidating it (as an option - gradually reducing activities to zero and at the same time obtaining maximum profit).

When determining a marketing strategy, a company can focus on the entire market environment or on its individual segments. Three main strategic directions can be implemented, namely:

Undifferentiated (mass) marketing strategies. The strategy is aimed at the entire market environment without differentiating consumer demand. Due to the reduction in production costs, products gain significant competitive advantages.

Differential marketing strategies. Companies try to cover as many market segments as possible by producing products specially designed for this purpose (high quality, attractive design, etc.).

Concentrated marketing strategies. The company focuses entirely on one market segment. As a result, the products are designed for a specific category of consumers. The bet is made on the uniqueness of a certain type of product. A concentrated marketing strategy is ideal for companies with limited resources.

Marketing strategies can also be product, price, advertising and brand. In this case, they are classified according to the marketing tools that the company mainly uses.

Examples of the application of new marketing strategies

The first strategy. positional defense.

For defensive purposes, reliable defensive fortresses are always erected on their territory. However, do not forget that any static defense without forward movement is a sure way to defeat. Currently, the marketing strategy of only protected companies is not far-sighted. Even if we talk about companies like Coca-Cola, Bayer or Aspirin, it should be noted that the income from their work is not guaranteed. The world-famous Coca-Cola company produces a huge amount of products. Its share in the world production of soft drinks is very high - almost 50%. However, even Coca-Cola is now acquiring fruit drink companies, expanding its product range and developing new types of production. If a company is already under attack, it should not go far to build fortifications only around existing goods.

The second strategy. Flank defense.

Market leaders need a special marketing strategy. Its purpose is to create a "border guard" and concentrate "combat-ready units" on the most vulnerable borders. The territories of these borders are special, because through them it is possible to launch a counterattack and conduct hostilities in enemy territory. Flank defense can be called more effective and justified if all operations are worked out in detail and carried out in stages. Ford and General Motors lacked proper training, and this was their main mistake. When Japanese and European manufacturers began to attack the market, they were not taken seriously. As for the creation of the Pinto and Vega, it was more of a formality. It cannot be said that the quality of small-sized cars from US manufacturers was high. But at the same time, their prices were set at the level of foreign car companies. As a result, part of the American market was temporarily captured by Japanese manufacturers, where the consumer was offered compact cars. The third strategy. Preventive defensive actions.

If a passive position is not for you, then you can always disarm the opponent with a preventive strike. Those who like this marketing strategy believe that taking vitamins for preventive purposes is much more effective than serious treatment and fighting the disease. Companies can organize proactive defense in several ways. For example, to conduct "combat reconnaissance" of the entire market: to influence one competitor, attack another and threaten the third, which will disrupt their activities. The next step is to attack on all fronts, as Seiko attacked distributors around the world for 2300 hours or the price of Texas Instruments. At the end of successful campaigns, the achievements should be consolidated. One of the goals of this marketing strategy is to maintain a high level of competitiveness.

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