

METHODOLOGICAL ASPECTS OF STUDYING PRODUCT SALES IN INDUSTRIAL ENTERPRISES

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Annotation: This article discusses foreign firms and companies and analyzes the volume of production and the sale of products for export at enterprises.

Keywords: implementation of marketing activities of enterprises and firms; activity carried out with consideration of three different interests; independent economic accounting units of enterprises.

Studying product volume in value terms is one of the most important indicators for expressing production efficiency. The fulfillment of plans for production and sales strengthens the country's economic potential and makes it possible to more fully satisfy the growing needs of the population. It also creates conditions for the interconnected development of all sectors of the national economy. Under market economy conditions, it is necessary to model socio-economic development based on technology, intensify production, increase its efficiency, and improve labor quality.

At enterprises engaged in foreign economic activity, when analyzing the volume of production for export and product sales, particular attention is paid to the conformity of the product volume and assortment with the terms of contracts concluded with foreign firms and companies. Today, each enterprise independently plans the volume of production and sales. In this regard, Article 20 of the Law of the Republic of Uzbekistan "On Private Enterprises" states: "Enterprises independently plan their activities and determine their development prospects, taking into account the availability of raw materials and resources, as well as demand for manufactured products, performed work, and rendered services."

Revenue from product sales is one of the main indicators of enterprise performance. Through revenue obtained from the sale of products, performance of work, and provision of services, enterprises form reserves of raw materials, fuel, and energy and pay wages to workers and employees. The volume of product sales reflects the correspondence between production and social needs in terms of the scale and structure of labor within the system of social division of labor. In planning and accounting, product sales indicators are expressed in both value and physical terms. To determine the factors influencing sales volume, a tobap (goods) balance is compiled, which is calculated using a specific formula.

The main purpose and essence of marketing lie in fully satisfying consumer needs in order to achieve set goals by winning their trust and approval. This is carried out based on allocated funds and available resources. Enterprises must encourage and train their organizational units, departments, and employees to capture and expand targeted market segments.

Another definition states that it is incorrect to understand marketing narrowly as only a sales-related process. Modern marketing's main task is to satisfy consumer needs as fully as possible. This view is also recognized by scholars in developed countries. The purpose of marketing groups, departments, and divisions is to manage activities in line with collective interests. However, pure marketing enterprises and firms conduct their activities considering three different interests. Since they are independent economic accounting units of enterprises, their primary goal is to manage their own operations and improve economic performance, which may result in either profit or loss depending on management effectiveness.

They serve consumers and must operate in their interests. Consumer demand, every wish and desire, should be regarded as a law for marketing and must be fulfilled. Otherwise, enterprises risk losing their customers. For this reason, marketers must maintain constant contact with consumers, continuously study their needs, organize their activities accordingly, and adjust their methods and approaches when necessary.

In today's rapidly changing world, establishing relationships with consumers is especially important, as technological advances and economic, social, and environmental changes affect consumer preferences. In particular, social networks and online platforms are transforming markets and sales processes entirely. Therefore, there is now an even greater need for marketing activities.

Pure marketing enterprises serve product suppliers, manufacturers, and sellers, and therefore organize their operations in line with their interests as well.

Main objectives of an enterprise

Objectives	Indicators
Market acquisition	Market share, turnover, role and importance of goods, entry into new markets
Profitability	Profit, profitability relative to turnover, return on equity, return on total capital
Financial stability	Creditworthiness, liquidity, level of self-financing, capital structure
Social objectives	Job satisfaction, income level and social protection, social integration, personal development
Market position and prestige	Independence, image, attitude toward political conditions, social recognition

Source: www.ziyonet.uz

For this purpose, marketing services study manufacturers' needs for goods, analyze market capacity, niches, and opportunities, and collect information on all market elements such as supply and demand balance, prices, and taxation systems. In cooperation with producers, they focus on consumer interests. Marketing specialists deeply analyze trends in demand and supply development, monitor the creation, design, testing, and introduction of each new product appearing in the market, and study its origin, sources, buyers, and producers.

These activities require not only current planning but also long-term forecasting of marketing activities. In doing so, enterprises' production and sales capacities and all their socio-economic, technical, and technological aspects are taken into account. Marketers participate in determining norms for the use of live and embodied labor resources and study the competitiveness of goods produced by various manufacturers.

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