

## DEVELOPMENT OF MARKETING STRATEGIES FOR CONDUCTING ENTREPRENEURIAL ACTIVITY IN A COMPETITIVE ENVIRONMENT

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### Abstract

The article examines the interdependence of the marketing strategy and marketing service of enterprises based on the concept of strategic marketing in the conditions of competition, and also focuses on the processes of creating an enterprise that has consumer value and adapts to the market.

**Keywords:** market economy, competition, business entities, marketing, strategic marketing, enterprise strategy, enterprise marketing strategy, marketing service, consumer value.

### Introduction

Marketing entrepreneurship strategy activities is the basis and the process that determines the way of goods from production to consumption. It is a complex system of product production and sale, based on a comprehensive study of the customer's needs and demands. This process is a system of adapting to a changing market. The marketing strategy approach to production and general business management includes many aspects of influencing the customer[1]. One of the most important tasks of the marketing strategy is to organize and launch the production and sale of guaranteed high-quality, competitive products that meet customer demand. At this point, one of the elements of marketing in the management of the economy is the role of advertising [2]. A well-organized marketing strategy allows you to anticipate market demand and manage the flow of customers in market conditions. marketing strategy develops a strategy for popularizing a product, type of service, or a type of social activity

2023 of the Republic of Uzbekistan on the regulation of relations in the field of competition related to the implementation of control and putting an end to actions that lead to or may lead to the restriction of competition in the goods or financial markets in business activities, as well as the discrimination of the rights and legal interests of consumers in the conditions of competition or natural monopoly It was determined by the law of July 3 "On Competition" ORQ-850. Competition is the competition of economic entities (competitors), in which their independent actions exclude or limit the possibility of unilaterally influencing the general conditions of commodity circulation in the commodity or financial market.

The main principles in the field of business competition are the following: fair competition; legality; priority of consumer rights and legal interests; transparency; is equality.

In recent years, systematic work has been carried out to create a "continuous chain" of comprehensive support for the development of entrepreneurship in our country . The decree of the President of the Republic of Uzbekistan dated November 10, 2023 "On measures to improve the system of financial

support for small and medium-sized businesses" No. PF-193 provides for the creation of new and alternative instruments for financing business projects in the context of high interest rates of resources in the financial market, in particular, entrepreneurship A comprehensive system was created on the basis of world experience to introduce a share and mortgage of services, to expand the provision of guarantor support, and to support business entities based on world experience.

January 23, 2024, in order to ensure the implementation of the priority tasks set within the framework of the open dialogue of the President of the Republic of Uzbekistan with entrepreneurs held on August 18, 2023, as well as to create more favorable conditions for business entities that pay taxes on time and operate in accordance with the requirements of the law, and to encourage them With the decision PQ-39, the sustainability rating of business entities was introduced. The following business entities are included in the rating:

- "AAA", "AA" and "A" categories - high stability rating;
- "BBB", "BB" and "B" categories - medium stability rating;
- "CCC", "CC" and "C" categories - satisfactory stability rating;
- Category "D" - lower stability rating divided into categories.

The following elements should be taken into account when formulating a business marketing strategy: identification of one or more target segments; selective product placement relative to potential competitors; selection of successful sales channels; advertising and sales promotion; market research <sup>1</sup>is considered to be the most important issue, and the ways and methods of solving it have always tended to improve.

### **The level of study of the problem**

the marketing strategy in the national economy have been thoroughly researched by domestic and foreign economists. Currently, the traditional schemes of strategic marketing development are fully covered in the literature at the stage of strategic research, F. Kotler, B. Karloff, J. Lamben, that the strategic planning of the firm relies on a clearly expressed programmatic statement of the firm, targeting of auxiliary goals and tasks, a healthy economic portfolio and growth strategy. who have conducted research on expressing opinions about [3,4,5]. According to N.B. Safronova, the effective organization of the market activity of product-producing enterprises requires the use of marketing research methods, the organization of market research based on consumer-oriented concepts, the use of digital marketing, the use of modern methods of information collection, processing and analysis, based on innovations development of long-term marketing strategies by increasing research efficiency , focused on research on improving the foundations of local brand formation .[6]

At the same time, while noting the importance of research in the field of marketing strategy and its analysis, it should be said that at the current stage, a number of theoretical and methodological issues related to its application, Uzbek scientists A.Sh. Bekmurodov, D.J. Jalolova, Sh.J Ergashkhodjaeva, M. Yusupov, M. A. Ikramov, L. T. Abdukhililova studied [7,8,11,12,13]. Further development of the marketing strategy methodology in practice is considered in scientific research works, which in turn serves to increase the economic efficiency of business activities.

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<sup>1</sup> Lamben J. Strategic marketing. European perspective . / Per. s French. - SPb.: Nauka, 1996. S. 276 .

**Research Methodology**

The theoretical and methodological basis of the research was the work of local and foreign scientists in the field of development and improvement of the scientific-methodical principles of the development of the material and technical base of entrepreneurship , and the functioning of the economic mechanism of state regulation of entrepreneurship .

The basis of the methodology of the scientific article is the development and improvement of the scientific and methodological principles of economic development, starting from the analysis of scientific and increasingly popular sources, the theoretical and stylistic basis of the application of marketing analysis in business and entrepreneurship, organizing the marketing activities of local and foreign scientists and practical economists, and free entrepreneurship. organized works devoted to the problems of protection of competition, transition from centralized administrative management to market methods of management.

**Analysis and Results**

In the process of current development, strategic marketing is aimed at increasing the efficiency of the company's activity and covers all changes in it. Here, the goal of strategic marketing is to create products and services that have only consumer value by creating a market-oriented strategy. Because strategic marketing connects the enterprise with its external environment, and therefore the marketing function is observed to emerge as a fundamental basis of the enterprise's activity in general, therefore strategic marketing is one of the highest indicators of enterprise service marketing.

One of the most important tasks for enterprises is to set up a marketing service and use it in a targeted manner. Table 1 lists the processes of formation of the names and quantitative estimates of different levels of marketing services, and these indicators are one of the first milestones in determining the efficiency of the enterprise.

**1st advance \* Marketing service in business activities degrees evaluation**

In- house marketing services level evaluation	Marketing service level evaluation indicator	Marketing service level
Covered by marketing activity no	0	From marketing does not use
Marketing is commercial to the service enters	1	Casual marketing
Marketing service and transfer to the same effect have	2	Primary Marketing
Transfer activity i marketing control based on done is increased	3	Complete marketing
Marketing - of the enterprise main function	4	Strategic marketing

**\*Author development**

As you can see from the table here, strategic marketing is currently at its highest level, and every enterprise should strive to achieve it. But it is the most necessary process to achieve the changes that will take place, taking into account the features of the company's market-oriented strategy. All participants of the economy compete with each other, and conflicts of interests occur in the process of

social activity. In this conflict, the strong will win, the weak will lose, or both sides will make a mutually beneficial deal based on the existing conditions. Why does competition occur?

The main reason for competition is the existence of interests, as mentioned above. And the existence of each person is separated within his property. Everyone acts in their own interest. Thus, "Competition is the competition and struggle of the participants of economic activity with others for the opportunity to earn high income, to have a prestigious position, based on their own interests <sup>2</sup>. "

Currently, traditional schemes of developing strategic marketing at the stage of conducting strategic research are fully covered in the literature. But such approaches remain only at the methodological level, because each enterprise has unique characteristics. In this regard, F. Kotler says the following about the strategic planning of the company: "The company's goals are the management process of creating and maintaining strategic alignment between its existing capabilities and the possibility of success in the field of marketing. "Strategic planning relies on a well-articulated corporate mission statement, setting subsidiary goals and objectives, and a sound business portfolio and growth strategy <sup>3</sup>. "

It should be noted that, based on the above, the feasibility of determining the quality of the activity of business entities, their state and level of economic profitability by quantitative measurement is reflected in the scientific literature. According to the ability to use the existing indicators in the operation and management of the activity and the extent of satisfaction of the needs, the income of the enterprises can be divided according to the following state of economic efficiency:

economically disadvantaged activity;

efficiency at the level of interest of the owner of the enterprise, that is, economically mature activity;

efficiency at the level of interest of the enterprise owner and hired workers, that is, economically developed activity;

social efficiency , i.e. prospective activity;

non-added efficiency, that is, the volume of work carried out through illegal business.

Through this proposed methodology, the level of efficiency of enterprises is determined and their activity is evaluated. This is the basis for grouping the enterprises at the rating level and creates an opportunity to form a system of measures accordingly.

**Table 2 Activities of business entities quality levels \***

<b>Profitability rate of business entities (percentage)</b>	<b>Cases of economic efficiency of business entities</b>	<b>Quality levels of activity of business entities:</b>	<b>Quality marks of enterprises</b>
0-25	Unstable inefficiency	Economically weak business activity	
26-50	Personal efficiency	I mature economic activity	<b>2nd level</b>
51-75	J amoal efficiency	Economically advanced activity	<b>Level 1</b>
76-100	I social efficiency	I promising activity	<b>High level</b>

<sup>2</sup>Tojiboeva D. Economic theory. - T.: Teacher, 2002, p. 239.

<sup>3</sup>Kotler F. Marketing .Manajment Express course/ Per .sangl . D. Raevskoy. / P od ed. S. G. Bojuk . 2nd trace . - M .; - SP b; -N. Novgorod [i dr.]. Peter, 2005. S. 67.

For such grouping, this formula allows to determine the level of entrepreneurial activity.

$$T\Phi = D - \frac{X_{ox}}{D - X_{yx}} \cdot 100\%$$

Here: TF - level of entrepreneurial activity of the enterprise;

D - annual income of the enterprise;

$X_{ox}$  - fixed expenses of the enterprise;

$X_{yx}$  - variable costs of the enterprise.

Each achieved level has its own classifications, which are evaluated as a criterion of activity through analytical-normative indicators in increasing entrepreneurial activity.

1. When 0-25 percent of business activity is recorded, it represents a state of inefficiency. Such activity means that it is economically weak and will end with bankruptcy in 1-2 years. Characterized by the highest level of wastage of resources, there is no entrepreneurial ability. At the moment, it can be said that the activity started without initial funding.

2. As a result of significant economic activity, the rate of efficiency is increased from 26 percent to 50 percent. However, the old method is ineffective. The owner of the enterprise realizes his ability to work and conducts activities within his own interests. In some processes, the profit of the enterprise covers only the cost incurred. The shape of the property will be changed, its value will decrease, the enterprise will break within 3-5 years.

3. In the activity in the amount of 51-75% of the standard of efficiency, labor activity and entrepreneurial activity are combined, the activity develops, the formation of entrepreneurial ability as a personal-human factor of production and its transformation from the "labor force" into an object of exchange takes place. An economically developed activity that represents the interests of wage workers and the owner of the enterprise in harmony will be decided. The given opportunities will be used and the activity will be effectively continued for 5-15 years.

4. An indicator showing an efficiency rate of 76-100 percent represents promising activity. Economic activity is conducted and managed due to the interconnection of production factors. Entrepreneurial activity is achieved in the initial stages of activity. The benefit of the society and the well-being of the people are ensured from the result of the activity. The return of funds will increase and the level of profitability will increase. Due to the expenses incurred, the profit will be doubled. As a result, there will be a situation where entrepreneurship activity will be achieved, which will create an opportunity for social assistance to the low-income population. This creates the need to carefully develop a marketing strategy in the enterprise.

It should be noted that Uzbek exporters will inevitably face great difficulties in the world market of entrepreneurial products with strong competition. Therefore, they should be "armed" with modern methods of doing business. To marketing research based on strategic marketing exactly so of methods one is considered<sup>4</sup>

Even in the most dynamic changes of the marketing environment, strategic marketing makes it possible to determine the future through various market situations in order to understand the reasons and character of these changes, to determine their development trends, to choose promising goals of

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<sup>4</sup> Bekmurodov A.Sh. Marketing: basic modern business. - T.: Mekhnat, 1992. P.54.

enterprise development and to determine effective strategies for achieving them. The importance of strategic marketing for an entrepreneur is that it focuses efforts primarily on the development of the most important long-term goals related to strategic decision-making, focusing on the main and long-term success factors <sup>5</sup>.

Therefore, the majority of Uzbek enterprises feel the need to determine their position not only in the market, but also in each target segment, the position of their goods and their own in the market, and to launch the production of the most promising products. Strategic marketing provides an opportunity for the enterprise to solve these problems, it helps to determine what work needs to be done in the market in order to achieve strategic goals. As a result of strategic analysis, it determines its efforts in the form of product policy, price policy, sales policy and communication policy to occupy a certain potential segment with its product.

### **Conclusions**

In most successful businesses, the marketing approach is used as a focused approach to increase sales performance, rational use of resources and increase profits. So, marketing, which essentially becomes a modern business doctrine, its philosophy, the main means of communication between the enterprise and the environment, is very important for enterprises in the conditions of the integration of the economy of Uzbekistan into the world economy.

The prosperity of entrepreneurship in new conditions largely depends not only on the level of development of modern basic technologies, but also on marketing efficiency. Among certain development trends characteristic of this process are the high rate of development of marketing infrastructure, that is, the establishment of marketing research bureaus, advertising agencies, training centers, etc.; facilitation of marketing planning due to the use of information technologies; in the conditions of sharpening and complexity of the market situation, a study of the demand can be introduced based on a deeper detailing of the markets <sup>6</sup>.

Thus, in our opinion, the main task of strategic marketing is the need to eliminate conflicts between social conditions in the process of reproduction, that is, the activity of a particular enterprise and the external environment, which also determines its characteristics at the current stage of development. The change in the situation in the market requires the leaders of textile enterprises to adopt a systematic and complex approach to solving the tasks before them: orientation to long-term commercial success; continuous collection, processing and analysis of information about markets and firms; to actively influence the environment, as opposed to passive adaptation; requires initiative and creative approach in production, finance, sales and personnel management.

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