

## ANALYSIS OF MARKETING ACTIVITY OF ENTERPRISES AND FACTORS OF FORMATION OF MARKETING STRATEGY

Rashidova Khadycha Tursunaliyevna  
Termiz University of Economics and Service  
Teacher of the Department of Economics

### ABSTRACT

This scientific article presents the analysis of the marketing activities of the enterprises operating in our country and the factors of formation of the marketing strategy.

**The purpose of writing this article** is to provide representatives of this field and future entrepreneurs with an understanding of the analysis of the marketing activity of enterprises and the factors of forming a marketing strategy.

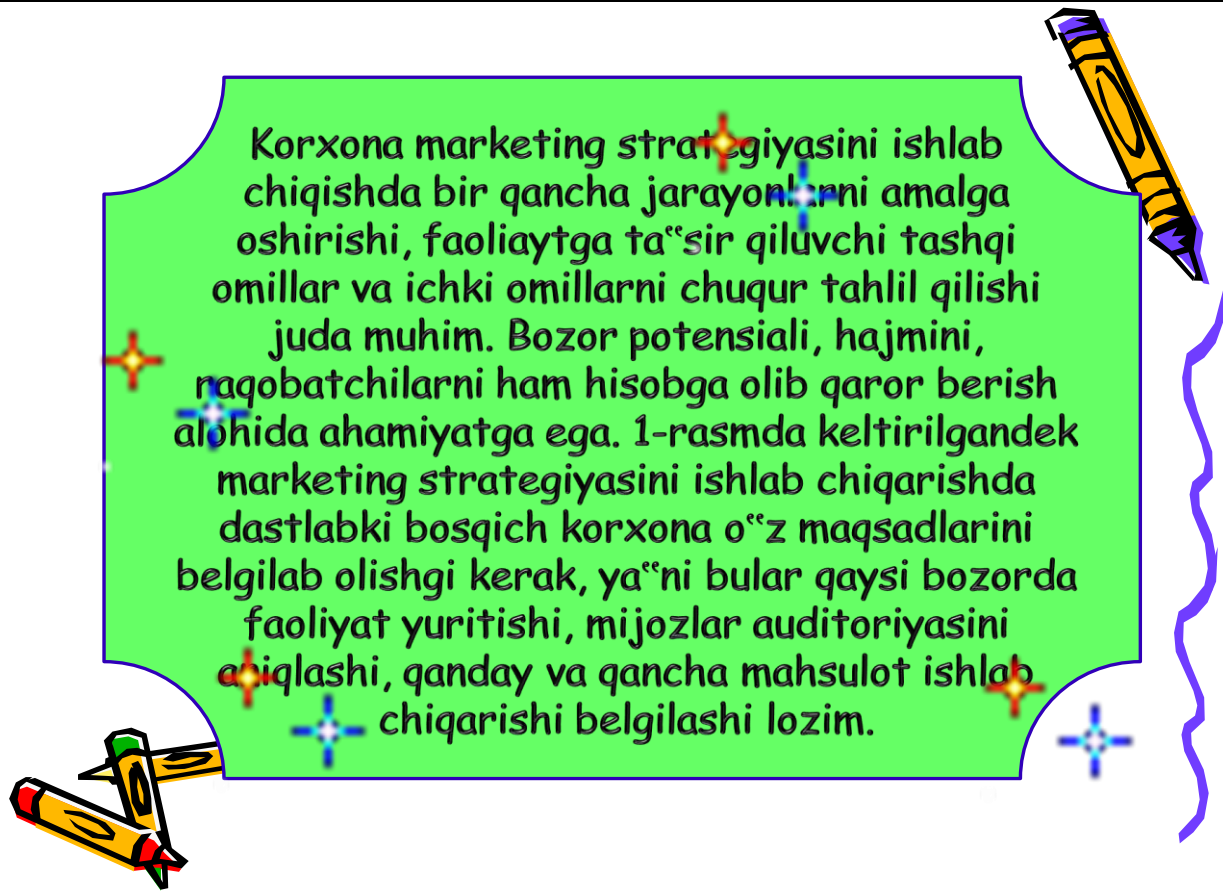
**Result:** development of effective aspects of marketing strategy in the mind of young generation and entrepreneurs.

**Keywords:** enterprises, marketing activity, strategy, analysis, result.

### INTRODUCTION

We all know that today marketing strategy is one of the elements of the general strategy of every company operating in our country. It determines the main directions of activity in the market in relation to consumers, competitors and the sales market. Marketing is both a business philosophy and an active process. As a process in motion, it solves a number of tasks necessary for the proper functioning of the market economy. Although this word is widely used, it is mainly manifested in the following three aspects: advertising, sales promotion, and customer influence, in other words, a marketing strategy used to capture existing markets. is a set of important tools. Alternatively, marketing in the first and most mercantilist sense is used more in the mass consumer market and less in sectors such as high technology, financial, social and cultural services.

Marketing is a set of market analysis tools (such as sales forecasting methods, market simulation models, and research) available only to large enterprises, which are used to develop a forward-looking and scientific approach to the analysis of needs and demand. Critics believe that the reliability and practical value of such expensive methods is not so obvious. The company's marketing strategy depends on its position in the market, analysis of market changes, analysis of the competitive situation, forecasts of changes in the market, company's own goals and limited resources. A properly developed marketing strategy can minimize the negative impact of uncertainty and environmental variability affecting management decision-making and allow the company to prepare for the necessary internal changes in production and the company's activities as a whole. The result of the activity of any enterprise of the organization depends on how correctly and correctly the goals are set, tasks are set to achieve them. Therefore, the management of the organization should have the most complete and reliable idea about its situation, existing and possible closest competitors in order to conduct research in the field of consumer preferences.



**The development of the strategic marketing plan of the enterprise is aimed at solving the following set of tasks:**

- assessment of the current state of the enterprise;
- to determine the main goals of the enterprise from the point of view of obtaining guaranteed income from investments, as well as to the maximum - rational use of resources;
- attracting all resources to achieve the goals and objectives of the enterprise's development. The marketing strategy helps to determine the areas that will affect the growth of the organization, and

thus helps to create an organizational plan to meet the needs of customers. Based on the information collected as a result of market research, It helps to determine the right price for the organization's goods and services. The strategy ensures effective coordination of departments. It helps the organization to optimally use its resources to present the sales message to the target market. provides, and also develops a method for determining the scope of the plan.

Currently, every company needs to develop a marketing development strategy in order to solve the tasks set before it and, as a result, to maximize



its profit. A marketing strategy is a business development plan that describes the most rational use of available resources to achieve a desired state. Based on the above, we can conclude that strategic marketing is a management system for the development and promotion of goods (services) that are valuable for consumers, production and society as a whole, based on a comprehensive analysis of the market.

Marketing strategy is a set of key decisions aimed at achieving the company's goals. The enterprise program also includes information about the current state of the enterprise, its customers, aspects that are staffed for customers, and the company's prospects. A commercial enterprise should always keep such a program in focus, regularly make corrections to it. The enterprise program helps to set a goal, increase its importance and leads to the achievement of the goal. The scope of the enterprise's activities is indicated in the enterprise program. This is the boundary of the circle and can be served by products, technologies, customer groups, their needs, or a combination of several factors. For example, the expression of the sale of cars, radio-telephones, other goods in the enterprise indicates the limit of the range of goods. The range of goods should be as wide as possible. The stage of tasks and goals of the enterprise sets tasks aimed at achieving the goal in front of each manager and management employee.



Each employee is responsible for the performance of his duties. If the main goal of the enterprise is to make a profit, in order to achieve it, it is necessary to increase the sale of profitable goods and increase their contribution. Increasing the sale of such goods requires finding sources of goods and choosing the most effective among them. These, in turn, lead to a number of tasks. These tasks are marketing tasks and require the development of a marketing strategy. In this, the process of studying the market, studying the sources of supply, studying the conjuncture for each product belonging to 82 enterprises and drawing a conclusion on them is carried out. Planning process at the level of enterprises and marketing strategy Enterprise development plan is an important stage of strategic planning. In this, the analysis of the main directions of economic activity is carried out and the profitability of certain goods is determined. Depending on the level of profitability, it will be necessary to make a decision to leave it in the trade or not, to attract or not to attract it. Work aimed at

mobilizing more financial resources for high-yield goods and moving away from less useful ones is planned. Strategic planning determines the main directions of the company's activity, reflects the appropriate direction of all actions in the field of product production and sales

In conclusion, it is worth noting that information is the main tool used in any research process, including the activities of enterprises and marketing research. The issue of their formation is also very complicated. Because in this research, we have to collect a lot of primary data along with secondary data. Due to this, along with the formation of this information, the question of their use is also unique. First of all, it is necessary to develop a correctly selected marketing research plan in order to gain a share of the market and not to be hindered by competing companies when looking at the company's prospects and producing competitive products.

#### **REFERENCES**

1. Nosirov P., Abdullaeva L., Marketing - the basis of market economy, T., 2015.
2. Ghulomov S. S. Marketing basics, 2nd edition. T., 2017.
3. Sh. Dj. Ergashkhodjayeva STRATEGIC MARKETING. T; 2014.
4. Khasanov, Safina Nafisa Talgatovna, and Abdunazarova Navroza Khasanov. "Marketing strategy of the enterprise and stages of its development." models and methods for increasing the efficiency of innovative research 2.21. 2023 year.