



**MARKETING INNOVATIONS IN THE BAKERY INDUSTRY IN THE  
CONDITIONS OF FORMATION OF SUSTAINABLE COMPETITIVENESS**

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**Abstract:** The article highlights the main issues of marketing innovation in the bakery industry in the context of the formation of sustainable competitiveness, its impact on the development of the bakery industry, as well as the development of scientific and technological progress in the conditions of market relations. Attention is drawn to the urgent need to form a national concept of the level and quality of production of finished products in the bakery industry, which has clear goals, meets current problems and corresponds to a number of national and economic characteristics.

**Key words:** market relations, marketing, innovation activity, innovation marketing, bakery industry, economic development, economic competitiveness, scientific and technological progress, production, services.

**Introduction.**

The ongoing changes in the socio-economic environment necessitate the rational and efficient use of the resource potential of industrial enterprises of the Republic of Uzbekistan in order to meet the demand of consumers in both the domestic and foreign markets. A necessary condition for the successful functioning of domestic enterprises is the use in practice of modern algorithms and models of marketing innovation in order to strengthen market orientation and ensure competitive positions in the market.

The implementation of an effective marketing policy, taking into account the current consumer preferences and tastes of the population, which would help ensure the optimal amount of profit for a long period of time, should be a paramount task for domestic bakery enterprises striving to be competitive in the market.

An important condition for the formation of a sustainable competitiveness of an enterprise is a strategy for improving products and expanding the range in accordance with consumer characteristics. Achieving the set strategic goals sets the task of organizing effective marketing innovations, using methods of strategic analysis. Bakery production is a constantly evolving system that includes logistical, informational and scientific support. The bakery industry is one of the leading food sectors of the agro-industrial complex of Uzbekistan, fulfills the task of developing essential products and provides 12% of the revenue of the entire food industry. Bread for consumers is a product of prime necessity, so the market is stable, predictable and allows business to develop.

**Source analysis.**

The problem of ensuring the sustainable development of enterprises in the bakery industry is relevant today. All sorts of methodological approaches to the study of sustainable functioning and economic development of enterprises in the bakery industry have become the basis for systematizing



the conditions on which the sustainable economic development of the bakery complex is based. A certain contribution to solving the problems of sustainable development management in the bakery industry was made by such authors as N.N. Kalinin, T.V. Medvedeva, K.G. Ilyinskaya, V.A. Shubenkova, A.A. Beschasnov, E.A. Labur, etc. A review of literary sources showed that there are different approaches to determining the essence of marketing innovation, its impact on the development of bakery enterprises, and its effective use in increasing the competitiveness of its economy. The main difference between all approaches is that each of them interprets this concept from the standpoint of various factors of influence, both internal and external. The analysis of domestic and foreign economic literature shows that the approach to studying the problem of marketing activities, its impact on the development of enterprises in the bakery industry, is currently of a dual nature. On the one hand, this problem is relevant today and is in the focus of attention of scientists, and on the other hand, scientific research remains debatable, insufficiently developed methodological and theoretical base on the impact of marketing innovation on the development of bakery enterprises, effective use in improving the competitiveness of bakery enterprises. complex.

Theoretical and methodological foundations of the study were developed on the basis of an analysis of the works of domestic and foreign scientists devoted to the study of social potential, the theory and practice of managing its development, the specifics of the Arctic region and the features of the formation and development of the potential of the northern territories in the conditions of transformation. The conceptual basis of this study was the study of a sociological, economic, political nature, management theory. The need to use system concepts is due to the fact that the categories under consideration function as open systems, and multi-level inclusions in the system of representatives of government, business, and social communities allow for the possibility of their active actions in changing conditions. During the research, general scientific methods of analysis and synthesis, generalizations, analogies, comparison method, analytical method were used.

### Research results.

In solving the tasks of saturating the domestic market with high-quality domestic food products, increasing the efficiency and productivity of the agro-industrial complex, realizing the export potential, which are indicated in the national food security of the Republic of Uzbekistan until 2030 and other strategic documents, the most important role belongs to food industry enterprises. An analysis of the current practice shows that the organizations of the manufacturing industry of the agro-industrial complex are currently the driving force behind production, improving technologies, introducing innovations, increasing the competitiveness of products, creating an effective added value in the food chain and integrating into the global market system. This objectively makes it relevant to substantiate and implement the priority tasks of the competitive development of food industry enterprises, taking into account the existing mechanisms for state regulation of agro-industrial production, as well as the consistent and directed creation of conditions and incentives for the intensive formation and strengthening of the competitiveness of all areas of the agro-industrial complex.



Based on the analysis, it was found that the food industry in the world belongs to the dynamically developing sectors of the economy. This is due, on the one hand, to demand factors, including population and income growth, consumer orientation towards high-quality, healthy, functional and specialized nutrition, and, on the other hand, to the potential of producers, which is characterized by the ability to transform under the influence of consumer preferences, a high degree of concentration investment resources, innovative activity and the formation of sustainable competitive strategies.

Sustainable development, the growth of competitiveness of domestic enterprises in the bakery industry is impossible without the country's transition to innovative business principles. As part of the transition to an innovative path of economic development, it is necessary to solve the problem of effective management of innovative activities of enterprises in the bakery industry.

Effective innovation activity enables the company to take the most profitable, stable position in the market, to gain additional competitive advantages. Another feature of innovative activity is the presence of a significant period of time separating the idea from the commercialization of the innovative project. The above complicates the forecasting of the development and implementation of innovations, thereby characterizing this type of activity as one of the most risky. The instability of the economic environment slows down the process of transition to an innovative way of development of enterprises. In this regard, in the context of rapidly growing competition and limited resources, it is not enough to apply traditional methods of development, a reasonable choice of effective innovative solutions, as well as their implementation to ensure the competitiveness of bakery enterprises. In this regard, the task of scientific and methodological support of the process of managing the development of innovative activities of enterprises in the bakery industry becomes relevant. The main problem is the simultaneous achievement of economic efficiency, an acceptable level of innovation risks with limited resources of the enterprise in the process of implementing innovative projects.

The development and implementation of marketing innovations in market conditions is the only way to increase your competitiveness and maintain high rates of development of bakery enterprises and their brands. Marketing innovations are aimed at better satisfying the needs of consumers, opening up new sales markets in order to increase sales volumes, which is the key to the successful development of the organization. To keep pace with the rapidly changing market needs and make the most of the opportunities that open up in the external environment, the bakery industry needs constant work on new technologies, relationships with the outside world. The key to solving these problems is innovative marketing activity, which in modern conditions is becoming the core of corporate competitive strategies. Changes in the external environment constantly create the ground for innovation, as new opportunities appear to meet existing needs and requirements [4, p. 224].

The mechanism of interconnections and interdependencies of economic, production, personnel, organizational and other capabilities of industrial enterprises is determined, first of all, by economic conditions. Methods of adaptation of enterprises to changing conditions of economic activity and mechanisms of interrelations of production processes at the enterprises of the bakery industry themselves. The external environment of the enterprise as a whole and the individual components of its activities in particular are constantly changing, and these natural changes increase the instability of business conditions [5].

The complication of the interconnections between the production processes of enterprises in the bakery industry involves a combination of external and internal factors influencing the entire



business process and is determined not just by a random situation in which an enterprise is looking for an optimal state of equilibrium, but by the logic of the development of macroeconomics in general and the life cycle of individual components of economic activity of subjects in particular. In order to keep up with the rapidly changing market needs and make the most of the opportunities that open up in the external environment, enterprises need to constantly work on new products, technologies, and relationships with the outside world. The key to solving these problems is innovative marketing activity, which in modern conditions is becoming the core of corporate competitive strategies. Changes in the external environment constantly create the ground for innovation, as new opportunities appear to meet existing needs and requirements[6].

In modern conditions, innovation activity is inherent in any production enterprise to one degree or another. Even if an enterprise is not a leader in the innovation market, sooner or later it will certainly face the need to replace obsolete technologies and products. The issues of marketing innovation is very complex, combining a variety of scientific, technical, economic, social, psychological and other problems. I. Schumpeter showed the importance of a crisis state in economic development, because it is always a turning point in development and in order to survive an enterprise, it is necessary to constantly innovate while dying out of everything obsolete. To do this, organizations must have the ability to adequately respond to various changes and changes. This is the basis for the transition from a monotonous type of development to an innovative type of development. That is, to develop and introduce into the system such innovations that will strengthen the position and reduce the risk and uncertainty of future consequences.

As world experience shows, in the conditions of a modern economy based on the use of the achievements of scientific and technical progress, there is no alternative to the innovative development path. The creation, introduction and wide distribution of new products, services, technological processes are becoming key factors in the growth of production volumes, employment, investment, and foreign trade turnover. It is here that the most significant reserves for improving product quality, saving labor and material costs, increasing labor productivity, improving the organization of production, management and increasing its efficiency lie.

All this ultimately determines the competitiveness of enterprises and their products in the domestic and world markets, the improvement of the socio-economic situation in the country. If an industrial enterprise is not focused on the development of new technologies that allow the production of new types of products of higher quality and at the lowest cost, it runs the risk of becoming uncompetitive after a certain period of time. Under such conditions, no industrial enterprise can exist for any long time without making noticeable improvements in its work. In this regard, innovation activity becomes the main condition for survival in the market. Purposeful implementation of innovative activity gives the enterprise significant advantages over competitors and ultimately increases the profitability of its activities.

Structural transformations, ahead of the development of high-tech industries and industries aimed at further increasing the competitiveness and strengthening the position of Uzbekistan in world markets, is the main priority direction not only for the bakery industry, but also for the entire socio-economic policy, which began from the first days of independence of the republic. First of all, we are talking about such industries that, on the one hand, ensure the diversification of production and the production of products that cause high consumer demand, and on the other hand, are focused on the use of rich sources of raw materials and resources available in the country. This condition, which is,



in fact, the basic rule for the implementation of the production and economic activities of any enterprise, serves as a guideline for achieving not only high profitability of production, but also reducing the import of goods, especially those that can be produced from their own resources and on their own.

A marketing strategy driven solely by the desires of the market will inevitably lead to a preference for small innovations, to the detriment of what research laboratories offer. Such innovations, corresponding to the needs, conscious and expressed by the market, are less risky and, in this regard, seem more attractive to the company. On the other hand, a strategy based on technological advancement is more likely to lead to an innovative breakthrough and thus create the basis for a long-term competitive advantage that will not be easy for a competitor to achieve. Most innovative breakthroughs start in the lab, not in the marketplace. Therefore, it is important to maintain a balance between two product development strategies - technological push and market pull.

Practice proves that companies significantly increase the chances of success in their innovation activities, focusing on the market. The importance of marketing in the creation of new products that consumers acquire as the end result of the innovative activities of organizations is steadily increasing. Moreover, in today's turbulent conditions, it is no longer enough for successful companies to develop new products, they need to create their own markets, their own consumers.

It should be noted that the trade and currency regimes of Uzbekistan have been noticeably liberalized in recent years. The state has given up its monopoly on foreign trade operations and regulates cross-border flows of goods and services with the help of tools generally accepted by the world community. Internal and external convertibility of the national currency for current transactions has been introduced: both residents and non-residents can freely exchange sums for foreign currency within the framework of such transactions and vice versa. Foreign investors are admitted to the financial and stock markets of Uzbekistan, to participate in privatization tenders.

Maintaining the required level of economic security is becoming one of the strategic objectives of Uzbekistan's foreign economic policy. The inclusion of a country in the world economy as a supplier of raw materials does not result in the emergence of insurmountable obstacles to the development of the national economy, but mainly in the low efficiency of the country's foreign trade exchange. Of course, such a model of interaction with the outside world does not make it possible to accelerate economic growth. But it does not seem to be a source of increased danger for the economy, fraught with an explosion in the reproductive process.

The results of innovative activities of enterprises in the bakery industry can affect the sustainability of the enterprise in two aspects:

Firstly, own and acquired innovations-products and innovations-processes allow solving production, marketing, social, economic problems that have arisen in an enterprise and make it difficult for it to compete in various markets. In this case, the organizational and economic consequences of their application are considered as the result of innovations.

secondly, the results of innovations can be samples of new products, new technologies, inventions, etc., created by scientific departments of innovatively active industrial enterprises, which can be goods on the innovation market and, accordingly, be sold to other enterprises. In this case, the financial result characterizing the commercial success of sales is also identified with the results of innovative activity.

Among the main factors hindering the implementation of innovations, business leaders name the lack of own funds, the high cost of innovations and high economic risks. In the absence of demand for traditionally manufactured products, few people dare to diversify production, to switch to the production of innovative, competitive products.

Therefore, the issue of investment activity lies, in our opinion, not so much in the economic plane, but in the field of psychology of some industrialists who cannot understand that conservatism in business process management means production stagnation and, ultimately, its death. Only the constant search for new solutions, the maximum differentiation of our own production can guarantee its survival in modern conditions.

**Conclusion.** Thus, we can conclude that today the organic unity of the areas of marketing and innovation is achieved through the transition of leading companies to a strategic orientation to the market, which includes all market participants and all levels of the organization. From our point of view, the innovative activity of market-oriented bakery enterprises consists in the implementation of innovations in the form of “world novelties”, products new to the company, upgrades, expansion of existing product lines, new brands and economical products from the standpoint of the perception of innovations by all market participants through feedback, as well as the introduction of internal innovations with an organizational component.

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