



WAYS TO IMPROVE THE EFFECTIVENESS OF MARKETING RESEARCH IN SMALL BUSINESSES

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Abstract: the article analyzes and highlights ways to increase the effectiveness of marketing research in small business entities.

Key words: Marketing, marketing system, marketing research, product, demand, potential consumer, efficiency.

The marketing system is sensitive to consumer demand. The system is sensitive to and adapts to small changes in the demand for goods determined by consumer qualities, warranty, service and other aspects. This will be helped not only by the marketing analysis of competitors' activities and the search for forms of cooperation with them, but also by educating a highly cultured, harmonious, highly ethical consumer. Success in this field is achieved through the high professional skills of marketers who understand the wishes of consumers, can accurately predict the dialectic of demand and its aspects, know the possibilities of the field of activity, and can ensure the dynamism, flexibility and elasticity of the system.

The use of marketing research should solve the following tasks:

1. It is necessary to ensure that the goods and services offered by the enterprise enter the market on a large scale;
2. It should provide the maximum possible profit or profit at the standard level;
3. It is necessary to quickly respond to changes in the market, that is, to re-form as the situation requires, to ensure the delivery of goods on time and at the level of demand.

The system envisages the unity and high scientific-technical level of functional and supporting subsystems that form its integrity. It is desirable to use active marketing, which is the main structural-functional link of marketing management in enterprises and provides interaction between the employees of the management apparatus. Currently, this harmony is observed in the formation of small businesses. When a marketing system is scientifically organized and implemented as part of a program, it becomes not only reliable and cost-effective, but also self-organizing and self-managing.

More complete implementation of the principles of market economy, expansion of the boundaries of real independence of enterprises and organizations, provision of opportunities to enter the international market and other factors influenced the increase of interest in marketing.

The main concept of marketing is based on the idea of satisfying the needs and consumption of potential consumers. Its essence allows us to understand what path we need to take in order to transition to a market economy.

The market makes it possible to analyze the population in terms of forms of communication between production and consumption in our Republic and to divide it into various sectors, and each of them has its own direction in the use of marketing.



"The main task for us is to continuously update production technically and technologically, to constantly search for internal opportunities and reserves, to implement deep structural changes in the economy, and to continue the modernization and diversification of the industry consistently. Such a new vision and actions must form the basis of all our activities.

In this regard, the most important direction of using our internal capabilities and reserves is to gradually increase the deep processing of the rich mineral raw materials and flora resources of our land, as well as the volume and type of production of products with high added value. should consist of expansion.

In other words, we need to switch to a 3-4 stage system of processing in order to turn raw materials into products that are in high demand in the world market. The essence of this system is that it involves preliminary processing of raw materials at the first stage, i.e. preparation of semi-finished products, transformation into ready-made materials for industrial production at the next stage, and production of finished products for consumption at the third, final stage.

In the development and implementation of programs in this regard, there is a need to monitor the entire production process of each type of primary raw material, that is, from the deep processing of semi-finished products to the final stage of turning it into a ready-to-consume product.

In short, it is necessary to ensure the forecasting of the entire process of production organization - from the deep processing of raw materials to its transformation into a finished product - the cycle, justifying the appropriateness of the expenses and the degree of self-recovery. . Calculations show that as a result of the production of products with high added value, in 2030, based on the mastery of the production of new types of goods, the volume of production in the oil-gas-chemical sector will increase by 3.2 times, non-ferrous metal products 2.2 times, ferrous metal products 2.3 times, chemical industry products, including mineral fertilizers, can increase 3.2 times.

Deep processing of cotton fiber and fruit and vegetable products based on modern technologies will increase the volume of production of ready-made, environmentally friendly textile and light industrial products, which are in high demand in the foreign and domestic markets, by 5.6 times in 2030, and the volume of processing of fruit and vegetable products and it allows to increase by 5.7 times."[1]

In the conditions of modernization of the economy, legal entities and individuals should have a clear understanding of the difference between marketing and ordinary production and sales activities. In marketing activities, the first person after the director is not the chief engineer, technologist, economist, but the commercial director - he is a good specialist in the field of sales, he should embody the characteristics of an organizer, economist, financier, salesman, and others.

In the process of selling goods, contact is established with consumers and their requirements are studied. The task of using marketing research is to identify differences in consumer tastes and develop proposals aimed at satisfying them. Based on these, the long-term prospects and development goals of firms, companies, and companies are determined. Marketers inform manufacturing about the wants and needs of the population, and as a result, better goods and services are produced at prices that consumers can afford.

The use of marketing research is important in the enterprise. Its successful structure allows to determine the ways of solving the existing difficulties and ensures success in competition. With the help of this program, the enterprise (firm) evaluates its activity and answers the question of which direction the development should take.

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Depending on specific goals, various economic indicators that evaluate the enterprise's activity quantitatively and qualitatively are analyzed. Such indicators include the size of the capital, the amount of turnover and the location of the funds with the value, the description of the small structures of the enterprise, the amount and location of the funds spent on capital construction, the results of research.

Marketing activities, the system of market management of the economy, envisages the implementation of specific measures in the way of the entire dynamic flow of goods that connects production with consumption. For this purpose, market research, demand structure and dynamics are carried out to eliminate uncertainties between production and consumption. After that, the results of the market research are brought to production, and finally, goods that meet the demands and wishes of consumers and are better than the goods produced by competitors are produced.

For the in-depth research of the marketing situations that have arisen, it is appropriate to carry out the classification of issues according to each function, technology stage and each system subject. Most situations are planned and programmed by the employees of the marketing system, but some situations occur unexpectedly and are unplanned and uncontrollable. In order for the marketing system to function in a planned, stable and dynamic way, it is necessary to ensure its high level of manageability. However, unplanned situations do not always occur due to negligence. In some cases, this situation is in the form of advanced ideas and innovations within or outside the labor team. Therefore, new marketing situations can be divided into negative and positive situations. Situations of a negative nature are a sign of impoverishment, unsatisfied marketing, weak organization of commerce, etc. Situations of a positive nature are the result of an innovative, creative approach to work.

There are different ways to increase marketing efficiency. When choosing one or another direction of changes, it is necessary to determine the impact on implementation, efficiency, speed, reliability of the marketing system, increase its competitiveness, stable positioning of the enterprise and its goods (services) in the market, the situation of the enterprise in the specific environment and other factors.

Summarizing the best experiences and the opinions of scientists of our country and foreign countries allows to determine the main directions of increasing marketing efficiency. In developed foreign countries, along with the level of technology and the organization of sales, a large place is allocated to the stock of goods. They work as a connecting link between production and consumers in the market, they act as a leveler of differences between demand and supply, because supply must exceed demand.

One of the components of the direction of improving the organizational mechanisms of marketing due to the expansion of cooperation and integration of marketing functions at the scale of different enterprises or within the framework of the association is the optimization of the management structure, because it creates organizational opportunities for the effective use of marketing. At the present stage, program-targeted and network structures are among the most advanced structures of management. Optimization of the organizational mechanism involves regulation, standardization and control of the marketing process.

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