

Analysis of the main economic and marketing indicators of FE "DAKA-TEX" LLC
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Abstract: In this article, the business activity and competitiveness of the enterprise, marketing analysis, analysis of the range of products sold and all the modern requirements of the new type considered.

Keywords: Enterprise, market, product, analysis, production, competition, Dynamics.

The marketing analysis of any enterprise begins in the production activity. Production and sales activities reflect the company's position in the market, product competitiveness and attractiveness.

Analyzing the activities of DAKA-TEX FE LLC, we need to study the dynamics of production volumes in recent years.

Table 1. DAKA-TEX FE LLC analysis of the production activity of the enterprise

№	Product name	Measurement one.	2016	2015	2016	2017	2018	2019	2020
1	Kala kalava	tn.	2484	1706	3128	3234	3138	2653	2960
2	Knitted matosi	tn.			140	283	320	224	285
	Total:		2484	1706	3268	3517	3458	2877	3245

The table shows that in recent years, production at the enterprise has been stable. Fabrics are also included in the production structure.

The main part of the income comes from the currency of the card yarn and its export within our country and to countries such as Turkey, Russia, Bulgaria and China. The share of exports is 80% of sales. We can see the change in sales volumes from the table below.

Table 2. IP DAKA-TEX LLC analysis of the sales activities of the enterprise

№	Naming	Die a.	2016	2017	2018	2019	2020

1	Total sales	mln. sum	21 127	19 896	20 756	18 651	20 274
	<i>Including:</i>						
2	total currency:	tys. doll	8 131	7 395	6 722	6 318	5 414
2.1	export	tys.doll	4 081	2 583	3 123	3,936	2 164
2.2	Domestic market	tys.doll	4 050	4 813	3 599	2 383	3 251

As can be seen from this analytical table. Volumes of sales in free currency are gradually declining. This is due to falling market prices and exchange rate fluctuations. The distribution of sales by markets also plays an important role in the analysis.



-Picture.Sales geography of IP DAKA-TEX LLC.

FEE "DAKA-TEX" LLC, which has been operating for a long time, has been operating for a long time. The internal divisions of the company include: Production, manager and sales services and advertising department in the local market, service center, accounting department, personnel department and others.

It should be noted that the technology currently used in FE "DAKA-TEX" LLC is a modern technology that can meet all requirements. Most importantly, the operating speed of the sewing



machines used in the sewing shop is very high, with extensive use of German technology. All products manufactured by FE "DAKA-TEX" LLC are made in workshops.

Currently, there are several shops in FE "DAKA-TEX" LLC. These include: sewing shop, raw material preparation shop, decoration shop, warehouse and others.

In the current financial and economic crisis and the sharp economic globalization, the role of marketing is enormous and it is manifested as an intermediary of the enterprise in a market environment. The degree of penetration into this environment is determined by the business activity and competitiveness of the enterprise.

XK "DAKA-TEX" LLC Marketing analysis shows that FE "DAKA-TEX" LLC trying to support multiple marketing strategies to boost its production.

The content of marketing activities can be learned from the analysis of the range of products produced and sold. The company is mainly striving to create a new type of competitive product that meets all modern requirements. Customers are using marketing strategies that take into account their wishes and opinions. In addition, the company is sincerely trying to remove from the market goods that have slowed sales, and instead choose a new product.

Another type of intermediary is using the services of distributors to fill the domestic market of the country with modern knitwear. Currently, the company successfully operates in Samarkand, Tashkent, Karshi, Navoi, Jizzakh, Andijan, Namangan, Fergana and other regions of the country.

To date, a number of measures are being taken to further expand and distribute the distribution network. When distributing a product, the technical performance of the enterprise's products is very important for dealers and distributors. Therefore, we consider it important to reflect the technical characteristics in the implementation of marketing activities and in the development of marketing strategies. In particular, the products currently in production are competitive in all respects.

In analyzing the marketing activities of a company, it is necessary to pay attention not only to its product policy, product distribution system and product characteristics, but also to the marketing strategy of the enterprise. In this regard, we need to analyze the marketing strategy implemented by the society.

The company has 108 competitors in Uzbekistan, the list of which is given in the appendices. The main competitors of IP DAKA-TEX LLC in Samarkand region are four:

- Amin Invest International LLC QQ
- JV Artek International LLC
- Samuniversal Teks LLC
- VOSTOK-PRODUKT LLC.

The product description and its strategy of competitiveness in the market consists in the organization of production of high-quality products of a functional nature and aesthetics that meet the needs of consumers.

Meeting local growing needs in the organization of production will also allow to meet the external market.

The shortcomings of the enterprise in the development of the strategy of the enterprise in the recent past should also be considered. The company uses a number of communication and marketing research in its operations. For example, working directly with consumers, the exchange of information does not use in-place media such as advertising.

In terms of assortment, the number of goods that fully meet the needs of all sexes is slightly lower. Given that the company has only recently started operations, these shortcomings are invisible and can be remedied.

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