

THE ROLE OF MARKETING IN THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED BUSINESSES IN UZBEKISTAN

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Abstract: This article highlights the importance of Marketing, which is necessary for the development of small and medium-sized businesses. An analysis of the correct implementation of marketing, which is one of the important factors in creating an internal environment, has been carried out. The entire life cycle of the company is divided into 6 periods, and in each period several directions of the main marketing activities are mentioned.

Keywords: Small business enterprises, competition, strategy, advertising, small business, image, customer, medium business, export, brand, marketing.

Introduction: In the conditions of modernization of the country, further deepening of democratic market reforms and liberalization of the economy, the implementation of international standards in the field of marketing in the educational system of our country is considered the most urgent issue of today.

Marketing - methods of activating economic relations that arise in the market, methods of complex and systematic solution of problems of production and sale of goods, quick adaptation to changes that occur in the market, stratified approach to consumers, creation of competitive new goods and organization of their production, study and forecasting of the business environment and aims to study the issues of effective advertising development. The development of marketing in our country serves the development of small and large enterprises, as well as the growth of the economy through the development of business.

We can see from the world experience that the civilization of small and medium business is of great importance not only for the national economy, but also for the fundamental improvement of the social life of our country. Small enterprises with their creativity, entrepreneurship and initiative create a competitive environment in the country's market, which, in turn, serves to increase the quality of goods and services and reduce their prices. The increase in the number of small enterprises, regardless of the form of ownership, eliminates the shortage of products by increasing the type and assortment of products.

Since the independence of Uzbekistan, in the process of transition to a market economy, there are cases where large-scale projects have not been implemented, and production facilities established at the expense of foreign investments or with foreign partners have not brought the expected economic results. . We can see in history that simple marketing calculations such as the effect of transportation costs on product cost, available raw material stock, market competitiveness of manufactured goods, incompatibility of local raw materials with foreign production technology, and market size have not been properly analyzed. there were cases of great economic damage.

Nowadays, in the field of small business, we can meet a lot of enterprises that cannot develop due to lack of proper marketing or their activities have been terminated.

Among our people, there is a large group of people who do not understand what marketing is and its essence. In the public, many people use the concept of "marketing" as an analogue of the word "selling".

The misconceptions people have about marketers can be divided into 7 groups;

The first is that people think of marketers as "Advertisers". They understand the activities of promotion and advertising of goods and services. Selling or advertising is part of the marketing process, but marketing has a broader meaning.

The second misconception is that "Rescuers" believe that only when a business goes bankrupt will marketers come to the rescue. The third misconception is "Sales Promotion" - people who only see activities for selling goods and services. The fourth misconception is that marketing is "just a staff unit in an enterprise" and that it is a job that provides temporary employment to acquaintances or downsizing. The fifth misconception is "Spies". That is, they believe that they are spying for answers to the questions of what competitors are selling, how and at what prices. The sixth misconception is that they think "Ideas". Enthusiastic, restless people with new ideas. They think that they are the ones who can come to the entrepreneur and show them the ways to make a profit. The seventh mistaken idea is "Balogardon". They think that the marketers should be blamed for the failure of the business, the failure to sell the goods.

In fact, Marketing is a set of important strategic activities used throughout the entire life cycle of the Company, based on specific indicators and numbers, aimed at business development, increasing competitiveness, attracting and retaining customers.

The entire life cycle of the company is divided into 6 periods: "Emergence", "Development", "Maturity", "Decline", "Crisis" and "Recovery", and several directions of the main marketing activities carried out in each period are mentioned.

The topic of marketing in small business is relevant because more and more companies are looking to expand their business and increase their income. A small business can only succeed if it uses the right marketing tools to attract and retain customers. One of the main things to consider when working with small businesses is that the competition in this market segment is very high. Therefore, in order to stand out from the competition and attract the attention of customers, it is necessary to use effective marketing strategies that correspond to the conditions of the regions and the mentality of the population. Small businesses usually have a limited marketing budget, so it is important to choose tools that are as effective as possible and do not require large costs. In small business, marketing is of great importance in creating the image of the company and raising its reputation among competitors. If the company chooses the right marketing strategy, it will lead to an increase in the number of customers, an increase in the level of loyalty and an improvement in financial performance. Medium business is one of the fastest growing sectors of the economy, and marketers play an important role in attracting new customers and retaining existing ones. Competition among medium-sized companies is very strong and fierce, but defeat is somewhat more painful than that of small businesses. Medium-sized companies may face diversification problems in the process of changing consumer preferences and market demands, which requires constant analysis and adaptation of the marketing strategy. Finally, marketing in medium-sized businesses helps to attract attention to their products and services, which serves to increase the level of profit, the main goal, through increased sales and profitability.

Conclusions and suggestions

We can consider the relevance of medium business marketing in Uzbekistan through several factors:

- first of all, as in many countries with developing economies, the number of medium and small business entities is growing rapidly in Uzbekistan.
- secondly, the competition in the market of goods and services is getting stronger. In Uzbekistan, the experience of many medium and small companies competing with each other for customers and sales markets is also increasing, and marketing is becoming an increasingly important tool for attracting and retaining the attention of customers.

- Internet marketing is becoming more and more popular in Uzbekistan for medium and small businesses. Therefore, effective Internet marketing through the development of Internet technologies allows companies to quickly and effectively promote their products and services, as well as to improve operations by receiving feedback from customers.

- fourthly, the changing needs and demands of consumers. In Uzbekistan, consumers are becoming more demanding in relation to the quality of goods entering the market, as well as the level of service. Therefore, marketing should be aimed at studying these needs and requirements and fully satisfying them.

Based on the above analysis, we can say that in the conditions of Uzbekistan, marketing is a relevant and important direction for the development of medium-sized businesses and for satisfying customer needs and at the same time ensuring the successful future of the enterprise. For this reason, companies planning to operate in the selected market for a long time and with a high share should actively use marketing tools and strategies to sell their products and services on the market of Uzbekistan.

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