

**IN DEVELOPING SMALL BUSINESS AND ENTREPRENEURSHIP EFFECTIVE
USE OF INNOVATIVE MARKETING**

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Annotation : *In the article small business and entrepreneurship effective tool and basis is marketing. Marketing options wide and continuity , it learn in business to success achieve basic support that is illuminated .*

Key words : *small business , entrepreneurship , marketing, innovation product market study , potential buyer , brand category , enterprise competitiveness , innovative marketing, business development*

Marketing - consumers problems comprehension and market activities regulation to put clear purpose focused process is Marketing (from English market - market) - this product functional removal from sell formed until ripe which was complex system . He is clear customers demand satisfaction , the market learn and in advance according to to know based on benefit to take designed .

Innovative marketing novelty based on the market study or the market is the application of new approaches in the field of marketing means the widespread introduction of innovations. Currently, small businesses and private entrepreneurs have a number of challenges in applying marketing themselves. Because in most companies, marketing departments are not active. In a market economy, such situations in enterprises create problems in the organization of their activities.

The production and sales activities of small businesses of different forms of ownership should be closely linked with the marketing plan. The concept of marketing involves making decisions in all areas of its activities in terms of ensuring the overall success of the small business in the market. This situation should be reflected in various types of organizational, management and sales activities.

Small businesses should always target the specific buyer and find answers to the following questions: How much? How good is it? From what? When should the product be manufactured? It is well known that small business structures are limited in quantity, quality and time. They need to reduce the cost of the economic operations they undertake to capture the market in order to win the competition for buyers. As a result potential buyer his offer reached brand does . That 's the problem Marketing is important in solving is Marketing news entrepreneurship activities in development important role plays . Innovation product or brand category to the market login business more successful to do opportunity gives Research instead increase modern methods application , customers attractive to do new customer growth provides enterprise competitiveness increases .

Business development har always trade cycle increase in assortment expansion with together is coming . This new product or services authorized without developing instead increase possible not . Market news provided without doing and targeted audience attractive to do system without

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improvement , competitors always forward shifted , each how in the rating first place take over for new products functional turns out and more customers and consumers attractive to do for income reduce possible .

Innovative marketing only product change , but not to them targeted audience attractive to do methods . He demanded forms its basic function current and future customer wishes and needs satisfaction .

Marketing news is this activity knowledge current reach or combine , most new product and services current reach with directly depending on which was processes is a set . Marketing news through of the enterprise competitiveness increase instead is increased . Marketing and innovation activities each other with link marketing innovations concept own into takes his purpose consumers satisfied or secret queries identification , in the market new products functional exit and promotion to do this requirements satisfaction .

Innovations marketing In Uzbekistan innovative activity development should which was areas is one . As you know , scheduled economy conditions product consumers about decisions centralized in a way acceptance developed manufacturers new being mastered product types sale strategy about to think necessity there is was not . Market in 2-3 years of reform consumption of the market big size enterprise leaders in the field of marketing indifference quoting released was . However , the state applications system and innovative businesses necessary material and technical and financial resources with supply appropriate centralized in a way instead increase absence , majority innovative businesses special functional remove abbreviated mass consumption for technological lines buy to take forced did . It 's like that decisions basic part activities save stay and different roads with functional remove communities state schedule not to shorten on the surface acceptance will be done was .

Current innovative businesses in front functional remove technological base update , developer removable product quality increase , Sales markets expansion as well as exports potential increase such as current tasks stands . This tasks effective reach active innovative policy think and innovative marketing activities in the enterprise develop Demand reaches

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