ORGANIZATION OF MARKETING ACTIVITIES IN THE ENTERPRISE

Saidova Mavluda Jumaboevna

Andijan State Technical Institute

Senior Lecturer, Department of Economics

Abstract: The article deals with the organization of marketing enterprises, activities focused on exports, and regional industry specific features.

Key words: marketing, management, social-economic development of the region,exports, imports.

Introduction. The development of innovative activities of enterprises in our country is closely linked with the development of small business and private entrepreneurship. It is through the development of this sector that a social stratum is being formed in our country, which is interested in social and economic stability and is an active driving force for development and democratic change[1].

The Development Strategy of New Uzbekistan for 2022-2026 sets clear directions for reducing state participation in the economy and opening the way for the private sector. In order to support entrepreneurship in the regions, it is planned to create 200 new industrial zones and develop a system of business incubators [2]. In accordance with this strategy, it is necessary to widely introduce innovations in the economy, to develop cooperation between industrial enterprises and scientific institutions. Development of technologies for the production of innovative products in the districts that are being transformed into innovative zones, which are up to 50% cheaper than existing analogues and create quality, value added 2-3 times higher than the cost of raw materials, including a total of 195 projects worth 165.9 billion soums. intended to be implemented [3].

Entrepreneurship development, legal protection of business is one of the main directions of the ongoing reforms in our country. In recent years, the sector has grown rapidly and has become a leading force in providing employment and well-being.

In recent years, in a number of developing countries based on modern market economies, large enterprises have abandoned many of the previous functions performed by their internal divisions and transferred these functions to small enterprises. It is for these reasons that the number of large industrial enterprises is declining and the number of small enterprises is growing. This process ensures that the market economy is dynamic, dynamic, responsive to innovations, and rapidly adapting to market demand and change. Accordingly, one of the most important factors in increasing the level of competitiveness of Uzbekistan with foreign enterprises is the creation of favorable conditions for the creation of a whole network of small enterprises, the combination of such enterprises to create a competitive market environment further expands the opportunities for the development of innovative activities.

This means that special attention should be paid to the development of small business and private entrepreneurship in the regions of the country, which will support new innovations and initiatives, on

the basis of which will ensure economic development. Therefore, the leaders of small businesses and private entrepreneurship in the regions should be encouraged to introduce the latest innovations in science and technology into production.

Resolution of the President of the Republic of Uzbekistan Sh. M. Mirziyoyev No. PP-3777 of June 8, 2018 "On the implementation of the program "Every family is an entrepreneur" wide popularization of entrepreneurship, handicrafts, home-based and other types of entrepreneurship, a stable source of income for each family. It aims to create the conditions for unemployment and eliminate unemployment. According to the program, starting from June 10, 2018, the implementation of the regional program "Every family is an entrepreneur" in the districts and cities of Andijan region is planned [4]. For the purpose of financing the tasks provided for in the regional program, the State Committee for Investments of the Republic of Uzbekistan will attract $ 200 million from credit lines of foreign financial institutions. It is planned to allocate funds in the amount of USD. The program mainly includes measures to encourage the breeding of pedigree cattle, goats and rabbits among the population and the establishment of industrial livestock clusters with the involvement of large entrepreneurs.

Resolution of the President of the Republic of Uzbekistan dated March 7, 2019 No PP-4231 "On additional measures for the broad involvement of the population in entrepreneurship and the development of family business in the regions" identified further directions of these systemic reforms . [5].

As of January 1, 2022, the number of family businesses registered as legal entities in Andijan region is 592, of which 558 or 94.3% are operating [5]. This represents an average increase of 19.4% in the number of state-registered and operating entities compared to the same period last year.

Research Methods. The application of the system of management of innovative activities of enterprises, the formation of relationships in different conditions, its network and regional characteristics are becoming more and more obvious. It is necessary to study these processes of the innovation management system, to study the peculiarities of the formation of relationships. In our opinion, revealing the features of the formation of the enterprise on the basis of these conditions, showing it the instructions for effective operation in market conditions using an innovative approach requires special scientific research. There is also a need to study and generalize the initial experience of implementing innovation management systems at the macro and micro levels in our national economy.

The mechanism of organization, formation and regulation of management of innovative activity of the enterprise consists of a set of characteristics of the behavior of a particular business entity and is very unique. These include the market position of the business entity, its potential, the characteristics of the services provided, etc. Accordingly, the same development strategy does not apply to everyone. At the same time, it is possible and necessary to establish, implement a number of general principles in the organization of the management system of innovative activities. In this regard, we believe that the full implementation of the mechanism of organization of innovative activities of enterprises on the basis of management system is necessary to study in practice the state of its organization and development, research and analysis based on the current situation.

In the context of the liberalization of the economy of our republic, the involvement of industrial enterprises in foreign economic relations is one of the urgent issues. It is intended to increase the efficiency of economic relations by ensuring that producers of products for export enter the foreign market independently, by accelerating the introduction of the newest forms and methods of world

practices, and by creating economic interest. The President of our Republic Sh. M. Mirziyoyev emphasized the need to liberalize and simplify export activities, diversify the composition of exports, and improve their quality [5].

Research Results. In Andijan region, in the following years, this important indicator increased as a result of the adoption of state normative acts, which provide a number of advantages, taking into account applications for the status of a participant in foreign economic relations. Now the need to have enough knowledge and skills to operate in the foreign market, to be able to correctly evaluate the competition, and to understand the role of marketing in particular, has increased.

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Currently, economic entities established in our region using various forms of cooperation are trying to enter the foreign market. As of January 1, 2024, there were 28,497 registered legal entities, and 3,162 new enterprises were established between January and June 2025, and 773 enterprises were terminated. So, 27038 enterprises or 94.9 percent of the total enterprises are operating. By types of economic activity, 24.5% of newly registered enterprises and organizations fall into trade, 26.2% into industry, and 13.8% into construction. 675 of the 773 enterprises and organizations whose activities were terminated during this period were small business entities.

There are 208 foreign-invested enterprises, 201 of which are operating, or 96.6 percent of the total [6]. It can be concluded that today the caution of industry enterprises to show any independence in foreign economic activities, the lack of operational experience in the changing conditions of the market have created certain difficulties and they have to be eliminated. Also, increasing the number of direct connections and joint ventures has become much easier than ensuring that they have the required level of "economic quality".

Consequently, the transition of business entities to the most progressive methods of organizing and managing their work is slow. In addition, efforts are being made to enter the world market with partial or complete study of foreign market conditions and conditions. That is, problems related to exit from the domestic market, where competition is low, to foreign markets, where competition is constant.

There are both objective and subjective reasons for the above-mentioned cases. In this case, for example, the lack of literacy of the leaders and personnel of industrial enterprises in matters of external activities, and the patterns created in thinking also have a negative place. These circumstances clearly determine the role and importance of marketing in turning activities towards export.

From a marketing point of view, the main difference between internal and external marketing systems is the need for a broader and deeper understanding of the environment.

It helps industries navigate issues such as economic conditions, laws, and cultural differences to determine when, where, and how to apply their marketing efforts. Business entities that have comprehensively studied consumer requirements in foreign markets can distinguish which markets are more effective. It correctly chooses the mechanism for doing business with individuals or companies in these countries.

Due to the fact that the application of marketing activities in enterprises, the formation of marketing relations occurs differently in different conditions, its network and regional characteristics are more and more clearly visible. It is necessary to study these processes of marketing, to research specific regional features of the formation of marketing relations.

In our opinion, revealing the characteristics of formation based on these conditions of marketing, showing industrial enterprises how to work effectively in market conditions with the help of marketing requires special scientific research. At the same time, it is also required to study and generalize the initial experiences of marketing at the macro and micro level in our national economy.

The mechanism of organization, formation and regulation of strategic management of industrial enterprises on the basis of marketing is extremely unique, consisting of a set of specific features of the actions of economic entities. This includes the position of the industrial enterprise in the market, its potential, the characteristics of the services it provides, and others. Accordingly, the same development strategy does not apply to everyone [7]. At the same time, it is possible and necessary to establish a number of general principles in the organization of strategic management based on marketing.

Research Results. In the current conditions, the importance of finding their own solutions to the theoretical problems that are the basis of marketing formation in the region determines the scientific topic in a clear direction. In our opinion, the main goal of the research is to establish marketing in industrial enterprises in the conditions of Uzbekistan, in the conditions of its various regions, to reveal the characteristics of marketing formation based on the dependence on the environment, and also to develop scientifically based proposals for the improvement of this mechanism and its effective use through the analysis of practice [8].

The scientific purpose of this research is as follows:

-to study the balance of demand and supply to justify market marketing management.

- to study the peculiarities of marketing implementation in different regions and to develop scientific and practical recommendations.

The scientific research of the regional features of marketing formation is first of all of theoretical and scientific importance, it tries to reveal the theoretical, methodological and scientific foundations of marketing. In Uzbekistan, research is conducted on scientific solutions for the development of this science. Secondly, the work has an ideological and educational value. Because in it, ideas aimed at educating people in the spirit of market relations, including marketing education, and economic thinking are taken.

Thirdly, it acquires practical importance, that is, the experience of industrial enterprises and teams that have established marketing and demonstrated its effectiveness in practice is studied, summarized and suggestions - comments are given. Fourth, scientific research is also important for management activities. The fact is that marketing is a set of economic relations related to organization and management.

Summarizing the above, it can be said that as a result of scientific research, it will be possible to conduct a comprehensive systematic scientific research on the current state and development of the national economy of the republic, especially the industrial enterprises of the Andijan region, and to improve it, as well as to organize marketing activities in the context of the development of economic reforms.

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