

WAYS TO ORGANIZE A MARKETING SERVICE AND INCREASE ITS
EFFECTIVENESS.

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Abstract: *In this article, the essence and modern forms of the marketing concept in the production enterprise are researched, the current state of the furniture production industry and the activity of the marketing service are analyzed, the marketing activity is analyzed, its special aspects are revealed, and proposals are made for the formation of marketing services. 'considered.*

Keywords: *Enterprise, concept, service, activity, analysis, market, product, strategy.*

INTRODUCTION

Development of the Republic of Uzbekistan 2022 – 2026 Development Strategy of New Uzbekistan for years of rapid development of the national economy and ensuring high growth rates in the third priority direction "...creating conditions for the organization of business activities and the formation of permanent sources of income, increasing the share of the private sector in the gross domestic product to 80% and the share of exports to 60%. Improving the activity of existing structures for supporting entrepreneurship, reducing unemployment and poverty in the regions"²⁷ such priority tasks are also one of the guarantees for the development of small business and private entrepreneurship.

Along with saturating the market of our country with goods, private entrepreneurship makes a great contribution to creating new jobs, obtaining additional income, and increasing the welfare of the people. As the President of our country Shavkat Mirziyoyev said, "If the people are rich, the state will be rich and strong."²⁸

A number of decrees and decisions of the President of our country are devoted to the development and comprehensive support of entrepreneurship. Among them, the Decree of the President of the Republic of Uzbekistan No. PF-5718 dated May 14, 2019 "On measures to fundamentally improve the system of support and protection of entrepreneurial activity" can be included. The important aspect of this Decree is that it has been emphasized that there are a number of negative factors preventing the wider and active involvement of the population in business activities, primarily related to the lack of a practical and transparent system of communication between state bodies and entrepreneurs, and the need to eliminate this situation. The secret mechanism is defined.

It is to determine the ways of scientifically and methodologically justifying the introduction of the concept of marketing service development in furniture production enterprises.

To achieve this goal, the following tasks were defined and fulfilled in the scientific article:

²⁷Decree No. PF-60 of the President of the Republic of Uzbekistan dated January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026".

²⁸Sh. Mirziyoyev. Critical analysis, strict discipline and personal responsibility should be the daily rule of activity of every leader. - Tashkent: "Uzbekistan". - 2017. - 102 p.

Researching the essence and modern forms of the marketing concept;

Researching the content of marketing services, the theory of their organization, their place and features in the economy;

Analysis of the current state of the furniture manufacturing industry and the activity of the marketing service;

Analyzing the marketing activity of "HAVAS COMFORT MEBEL" limited liability company, revealing its special aspects;

To offer new approaches of marketing service in the field of furniture production;

Development of proposals for the formation of regional marketing services in the furniture industry based on the experience of our country and foreign companies.

At the same time, it should be mentioned that the methodological work on the practical application of theoretical developments and their application in enterprises is insufficient. In order to implement the theoretical recommendations regarding marketing relations in furniture production industrial enterprises, it is necessary to draw from the experience and specifics of each field, conduct appropriate scientific research and develop recommendations and systems for the implementation of the theory. Development of this sector in the development strategy of New Uzbekistan Goal 22, i.e., with the goal of increasing the production volume of industrial products by 1.4 times, continuing the industrial policy aimed at ensuring the stability of the national economy and increasing the share of industry in the gross domestic product, is reflected as follows: Increase the volume of production of "Mebel" products by 2.8 times.²⁹

"HAVAS COMFORT FURNITURE" if we look at the history of the limited liability company, it, like many business entities, started its activity from a small carpentry shop. From 1996 to today, it has grown into a large furniture manufacturing enterprise. In 2003, it was transformed into a limited liability company under this name, and in 2006, the production of various furniture for the population, enterprises, organizations and institutions was started.

Table 1

Production indicators of HAVAS COMFORT MEBEL LLC in 2019-2022

No	Indicator name	Amount by years			
		2019	2020	2021	2022
1	Production volume, million soms	8745.7	9443.6	10402.1	11688.5
2	Annual growth rates of production, %	100	107.98	110.15	111.4
3	Change compared to 2018, %	100	107.98	118.93	132.5

According to the data, "HAVAS COMFORT MEBEL" LLC is constantly increasing production volumes. 2022 11 billion by the year. Products worth 588 million soms were produced, which is 1.3 times more than in 2019. We can clearly observe the change of production volumes in the following diagrams.

Furniture manufacturers need to improve the positioning process in order to achieve a competitive advantage and ensure a stable place for their products in the target market and

²⁹ Decree of the President of the Republic of Uzbekistan dated January 28, 2022 No. PF-60 "On the Development Strategy of New Uzbekistan for 2022-2026"

in the minds of consumers, clearly different from the products of competitors. Enterprises in this field direct their considerable efforts in the implementation of marketing activities to the formation of a marketing complex. As a result, there is a lag in the process of positioning, which plays an important role in the systematic and effective marketing activities of enterprises. When positioning the product, attention should be paid to developing the consciousness of customers and modernizing it.

Failure to properly organize the positioning process of furniture manufacturing enterprises can cause the following negative consequences:

- If the manufacturer does not determine the position of the goods in the market, in this case the consumer can perform this task himself and the company may not be able to have the position it expects, and may even lead to the formation of a negative image;
- Marking of a position that is close to the position of a competitor's, without clearly indicating its unique characteristics, different from competitors' goods - can serve to have the opposite effect, rather than to motivate the consumer to buy the product;
- Failure to provide a clear position of the product may interfere with the formation of the marketing complex and ensure its sequence, and may even cause conflicting strategies for the formation of each element of the marketing complex.
- Even if the position is clearly chosen, but if it is narrowly defined, such positioning can act as an obstacle to the expansion of the market of the existing goods of the enterprise and the introduction of new goods into the market. The main reason for this is the use of a common brand strategy in the industry.

Based on the above, furniture manufacturers should focus on two main areas when implementing the positioning process:

- Determining the compatibility or, in other words, the matching point of the product being positioned. That is, on the basis of research, it is intended to determine which category of goods the company's goods are equated with in the minds of consumers, or rather, which category they include. This, in turn, provides an opportunity to identify its direct competitors on the basis of revealing the specific characteristics of the product category.
- Determining the point of differentiation of the product being positioned. It consists in showing the competitive advantage of the product on the basis of identifying one or more specific features that are clearly different from the products of competitors.
- Furniture manufacturing enterprises should take into account the following specific features of the network before positioning in the highlighted areas:
 - The complexity of the product production process and the high impact of technology. The production of modern furniture requires complex technologies, which ultimately leads to an increase in the market price of goods.
 - The length of the period of launching the production of a new type and model of furniture. The average duration of the production of a new model of furniture for large furniture manufacturing enterprises is 7-15 months.
 - High demand for product quality. Since furniture is a type of goods that require prior selection, consumers expect long-term service from the product. In order to maintain the quality of their products at a high level, industry manufacturers use high-quality fittings in

their production, while maintaining its functional nature. Therefore, many companies use the words "quality", "solid" in positioning their products.

Warranty service. Usually, the cost of warranty service and post-warranty service is not high, but in some cases it can be 20-25% of the cost of the product. Also, after-sale furniture collection service can be equal to 10% of the cost of the product.

The consumer spends a lot of time on the product selection and purchase process. Marketing research shows that in the consumer goods market, a consumer can spend up to 4 weeks choosing and purchasing furniture.

The above problems and specifics of marketing activities in furniture production push forward the need to develop a strategic and tactical program for a separate marketing service for enterprises.

As a way to speed up the economy in the "Strategy of Actions on Five Priority Areas of Development of the Republic of Uzbekistan in 2017-2021" developed at the request of the President of the Republic of Uzbekistan Shavkat Mirziyoyev..assimilation of new types of products and technologies in principle, ensuring the competitiveness of national goods in domestic and foreign markets on this basis; "Continuing the policy of promoting the localization of production and, first of all, replacing the import of consumer goods and components, expanding inter-sectoral industrial cooperation" have been defined. - 100 goals" strategy has been further strengthened.

These tasks require domestic enterprises to apply marketing principles in the conditions of modern market conditions, to develop international competitiveness. First of all, it is necessary to carefully study the forms and methods of marketing research, which are market tools. In this regard, we studied the theoretical and practical aspects of marketing services in health enterprises in the graduation work and came to the following main conclusions.

Marketing services are one of the main links of modern marketing activities and occupy one of the largest places in marketing theory. In marketing philosophy, organizational aspects of marketing services for enterprises are the basis for production decisions.

Marketing services are carried out in various forms and forms under the influence of the intended goals, market entities, type of goods, market conditions, and many other factors. At the same time, marketing services are united by the same principles.

"HAVAS COMFORT FURNITURE LLC" is located in the Samarkand district of the Samarkand region and is mainly adapted to the production of various types of furniture. The company produces furniture for the domestic market and today has an assortment of about 50 types. The company employs 52 people.

Marketing activities are mainly carried out by customer service professionals. The company's sales department sells products through dealers and stores.

"HAVAS COMFORT FURNITURE" LLC chooses two ways in its marketing activities: a) to determine the wishes of the customer and study to what extent they are fulfilled during the order fulfillment period. This method is mainly used for individual orders, that is, furniture that is selected according to rooms, and as a result, the mass

catalog is also extended to furniture; b) Meeting the needs of potential consumers based on samples and catalogs available in the enterprise.

As a result of the conducted research, we developed the following proposals for the development of marketing research in the enterprise:

- expanding the forms and scope of marketing services, i.e. applying functional, product and matrix structures, etc., widely used in market relations;

- Implementation of the marketing outsourcing system in the marketing services system, i.e. implementation of marketing services with the help of external organizations;

- Organization and development of marketing service based on digitization technology;

- Extensive use of benchmarking information in marketing services, study of the results of others' experiments;

The effect of these offers is reflected not only in the volume of sales, but also in the reputation of the enterprise.

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