

**IMPROVING THE USE OF ACTIVE MARKETING IN THE PRODUCTION OF PRODUCTS BASED ON FOREIGN TECHNOLOGY**

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**Abstract.** *It's known, that every country strives to have its place in the international trade arena. In this case, it is important to carry out export activities. It is important to establish the export strategy correctly, to organize the effective turnover of goods in international trade. This article discusses such issues.*

**Keywords:** *Export, enterprise management, marketing activities, financial commitment, strategic marketing, economic liberalization.*

**INTRODUCTION**

*The marketing system plays an important role in the effective management of export activities of enterprises that form the basis of the economy. Currently, all developed foreign companies operate on the basis of marketing principles. The marketing system is a powerful tool for capturing the markets of foreign companies, and it shows its effectiveness in practice. The marketing system is important in solving existing problems in horizontal and vertical communication between producers and consumers. A special expression of this situation is that the country's enterprises gain priority in the foreign economic activity.*

**MATERIALS AND METHODS**

*In this regard, the President of the Republic of Uzbekistan Sh.M.Mirziyoyev, in his Address to the Oliy Majlis on the most important priority tasks for the development of our country in 2019, on the feasibility of improving the effectiveness of reforms, developing systematic measures and ensuring their implementation, is as follows had stopped: ". . . it is necessary to develop a "road map" to reduce the negative impact of changes in the foreign market on our economy. We need to develop a national concept of the Digital Economy, which involves updating all sectors of the economy based on digital technologies. On this basis, we need to implement the program "Digital Uzbekistan-2030" [1].*

**RESULTS AND DISCUSSION**

*The above cases indicate that it is important to take into account customer requirements in the development of alternative options for*

management and marketing programs of enterprises, to determine the ways of selling goods, and to carry out research activities aimed at ensuring the long-term effective operation of the enterprise in the strategic directions of the marketing program.

The general feature of the economic reforms implemented in our country today is important for the development of the activities of all economic entities, which are oriented towards the formation of an adaptive system and the comprehensive development of economic relations and foreign economic activities. Since the strategy of economic reforms and the effective development of economic activity depend on market factors, this process has the characteristics of formation and development based on a single system.

Until now, there are many definitions defining marketing and its scope. The general aspect of these definitions is shown by how a person imagines marketing, how it depends on economic knowledge and how it places in the management of the economy.

The management of any firm, even if it is hostile to the idea of planning, must at least define the following three directions for the future:

appropriate adaptation to market evolution, or implementation of investment activities necessary to enter new commodity markets;

the production program, which should be adjusted to the expected volume of orders, the volume of orders, in turn, depends on the seasonality of demand, promotion of goods, etc.;

working capital necessary to fulfill financial obligations, they are formed based on the ratio of income and expenses.

The strategic marketing process involves 6 critical issues. Finding answers to these questions will determine the goals of the firm and, accordingly, the structure of the plan.

After a strategic analysis of the market activity and answers to 6 decisive general questions have been found, at the final stage, the company prepares a list of the selected goals, the means of achieving them, the specific action programs that must be implemented, and the initial income and expenses of each activity. must coordinate.

Commodity market programming; It is formed by determining and planning the strategy of the enterprise's actions in the market, determining the market demand for the main types of manufactured products, and the basic principles of the enterprise's marketing concept [2]. The changing conditions in the goods market require the development of strategic plans that allow determining the directions of the future activity of the enterprise.

For this reason, it is appropriate to group the factors aimed at forming the strategic market mission of the enterprise in a general order (Table 1).

The marketing activity program of the enterprise is formed by summarizing the achievements within the marketing service. If the management of the enterprise approves the main content of the marketing program and accepts this program for implementation, it becomes a component of the general work plan of the enterprise.

*Table 1.*

**Factors taken into account when developing the strategic mission of the enterprise**

Customers	Who are the firm's customers?
Goods and services	What is being offered?
Location	Where is the firm competing?
Technology	What is the state of technology available in the firm?
The problem of struggle for survival	What are the economic goals of the company?
A general idea of oneself	What competitive advantages do you have over your competitors?
The desired image	What kind of image does the firm strive to achieve and what responsibility does it take to society?
Social responsibility	What is the company's attitude towards its employees?

This plan is recognized as mandatory within the enterprise and is subordinated to the implementation of the further activities of the enterprise. It is desirable for the enterprise plan to be very broad and detailed, and to pay special attention to financial affairs, work with personnel, and targeted spending of funds.

The need to use the methods of strategic planning of modern enterprise activities should be focused on solving extremely important tasks such as the increase in the level of risk in daily activities, the characteristics of various factors affecting failure, and the complexity of the organizational system of management [3]. Strategic planning creates a balance between long-term goals and potential opportunities of the enterprise.

The benchmarking technology shown in Figure 1 combines marketing strategy development and competitor performance analysis into a single system. To understand the benchmarking method, it is necessary to determine its place in strategic planning. In the process of developing

marketing strategies, it is important to think based on relevant analysis. Because it helps to determine the direction of strategic development and allocation of limited resources.

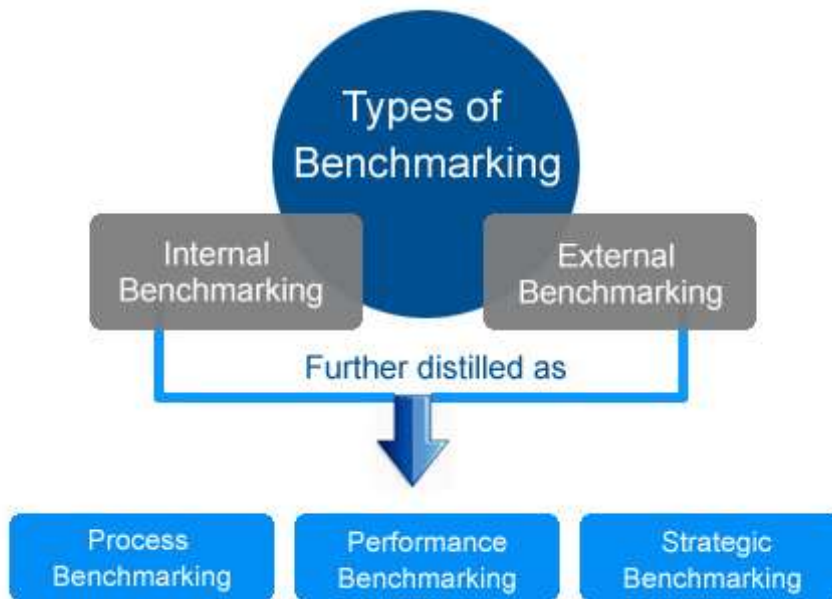


Figure 1. Strategy of benchmarking

The benchmarking method creates an important data base necessary for the knowledge of consumer needs and the competitiveness of the enterprise.

In benchmarking, the first level of marketing strategy development is highlighted through industry-specific analysis. It includes studying the nature and level of competition, customer behavior patterns and their purchasing power, barriers to entry and other characteristics. This analysis provides data to calculate average profit potential by industry.

### CONCLUSION

In our opinion, it is appropriate to pay attention to the following in the formation of prospects for the strategic development of the marketing activity system in enterprise management:

- organizing the activities of working groups working with digital innovation projects in each department of the enterprise and financially encouraging the authors of ideas;

- to systematically analyze the assortment of manufactured products, to determine their level of competitiveness in foreign markets, to form a relevant database, to ensure that the products manufactured for export meet the demand in the world market, etc.

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