

The Importance of Marketing in Agricultural Enterprises

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Abstract

The article discusses the main functions of enterprise marketing and the possibility of creating competitive products for business, issues of modernizing enterprise management and marketing know-how, as well as ownership of marketing elements.

Keywords: Marketing, Strategic Management, Global Market, Price Policy, Agriculture, Know-how, Competitiveness of Goods.

1. INTRODUCTION

Agricultural marketing manifests itself in a wide variety of forms of management whose activities are aimed not only at the organization of the final agricultural, but also at the sale of the final product, i.e. in this case, agricultural. The employee (farmer, peasant) is a manager, wholesaler, procurer, carrier, supplier of his products.

As a person producing these goods, we had to sell our goods on the local market at a ridiculous price, in our time with most farmers i.e. there is no agricultural sector for the private sector, equipment, machinery for transportation, therefore there is no access to foreign markets. To achieve high profitability of product promotion on the market, one should take actions with marketing approaches. Achieve high results, low unemployment; to achieve the goals should be joining several private sectors thereby creating a collective farm.

Currently, as a rule, in one rural local area there is only one collective enterprise, but it is necessary that there be a lot of them that will create healthy competition, and other qualities follow from this.

2. THE MAIN PART

Agro-marketing differs from industrial, commercial, banking and other types of marketing. This is determined by the characteristics of agriculture: the dependence of the results on natural conditions, the role and importance of the product, the diversity of ownership, the mismatch of the working period and the production period, the seasonality of production and production of products, the variety of organizational forms of management and their dialectics, foreign economic relations, and the participation of state bodies in the development of agribusiness and its industries. Natural and economic processes in agribusiness are integrated and form special conditions for the production and organization of marketing.

The first feature - the agro-marketing service deals with essential commodities, therefore, it is necessary in a timely manner, in the right amount and assortment, taking into account the age, gender, national traditions, health status of consumers to satisfy their needs and interests. The

goods are usually perishable; therefore, prompt delivery, appropriate packaging, service and aesthetic maintenance are required.

The second feature is the mismatch of the working period and the production period. For example, crop production is received once or twice a year, and the working period lasts a whole year. In this regard, marketing specialists should be able to predict the dialectic of consumer demand, have a good knowledge of the tendency to satisfy it, market conditions, etc., because the effectiveness of agro-marketing depends on this. In addition, a feature of agricultural production, such as seasonality, affects the forms and methods of agro-marketing and makes them different from the forms and methods of industrial marketing.

The third feature - the production of agricultural products is interconnected and determined by the main means and subject of production - land, its quality and intensity of use. There is also a close relationship between land use and the development of livestock industries. All this determines the volume, assortment and quality of products gives agro-marketing a certain specificity in the process of its organization and conduct.

The fourth feature is the variety of forms of ownership in the agricultural sector on land, the means of production, the goods being sold. This determines multifaceted competition, which is controlled only by consumer demand and its satisfaction. Hence the variety of strategies and tactics, the desire to improve the forms and methods of agro-marketing, adapting them to the needs and interests of consumers. The situation is further complicated by the fact that Russia receives a lot of food products from abroad, so domestic marketing support must successfully compete with foreign firms.

The fifth feature is a higher susceptibility, adaptability, self-organization and self-management of the agro-marketing system compared to other types of marketing, which is explained by the characteristics of consumer demand, intense competition in the agricultural market due to the identity of goods, the need to quickly adapt the marketing system to state and other policy decisions due to the variety of competitive legal forms.

The sixth feature is a lower level of science and the art of marketing in the agricultural sector compared to other areas, since the science of agro-marketing has not yet been formed and, therefore, there are no scientifically sound recommendations for its implementation. However, recently the situation has begun to change for the better. For example, three or four years ago, agricultural educational institutions began to prepare agro-marketing specialists....

For effective activities in the agricultural market, it is necessary to know the functions of agricultural marketing in order to make scientifically sound and optimal decisions. All marketing functions in the agro-industrial complex should be classified according to two criteria: content and subject of influence. The former can be called general, and the latter specific.

The general functions of marketing are management, organization, planning, forecasting and goal-setting, analysis, evaluation, accounting and control, and specific ones are market research, consumer and consumer research, environmental analysis, implementation of product policy, infrastructure support, maintenance of product life cycle ; pricing and pricing policy, product distribution and marketing, demand generation and sales promotion, commercial activities, foreign economic marketing activities, accounting and financial activities, marketing management.

In the process of marketing activities, general and specific functions are interconnected. In the implementation of any specific function, general functions are performed. And now we'll take a closer look at the general functions of agricultural marketing.

Management is a type of activity to maintain the marketing system in a given direction or to transfer to a new one. It is operational in nature, and therefore includes operational coordination and regulation.

The organization is designed to create the integrity, unity, orderliness of the marketing service. All separate marketing systems, combined, create an optimally organized whole. So, the integrity of the economic, organizational, technical and other subsystems should be maintained, and at the same time, specialization, cooperation, rhythm, synchronism and continuity of marketing action should be ensured.

Planning defines the target program; its proportions and the availability of necessary funds. With its help, the systematic production of management and marketing is carried out. An integral part of this function is forecasting, programming, design. Especially widely used modeling; various models of marketing procedures are drawn up. In the planning process should be provided scientific, systematic, unity of planning.

Forecasting and goal-setting provide a forecast based on the use of economic and mathematical methods, an in- depth study of reality and its dialectics (market research, customer needs, and consumer interests). The forecast in marketing and business activities is of great importance, because many behavioral aspects of consumers are difficult, and sometimes impossible to plan. But if such forecasting is completed, then a target program, or a tree of marketing activity goals, is developed.

Analysis is the collection, processing, systematization and study of information, identifying deviations from given programs and determining their causes, understanding the possibilities and ways to eliminate these deviations, summarizing analytical materials on marketing, presenting them to managers and specialists, studying and establishing ways to improve quality and the effectiveness of marketing in the current environment.

The assessment summarizes the performance of the previous functions and allows you to determine whether the direction of marketing activity was chosen correctly.

Accounting and control is an ongoing function. It is necessary to control the actual marketing process, the activities of managers and specialists. Control should be comprehensive, ongoing, timely and effective.

In agricultural and agro-industrial formations, marketing activities can be effective provided that all employees of the management apparatus are engaged in it, and all workers in the production sector contribute to it. In cattle- breeding enterprises, for example, a functional marketing impact is carried out by both the head of the enterprise and the head of the farm. Together with employees of the marketing service and livestock specialists, it is carried out by economists, technologists, etc. At the same time as specialists in the management apparatus, marketing functions are also carried out by workers in the manufacturing sector: they produce products of the required quality, the established assortment, and create conditions for modern satisfaction of consumer demand.

From the point of view of the agricultural enterprise, the marketing environment can be considered as a combination of internal and external environments, the former being manageable, and the latter can only be discussed with great reservation.

The main tool for the impact of the head of the enterprise and his marketing service on the environment, including the target market, is a marketing mix. And here we are talking primarily about the innovative activities of the agricultural enterprise and the planning of production and product assortment, the formation of a pricing policy, the construction of a marketing communications system that includes advertising, public relations, sales promotion and personal sales.

Marketing at an agricultural enterprise is only part of the management system (directing, shaping, but part). If all other functions (production management, personnel, new product development, etc.) are not carried out, then marketing is useless. The income of the enterprise, which is provided by the use of marketing, of course, presupposes its normal profitability; the

revenue for the products sold should cover all costs and give a certain profit for its further development and to satisfy a variety of other needs: from paying taxes to creating special funds. Otherwise, agro-marketing is ineffective.

Well-functioning enterprises have clear and simple structures, but any organization can turn into an unmanaged one, consisting of conflicting units. Therefore, managers should beware of both the inflexibility of structures and their complexity. Good managers give their wards enough autonomy so that they can most fully reveal their talent. But autonomy will not lead to anarchy if it is combined with sufficient control.

An agricultural enterprise should collect agro-marketing information in order to objectively assess the situation in the external marketing environment, analyze its own activities, reduce financial risk, find the most profitable markets, determine the attitude of consumers, coordinate the work of its departments, gain a competitive advantage, etc. In addition to the large volume, agro-marketing information is diverse and complex. Making the right decisions depends on the choice of the necessary or useful information, on the qualitative level of its analysis. Ultimately, all this requires the development of a special marketing information system. Experts define it as a single complex of interacting and interconnected elements, and not as a combination of a mass of static, independent from each other, actions and operations to collect and process information.

The subsystem of agro-marketing research is designed to determine the range of data required by the marketing manager of an agricultural enterprise when making appropriate management decisions, their collection, analysis and report on the results.

The process of agro-marketing research is a series of sequential actions that can be combined in several stages: determining the problem (range of questions) and forming research objectives, preliminary analysis of the available information, selection of information sources, formation of an agro-marketing research plan, data collection, reanalysis, presentation report on the results.

Determining the research problem is one of its most critical stages. Foggy, vague wording may cause studies to fail to solve their tasks or to collect unnecessary and expensive information.

A clear definition of the problem directs the performers to the collection and analysis of exactly the information that is necessary for making an effective management decision.

The main types of research objectives are:

- Search - collection of preliminary information and the development of a hypothesis;
- Descriptive - a description of certain phenomena;
- Experimental - testing a certain hypothesis, for example: a 10% reduction in the price of goods should increase the sale of goods by 7%.

In the process of collecting information, marketing specialists can use various methods, including observation, interviewing, experiment, survey, etc.

The final stage of agro-marketing research is the presentation of a report on the results and the development of recommendations for managers. As a rule, it is submitted in writing. In this case, it is advisable to avoid highly professional terms or, if necessary, define the terminology.

The report should be short and contain the main conclusions regarding the problem under study. Based on the above findings, recommendations are made by the agro-marketing manager on the appropriateness of making certain managerial decisions. Sometimes variants of forecasts of the development of the studied phenomena are given.

In determining the scope of activities of an agricultural enterprise, an indication of the type of needs being met with the help of its products, as well as its clientele markets, is more preferable than the definition of the main groups of goods produced by the enterprise or the technologies

used.

The concept of corporate culture includes a single system of values, norms and rules of activity, which should guide all employees of the enterprise. This system includes the following elements:

- ✓ A clear focus on long-term prospects;
- ✓ Significant characteristics of the internal working environment (issues of subordination in the relationship of managers and subordinates, official relationships between them, requirements for the appearance of employees, etc.);
- ✓ The degree of centralization and decentralization of the management system, the importance of a creative approach to work;
- ✓ The level of informal contacts between employees;
- ✓ The use of candidates for their employees to fill vacancies for managerial positions;

All the goals of the agricultural enterprise must be realistic and achievable. Setting unrealistic goals leads to the failure of the entire management system, this is fraught with catastrophic consequences. In addition, they should be ranked in importance, time-oriented (long-term, medium-term, short-term) and clearly formulated.

After the mission of the enterprise is determined and its goals are set, managers must offer the main ways to achieve them. The choice of these paths depends on numerous factors that exist both in the enterprise itself and outside it. In the course of studying the external environment for enterprise managers, it is important to analyze what factors most affect the success of its activities. At the same time, the influence of factors both microenvironments (suppliers, competitors, marketing intermediaries, clientele markets, contact audiences) and macro-environments (economic, political, scientific, technical, demographic, climatic and cultural factors) is studied.

Particularly close attention is paid to the analysis of the dangers and opportunities for the agricultural enterprise. So, as a danger to the agricultural enterprise serving the tourism business, a decrease in the influx of tourists due to increased political tension in the area or the outbreak of an epidemic may be considered. The danger may be a decision of the government of the country to increase the tax on income of agricultural enterprises, as well as entering a powerful competitor on the client market of the enterprise.

Examples of opportunities for an enterprise include a decision to hold a major international event in the country (Olympic Games, a representative international festival, etc.), remove previously existing tax restrictions, and leave the market or bankruptcy of a major competitor.

The temporary aspect in the formation of agro-marketing strategy is implemented in decision-making regarding the beginning of its active implementation. The management of the agricultural enterprise, having conducted a situational analysis, should clearly know how favorable the situation in the external environment is for the start of the planned actions. If it does not fully correspond to the developed plans (for example, due to the forecasted further economic recession), then it is necessary to find out when the opportunity comes. In addition, it is necessary to determine the sequence and timing of the main agro-marketing events.

Agricultural goods are in demand on the market today; the entire grocery market consists of agricultural goods, and is the basis for food products.

3. CONCLUSION

The development of agro-marketing in our republic will lead to an increase in employment, an increase in agricultural production, consumer goods, and overall socio-economic growth in the republic and Russia.

This industry is not very developed in our country, a professional approach is needed for the industry to grow, but it is impossible to attract highly qualified specialists to agriculture, which negatively affects the development itself.

Among the factors limiting the development of the industry, from the point of view of the producers surveyed, the most important are the deterioration of the material and technical base, high prices for material and technical resources and agricultural products, inefficient state support, lack of own financial resources, and high taxes.

Difficulties in obtaining and especially repaying loans, lack of funds for the purchase of animal feed, fuel, seeds, force farmers to look for other activities. As a result, only two-thirds of peasant farms are actually engaged in agricultural production, most of them at the level of self-sufficiency.

First of all, on the shoulders of local authorities lies the task of supporting, cultivating respect for work in general and for peasant labor in particular. Of course, the efforts of the regional and local authorities did not raise the village. We need joint, coordinated activities at all levels and all branches of government, a policy based on the support of domestic producers, a program of expert measures to support and develop the agro-industrial complex.

In conclusion, I would like to say that there is a lot of work of specialists in this industry for the development of the economy as a whole, it is necessary to develop all types of industries with a professional approach.

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