

Ways to increase marketing activity in industrial enterprises

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Abstract. *This article considers the ways of marketing activities in industrial enterprises and ways to further develop the marketing strategy carried out in the enterprise, at the same time, ways to increase the income of the enterprise.*

Keywords: *marketing mix, industrial enterprises, profit, income, marketing mix, marketing strategy, industry, production*

Introduction

Industrial enterprises, industry is the leading branch of the national economy that has a decisive influence on the level of development of the productive forces of society; Enterprises (factories) engaged in the production of tools and other products for the industry itself and other sectors of the national economy, as well as raw materials, fuel extraction, energy production, wood preparation, processing and processing of industrial or agricultural products , factories, power plants, mines, mines, etc.) complex. Industry forms the basis of expanded reproduction and provides industrial growth. According to the classification adopted in the 80s of the 20th century, the industry is divided into 18 large branches: electric power; fuel industry; ferrous metallurgy; non-ferrous metallurgy; chemical and petrochemical industry; engineering and metalworking; forestry, wood processing and pulp and paper industry; building materials industry; building structures and details industry; glass and porcelain industry; light industry; food industry; microbiology industry; lump and compound feed industry; medical industry; Polygraphic industries, in turn, are grouped into processing industries and collecting industries.

The emergence of industrial enterprises as an independent branch of social production is connected with the separation of crafts from agriculture - the second largest division of labor. Capitalist industry appeared in the Western European countries in the 14th and 15th centuries and passed through the stages of simple capitalist cooperation, manufacture and large-scale machine industry - factory. At the end of the 18th and the beginning of the 19th century, the transition from the manufacture to the machine industry was an industrial revolution, first in England, and later in

other European countries. took a nap. In Russia and some other countries, the industry developed in the form of a manufactory from the beginning of the 18th century, and the machine industry developed from the second half of the 19th century.

The roots of industrial development in the territory of Uzbekistan were formed by crafts with a long history. In cities like Samarkand, Bukhara, Urganch, Tashkent, Ko'kan, Margilon, Namangan, Andijan, small and large crafts developed. The emergence of real industry in Uzbekistan dates back to the second half of the 19th century. As a result of the conquest of Central Asia by Tsarist Russia, Russian industrialists and Russian capital also entered the country, and industries that primarily process raw materials (cotton gins, wine, vodka, canneries, cotton oil factories) appeared, and in Uzbekistan, industry is related to Russian industry and economy. developed without

In 1913, the contribution of heavy industry to the gross product production on the territory of Uzbekistan was 2%, metalworking 1%, light industry 0.8%, food industry 14%. Over the next 100 years, the industries of Uzbekistan included electric power, gas, oil, coal, ferrous and non-ferrous metallurgy, agricultural machinery (tractors, cotton picking machines), automobile engineering, cable, electronics, cotton ginning industry engineering, aircraft engineering, irrigation and construction engineering, chemistry. , cement, building materials, medicine, oil, textile, tailoring, food and other industries were formed.

From the 20s of the 20th century, the industry in Uzbekistan began to develop based on the restoration of small, artisanal enterprises that were in crisis as a result of the World War and the Civil War. Cotton gins, carding, spinning, sewing, shoe factories were built (see [Light industry](#)), in 1937, the Tashkent Textile Combine was launched, from the 40s and 50s of the 20th century, the coal industry, gas industry, and oil industry began to develop rapidly. Organization of marketing activities in industrial enterprises consists of several stages. In particular, the organization of marketing activities for several types of industrial enterprises is almost the same.

The organization of marketing activities includes:

- 1) Marketing planning system.
- 2) Marketing service organization system.
- 3) Marketing management system.

Marketing planning system. It includes strategic planning and marketing planning system. Strategic planning is based on the existence of several areas of activity of any company. For example, three directions are the production of perfumes and cosmetics, the production of equipment for beauty salons, and the production of plaster and glue. Each field of activity can be represented by several products. To ensure the growth of the enterprise, it is necessary to attract promising new productions and offer a sufficient number of new goods. Marketing planning is the development of plans for each individual production, product or commodity. At the same time, the development of each of its areas it is understood that a strategic decision has been made. After that, a detailed marketing plan is developed for them.

Businesses develop at least two plans - long-term and short-term. First prepare a long-term plan (3-5 years or more). It describes the characteristics of the main factors that will affect the market of enterprise goods in the coming period, defines the goals and main strategic methods of obtaining the intended share of the market. The amount of expected profit, necessary expenses and the amount of expected income are indicated. This plan should be reviewed and amended annually (more often if necessary). Then developed a short-term plan (one year or less). This is a detailed

version of the long-term plan for the first year (half year, quarter) of its implementation. It provides information on the current state of marketing, threats and opportunities, goals and problems related to the release of goods are listed, the marketing strategy and program of actions for the year are indicated. A marketing budget is created, i.e. the amount of allocated funds is indicated, the control procedure is defined. This plan is the basis for coordination of all activities (production, marketing and finance).

Marketing service organization system. This system should implement marketing activities, including planning, and ensure the execution of strategic plans. If the enterprise is small, then marketing responsibilities can be assigned to one person. This person can be called a sales manager, marketing manager, marketing director. If the enterprise is large, it usually employs several marketing specialists. These are sellers, sales managers, marketing researchers, advertising specialists, as well as people responsible for the production of various products, market segment managers and customer service workers. All marketing functions are managed by the marketing department. In practice,

Functional organization is characterized by marketing specialists managing various functions of marketing activities. They report to the marketing director who coordinates their work. For example, a department may have five specialists: a marketing service manager, an advertising and sales promotion service manager, a sales service manager, a marketing research manager, and a new product manager. In addition to them, there may be a manager of the customer service department, a manager of the marketing planning service and a manager of the distribution service. The main advantage of the functional organization is the ease of management. However, as the product mix and markets grow, this scheme loses its effectiveness.

Geographical organization is used by businesses that trade across the country. The marketing department includes a national sales service manager. He directs regional sales service managers and reports local sales agents.

It is used by enterprises that produce the most types of products and various goods and use an additional level of management - product managers. The production of goods is managed by the manager of the nomenclature of goods, who assigns several managers for groups of goods, which in turn are subordinate to product managers who are responsible for the production and sale of a particular product. Each product manager independently develops his own production plans, monitors their implementation, monitors results and revises these plans if necessary.

Market organization is carried out by enterprises operating in different markets and using market managers as an additional level of management. For example, JSC "Kuznetsk Metallurgical Plant" sells iron to railway transport, building materials industry and utilities. When different buying habits or product preferences are evident in different markets, it is appropriate to use the organization on a market basis.

A market-based organization is used by businesses that work with different products in different markets and use product managers and market managers as additional management levels. This is the most effective system. However, this is costly and creates conflicts. Examples of two possible conflicting situations: 1) What should the sales force organization be? For example, should the consumer goods department have separate staff to sell cotton, nylon, and other fibers? Or should sellers be grouped in the marketplace for menswear, womenswear, etc.? 2) In a specific market Who should set the price of a certain product? In the example above, should the nylon manager make the final decision on nylon pricing in all markets?

Marketing management system in industrial enterprises. This system includes three types of control: control of the implementation of annual plans, control of profitability and control of the

implementation of strategic goals. The task is to control the implementation of annual plans - to make sure that the company achieves all the indicators set in the annual plan. Profitability control consists of periodic analysis of actual profitability for various products, consumer groups, distribution channels, and order quantities. Also, you have to explore.

In 2002, 1467 medium and large production associations and enterprises worked in the industrial enterprises of Uzbekistan. The weight of products produced in these enterprises made up 88.5% of the total volume of production. Production of more than 396 names of new products has been mastered. The weight of the number of state enterprises was 4.6%, and the number of non-state industrial enterprises was 95.4%. 20.5% of industrial production employees were employed in state enterprises, 79.5% in non-state enterprises. In the total volume of production of industrial products, the share of state enterprises was 28.6%, and the share of non-state sector enterprises was 71.4% (automotive industry, [Light industry](#), see separate articles on industrial sectors such as oil industry, machine-building industry).

From this it can be seen that growth and development in industrial enterprises seems to depend on marketing activities and its management. That is, it depends on the operation of marketing complexes and their management.

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