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DEVELOPMENT AND JUSTIFICATION OF MARKETING ACTIVITY STRATEGY

Abstract. This article discusses the development and justification of marketing activity strategy. The marketing program provides an expanded framework and materials that are essential for making the most cost-effective product based on a specific marketplace.

Keywords: marketing, strategy, marketing activity, production marketing procedures, innovation strategy

Nowadays, it is observed that rapid strategic transfer of strategic data through computer systems to the parent company is rapidly reversed in order to quickly deal with market conditions.

Ownership or expansion of the market share is achieved through the development of new products, the formation of new customer demands, and access to new areas of product use.

Innovation strategy. It is in the process of production of a product that is not present in the market. These new products are new to their needs. The innovation impetus is to repeat the competitors' sampling and take their samples.

The product diversification strategy anticipates the introduction of new technical principles into the product by the international firm, the introduction of new requirements for products.

A strategy for reducing production costs requires the creation of favorable conditions for collective use of economic instruments and technology, control
over direct and indirect costs, reducing costs for advertising, research, service delivery, buying or promoting market share, supplying raw materials. the

Expectation strategy is used in the development of the conjuncture and in case of uncertainty of consumer demand. In such cases, a large company monitors competitiveness of the product without going to the market.

The strategy for working with the individual consumer is widely used by manufacturers of equipment for production. They specialize in customers' orders, unique designs. In such cases, the supplier will be able to execute the order. Part of the financing is provided by the customer in the implementation of complex and unique projects.

Production marketing procedures. Products marketing is the cornerstone of international marketing. For each product it is developed a separate program, which will be followed by production and organizational-management activities that are necessary for its competitiveness and successful sale in the market.

In the development of the marketing program, the modeling methods are used that give rise to a particular decision, which creates models for different media. It is acceptable if these models are in line with the outcome of the investigation, if they do not keep track of the results, they can be intriguing. While developing a marketing program, while focusing on the best choice of the most affordable markets, technologies, and product range, it is desirable to determine the need for resources to achieve the ultimate results of profitability and profitability.

Significant marks of product marketing program. Choosing a target market: market volume, demand, daily and future sales growth, sales growth rates, sales volumes of similar products produced by competitors, product range, estimated market share, etc. are covered.

Diversification of the product: the volume of production in the quantity and value of the production, the share of production in the total volume of sales. Financial Expenditures: the development of production, introduction of the
product into the market, research of the market, changing of products according to the needs of the consumers, provision of information, calculation of marketing programs, acquisition of technology, planning of production.

Sales costs include: costs associated with sales, such as trade and intermediary services, maintenance costs, maintenance of dealerships, and market operations.

Production output for individual products: total amount of sales and total ratio of products; Comparison of production of similar products with the difference in production volumes in the manufacture of individual products.

Fees: price per product price; the market price of a single product.

Benefits: gross profit, profit from sales, net profit, profit to be distributed.

Sums: Interest earned from bank deposits.

Benefits: profit tax, credit interest (interest), closing of loans.

Cost effectiveness and product sales: benefits from spent profits, expiration date of spent funds, annual rate of savings, cost of production and production costs, all expenses and sales volumes.

Development of the marketing program on production.

The marketing program provides an expanded framework and materials that are essential for making the most cost-effective product based on a specific marketplace. It is the basis for the planning of production, including the entire firm's activities. Because it reduces the functionality of the optimum technology with the least amount of production outages. The development of a marketing program on production is a clear objective. A marketing program on production development is a basic document that is based on all industry-specific business activities for a specific period of time, including product development, including the most effective options for planning your business. The program reflects policymaking, including the policy, tools, and methods of implementing strategic goals and objectives facing the firm. The marketing program on
production is the basis for coordination and marketing of marketing activities in the central office of the management board.

Marketing is a process of developing and implementing marketing concepts, setting prices, introducing and selling gear, goods and services, which serves the purpose of individuals and organizations.

This comment covers many types of marketing activities. If you do all the marketing tasks, your business will be much more expensive. In fact, in all large companies, each class has its own macro-hierarchy, where a number of professionals’ work. Some of them have targeted consumers to procure goods, while others will develop new products and services based on the results of these studies. Others decide on the price of the company's goods, settle the issues of transportation, storage and distribution of goods, and respond to advertising, commodity movements and sales. Marketing will add almost all the issues related to the brand's description, its price and production volumes, the terms of its release, sales volumes and customer service.

Although the general principles of marketing do not have a global characteristic, the difference in the external environment often leads to the fact that the company managers have a great deal of overwhelming emphasis on the major changes or misinterpretations.

The company may make a number of mistakes in the international arena, for example, misinterpretation of the specific features of the foreign market, misinterpretation of the information on the status of the foreign market, the choice of marketing of marketing, the types of goods, the necessity of advertising, such as the level of sale, etc., and so on.

International marketing has an analytical approach to differentiating the capabilities of markets in different countries, as well as selecting goods, setting prices, setting up sales, setting up a trade mark, and setting the sales strategy. The emphasis is on the diversity of marketing programs and national programs. A broader approach is compared to a national approach, since each of them can
be considered as two of the most potent counter-points of marketing programs or decisions.

As it has been stated above, it is crucial to evaluate the capabilities of the foreign market. The indicators that are needed to compare the market capacities of different countries have been identified. At the same time, it is necessary to know the methods of providing accurate market opportunities. They need to be seen as a necessary tool for managers to make decisions on choosing a market. Before establishing the need for the company's own business, all firms present in the market should consider the sales volume of such products, and then calculate their share of the market. Developed countries often have expertise in consumer information and market research, so there is a great deal of money and a great deal of research. However, many less developed economies are expedient to use low-cost methods of identifying prospective sources of information on a large scale. The requirement for information differs from that firm regardless of whether it is infected with developed or developing countries, and is largely due to the relevance of the information required and to the emerging markets. For example, the firm may start researching a smaller amount of research, using the information published in the press, to start a large number of markets and choosing the most lucrative of the commodity test party.

Nowadays, it is observed that rapid strategic transfer of strategic data through computer systems to the parent company is rapidly reversed in order to quickly deal with market conditions. Ownership or expansion of the market share is achieved through the development of new products, the formation of new customer demands, and access to new areas of product use.

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