
Features of the Introduction of Marketing Logistics in the Development of an Enterprise in a Competitive and Market Economy

A. K. Dustova

Lecturer at the Department of Economics, Bukhara State University, Bukhara, Uzbekistan

Annotation: In today's competitive environment, businesses are trying to expand their markets. Marketing and logistics play the most important role in finding new sales markets and organizing the sale of goods on them. Therefore, this article describes the combination of marketing and logistics in the organization of sales, the use of marketing logistics. Marketing logistics has been studied in terms of finding two new markets and organizing stocks.

Key words: marketing, marketing tools, marketing logistics, efficiency, market, product, demand, production.

At present, the traditional concept of marketing and logistics is undergoing significant changes. These components are as important as the quality and price of the product.

At the same time, the question arises of finding new solutions not within the framework of marketing and logistics, but in the areas of their intersection. It is in this area that a systemic synergistic effect can be achieved. The urgency of the problem lies in conducting research to substantiate the feasibility of introducing marketing logistics into business structures in a competitive and market economy.

Therefore, the introduction of marketing logistics into the enterprise management system, determining its place can be a factor in the strategic development of entrepreneurship in modern conditions. To achieve the goal, it is necessary to determine the influence of environmental factors on the effectiveness of marketing logistics and establish organizational aspects in the process of introducing a marketing logistics system.

While logistics management helps to optimize the flow of materials within an organization, supply chain management goes beyond the organization, expanding the integration of material flows up to suppliers, and down to customers. Logistics basically represents two main product movements: Physical delivery associated with the supply of raw materials, components and other related materials required for the production process. This applies to the purchasing function (materials management) and the physical distribution associated with the delivery of finished products to customers and resellers. This falls under Marketing Management, which is also called Marketing Logistics.

Marketing Logistics is the process of delivering finished products to both intermediaries and buyers. An efficient delivery system helps to reduce costs, improve customer service and minimize time, which ultimately helps to win customer loyalty. The physical distribution system includes various tasks (as indicated in the table below) that interact with each other and play an important role in the overall efficiency of the logistics system.

Marketing sets the task of a systematic approach to the organization of goods movement, with the effective organization of goods movement, each of the stages of this process should be planned as an integral part of a well-balanced and balanced system. However, the methods of technical and

technological integration of all participants in the process of goods movement are the main subject of study not of marketing, but of logistics.

Logistics, in relation to the "price" factor, usually has a direct impact on the company's achievement of corporate or financial strategic goals set by marketing. Pricing decisions require a thorough analysis of factors related to competitive products, socio-economic, demographic and other characteristics of consumers in a particular market segment.

In some cases, logistics may be interested in different pricing schemes if they meet the requirements of inventory management, changes in storage location and delivery time, dictated by consumer demand and the provision of appropriate service. Logistics efforts here can be aimed at increasing sales volumes in certain market segments, if the marketing price scheme is not reached there. This situation often develops under the influence of seasonal fluctuations in demand, which necessitate the adoption of additional logistical decisions for the management of stocks (for example, the creation of special seasonal stocks).

In the process of implementing the concept, marketing is aimed at satisfying the needs of consumers, and logistics focuses all production schedules and plans on ensuring optimal production costs and improving the quality of logistics service. Therefore, the main goal of marketing logistics is the full, timely and high-quality satisfaction of the solvent demand of customers with a minimum of logistics costs.

Another important characteristic of the sphere of mutual intersection of interests of marketing and logistics is product characteristics and, above all, the range of products determined by the marketing strategy of the company. Assortment characteristics of finished products directly affect the structure of logistics chains and channels in the distribution system, as well as the level of stocks, types of vehicles, modes of transportation, etc. The restoration of non-rending Assortment Pooisons, also a day, but in a friend (a gabarite reclamation) is up to the use of the structure of the lobasting or the affected

Marketing logistics is a key component of any business that ensures that products reach the right range of customers along with all information related to the product. A good product is useless if it doesn't reach the right audience in the right place at the right time. As you know, the sale process is divided into three stages: before the sale, during and after. In these three moments, marketing and logistics are directly related, and depending on the stage of the cycle, one will be more relevant than the other, but it is important that they are connected throughout the entire cycle.

- Before the sale: at this stage, you need to link marketing and logistics in order to start creating effective sales strategies. The marketing area must have information about available products, quantity and logistics methods in order to create promotions based on real data. Communication and information management must be optimized so that misunderstandings do not arise, and marketing does not generate erroneous strategies.
- During the sale: at this time, of course, the main character is the logistics itself. It must work to properly fulfill what was previously promised in marketing strategies. It is important that information about stocks, loading and unloading, delivery times and other issues that make up the industry itself is available to achieve the necessary organization, which involves the provision of cystic services.
- After the sale: at this stage, the product has already been delivered, so two things can happen: the customer is satisfied, and this indicates that all the actions that were performed in the field of marketing in the beginning and in the course were logically successful. Or it could be that the customer was dissatisfied with either the product or the delivery, in which case a change or refund is required. This may be related to the product itself or to activities directly related to the logistics process, so in this case, the processes must be adjusted so that these inconveniences no longer occur.

Marketing and logistics function as complex independent systems. But due to the fact that the process of product distribution begins only after the adoption of marketing strategic decisions, the product distribution strategy is a derivative or serving the strategy of the company.

In conclusion, we note what real results the introduction of the concept of marketing logistics in the company can bring. The main ones can be distinguished:

- ✓ thanks to a more accurate placement of stocks and control over them, an increase in sales and a higher level of customer service (defined mainly in terms of product availability) is achieved.
- ✓ This gives the supplier company a serious advantage over competitors in the fight for market share.
- ✓ the system of marketing logistics contributes to the strengthening and consolidation of relations between the supplier and consumers.
- ✓ the development of more efficient methods of "physical distribution" provides significant cost savings, which can be extended to the consumer in the form of discounts on payment for the delivery of products, etc.
- ✓ the introduction of an effective system of marketing logistics gives the company the opportunity to compete more successfully and profitably in distant markets.

Thus, at the present stage of economic development, marketing logistics should be considered as a key element of the company's competitive market strategy.

References

1. Furqatovna, O. N., Niyozovna, N. I., & Nutfulloyevna, A. H. (2022). Approaches Aimed At Ensuring A High Quality Of Education In The Training Of Economists. *Journal Of Ethics And Diversity In International Communication*, 2(3), 78-83.
2. Dustova, A. K. (2022). Mechanisms For Development Of The Region And Tourism In Foreign Countries. *Инновационные Исследования В Науке*, 1(14), 121-124.
3. Muminov, K. I., & Abdullaeva, H. (2020). The Effect Of Coronavirus Pandemic To Uzbekistan Tourism. *South Asian Journal Of Marketing & Management Research*, 10(11), 36-42.
4. Abdullayeva, H. (2021). Japanese Experience In Increasing The Efficiency Of Tourist Territories In Uzbekistan. *Центр Научных Публикаций (Вихду. Уз)*, 7(7).
5. Abdullayeva, H. (2022). Analysis Of Economic Development Of Tourism During Pandemy. *Центр Научных Публикаций (Вихду. Уз)*, 22(22).
6. Nutfilloyevna, A. H. (2022). The Main Factors Of Economic Development Of The Tourism Industry. *European Multidisciplinary Journal Of Modern Science*, 4, 627-631.
7. Giyazova, N. B., Bakayeva, M. A., & Giyazov, B. B. (2022). Public Financial Control Policy And Its Theoretical Foundations. *Miasto Przyszłości*, 128-130.
8. Hakimovna, U. M., & Muhammedrisaevna, T. M. S. (2022). The Role Of Banking And Accounting In The Development Of Small Business And Entrepreneurship. *International Journal Of Social Science & Interdisciplinary Research Issn: 2277-3630 Impact Factor: 7.429, 11*, 136-143.
9. Rakhimova, I. I., Berdikulova, G. N., Axmedova, Z. J., & Sayitova, U. H. (2022). Positive aspects of the communicative psychological effect of social networks on the individual. *Asian Journal of Research in Social Sciences and Humanities*, 12(1), 349-353.
10. Hakimovna, U. M. (2022). The Importance And Analysis Of The Accounting Department Of Enterprises And Its Management. *European Multidisciplinary Journal Of Modern Science*, 4, 834-837.

11. Nematilloevna, K. N., Salimovna, N. G., & Muxammedovna, T. M. (2021). Genesis Of The Essential Content Of The Hotel Service As An Object Of Consumer-Oriented Marketing. *Academic Journal Of Digital Economics And Stability*, 12, 54-62.
12. Niyozova, I. (2021). The Transition To The Green Economy And The Importance Of Strategy. *Центр Научных Публикаций (Buxdu. Uz)*, 8(8).
13. Yakubjanova, D. (2022). The Use Of Distance Learning Elements In The Teaching Of Mathematics In Primary School To Children With Hearing Impairments. *Berlin Studies Transnational Journal Of Science And Humanities*, 2(1.5 Pedagogical Sciences).
14. Navruz-Zoda, L. B., & Navruz-Zoda, Z. B. (2020). Improvement Of Social Prestige Of Entrepreneurial Companies In Bukhara Region. *Academy*, (3), 37-39.
15. Usmanova, A. B. (2022). Sport Tourism As A Sport And Form Of Activity. *European Journal Of Innovation In Nonformal Education*, 2(1), 212-214.
16. Усманова, А. (2022). The Current State And Analysis Of The Tourist Potential Of The Bukhara Region. *Центр Научных Публикаций (Buxdu. Uz)*, 15(15).
17. Akhmedova, Z. (2022). Development Of Active And Passive Vocabulary In Preschool Children With Motor Alalia Using Art Therapy Elements. *Ann. For. Res*, 65(1), 7148-7161.
18. Normamatovna, S. N. (2022). Content Of The Concept Of Spiritual-Moral Qualities In Psychological And Pedagogical Literature. *Pioneer: Journal Of Advanced Research And Scientific Progress*, 1(3), 73-78.
19. Nurmukhamedova, L., & Jalilova, M. (2022, December). Samarkand State Veterinary Medicine Of Livestock And Biotechnology University Samarkand, Uzbekistan. In *Conference Zone* (Pp. 160-167).
20. Narzullayeva, G. S., & Bakayeva, M. A. (2022). Creative Management: Creative Opportunities In Business Process Management. *American Journal Of Social And Humanitarian Research*, 3(12), 58-63.
21. Odinayeva, N. F., Bakayeva, M. A., & Giyazov, B. B. (2022). Intellectuals With Higher Education In The Economy And Ways To Increase Their Competitiveness. *Miasto Przyszłości*, 84-86.
22. Turobova, K. R., & Giyasova, N. B. (2018). Improving The Training And Financing Of Highly Qualified Personnel In The Knowledge Economy. *Economics And Innovative Technologies*, 2018(4), 13.
23. Qudratov, A. (2020). History, Significance And Management Methods Of The Livestock Sector In Uzbekistan. *Центр Научных Публикаций (Buxdu. Uz)*, 1(1).