

IMPROVEMENT OF THE ACTIVITIES OF SMALL BUSINESSES ON THE BASIS OF INNOVATIVE MARKETING TECHNOLOGIES

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ABSTRACT: The article highlights the development of small business and private entrepreneurship in ensuring economic development. The advantages and opportunities of small business and private entrepreneurship development are studied. In modern conditions, the importance of modern marketing technologies, including innovative marketing tools, in the development of small business is showed. The article also provides recommendations on the functions and tasks performed by innovative marketing and the use of innovative marketing in small business development.

KEYWORDS: marketing strategy, automobile manufacturing, economic efficiency, best practices

Introduction

Variations in the global market and the complexity and instability of the domestic and foreign environment enable national companies to develop new promising products, expand the domestic market, and switch to the international market. In modern market conditions, the availability of competitive products is not always sufficient, and it is necessary to implement theoretical and practical aspects of marketing tools to fully implement the foreign market because it is important for the company's marketing policy to use information efficiently and effectively in the achievement of its competitors' competitiveness. Through the marketing information system, the opportunity to fully understand the modern requirements and needs of the enterprises in the socio-economic development of the country and to find their place in the public information system increases. Companies provide goods and services with the account of the wishes of each consumer, as it manages various information flows. The development of information and communication technologies requires a radical change in the organization of marketing activities. Factors affecting marketing activities are new technologies and markets, and rapid information retrieval and productive decision-making are crucial in marketing.

In the implementation of tasks to enhance the industrial potential in Uzbekistan, the efficient use of marketing strategies in the automobile industry is essential. This issue is based on the Development Strategy of the Republic of Uzbekistan for 2017–2021 to further modernize and diversify the industry through a qualitatively new level of rapidly developing production with high added value based on the deep processing of high-tech industries, primarily local raw materials. It was identified as one of the most important tasks. Efficient implementation of these tasks requires the development and improvement of marketing strategies in the automobile industry of Uzbekistan. At the same time, the automobile production and technical service have been established in our country, and significant progress has been made in this area. Herewith, taking into consideration the fact that these network companies are in constant competition with major and reputable companies in the world, the most relevant of their activities is the use of the latest achievements in science and technology and the development of marketing strategies aimed at satisfying the ultimate goal of consumers, thereby increasing the sales of products and services can be understood.

In the modernization of leading sectors of the economy, the use of marketing concepts and principles is crucial for the further development of automobile production. Therefore, the need to address the problem of raising economic efficiency by formulating and implementing a marketing strategy of automobile companies in our country will serve to substantiate the relevance of the selected research topic.

Although these studies represent an important scientific and methodological source, currently the scientific potential of the automobile companies of the Republic of Uzbekistan to effectively introduce international marketing methods in the development of export activity in the foreign market has not been practically carried out.

Throughout the years, companies have relied on the following two fundamental hypotheses to develop specific development strategies and marketing activities:

- 1 non-diversified goods and services offered to consumers;
- 2 The only criterion for purchasing a buyer is minimization of total costs.

However, in the fourth quarter of the twentieth century, new hypotheses have been made in the economic theory

specifically,

- Consumer wishes and tastes can be controlled by advertising and promotion of new products on the market.
- The company should take into account the following factors in the development of its strategy, determination of target market requirements, and the more effective use of consumers' expected satisfaction from competitors: the improvement of technology in the context of international relations expansion; liberalization of the national economy and intensification of privatization processes; training and retraining of managers (Concept of F. Kotler);
- Competitive advantage defines the position of the company in the network, in which the position of the network implies the general approach of the company to competition, not to a particular product or to whom it is developed (M. Porter's concept).

The essence of marketing is usually related to any market activity. By the 1960s, marketing terms and concepts began to emerge. According to the American Marketing Association, currently there are over two thousand recipes for marketing.

In particular, Ph. Kotler believes that the kind of human activity that meets the demands and needs of marketing through exchange.

Brian D. Evans believes that marketing is a way to meet the expectations of goods and services, organizations, people, regions, and ideas through predicting, managing and sharing.

According to Sh. Ergashkhodjaeva, an economist of Uzbekistan, marketing is an activity related to organizing, selling, and utilizing production through a thorough analysis and prediction of the market of goods and services.

As an important means of determining the strengths and weaknesses of the competitors, you may choose to analyze the consumer's valuation of the commodity. The purpose of this analysis is to find out how consumers benefit from the purchase of goods, as well as to find out about the company's position among the competitors in terms of a number of indicators.

The use of key marketing strategies by M. Porter in formulating marketing strategies for automobile companies is crucial for automobile companies' competitive advantage.

Our analyses show that foreign literature does not have the unique approach to marketing strategy. Particular attention will be paid to the following elements that reveal the content of marketing strategies in research:

- Preliminary analysis of internal and external environment of the enterprise with a view to justifying marketing objectives;
- marketing complex (marketing mix);
- ensuring competitive reputation of the enterprise;
- rational distribution of available resources to achieve marketing objectives;
- The level of marketing expenses required to achieve the goals.

Analyses and discussion of results

At a modern stage of transition to market relations, it is important to encourage the sale of products for the stable operation of enterprises. Within the framework of enhancing competition, manufacturers of goods are taking steps to raise the sales volume, focusing on further development of their marketing activities.

In current conditions of the modernization of the economy, the country attaches great importance to the development of the automobile industry, as well as to the creation of new production capacities involving foreign investment in this industry. One of the main reasons for this is that most of the products manufactured in the automobile industry are exported to foreign countries and provide foreign exchange earnings to the country and are one of the most potent sectors of the country's socio-economic development. The development of car manufacturing companies necessitates the broad application of marketing activities. Therefore, it is crucial to develop and implement a marketing strategy for automobile manufacturers, which is one of the promising industries.

Automobile manufacturers should examine the factors affecting their marketing activities in the process of developing and continuously improving their marketing strategy. Factors influencing on marketing activity have a different impact at a certain stage of implementation of the enterprise marketing strategy, so it is necessary to develop and implement measures to prevent their adverse effects.

The automobile manufacturers marketing strategy should include the following objectives:

- leading position in the automobile market and its strengthening;
- active integration into world automobile industry;
- achieving a leading level of staff qualifications;
- efficient management of costs and resources;
- continuous quality improvement;
- development of corporate culture aimed at achieving results;
- introduction of advanced technologies for automobiles;
- quick response to market demands.

The marketing strategy of automobile manufacturers in the conditions of modernization of the economy serves as a sustainable model of resource allocation. Herewith, marketing strategy represents a set of solutions for rational allocation of resources. It should be noted that marketing strategy is an important and integral part of enterprise management system because marketing strategy determines future prospects of business activity. Market segmentation plays an important role in the marketing of car manufacturers. On the other hand, this process should be carried out at certain stages, including:

- market research;
- humiliated or select a product category;
- basis for market segmentation;
- segment evaluation;
- selection of target markets;
- formation and implementation of marketing complex.

Table 1. **Marketing strategy offered to automobile manufacturers**

Proposed strategy	Directions of improvement
The market	Activating marketing opportunities
Brand (Differentiation and Diversification)	Increase quality and expand existing range
Rating	A reasonable price strategy for quality improvement, a wide range of prices
Allocation	Indirect distribution of retail intermediaries, expanding the network and applying mixed-selling strategies in the domestic market
Communication	Participation in international and national fairs, promotion of clients, merchandising, public relations, etc.

Table 1, for automobile manufacturers represented by the proposed marketing strategy. It focuses primarily on the activation of marketing capacities of car manufacturers, enhancing the quality of products and expanding their range, forming a balanced price by studying the prices in the markets where the products are sold, as well as the formation of an uninterrupted network of products, introduction of additional services in the sales process, and regularly update it with a special focus on the system and products provided, such as participation in fairs directions.

The automobile manufacturers should focus on improving the quality of their products, which, in turn, positively impacts the increased demand for products, increased competitiveness and increased sales, and ultimately, the company's market position.

These indicators are used to evaluate the quality of the product. Consumers mainly focus on these indicators and evaluate the quality of their products, thereby indicating the quality of the product. Businesses should focus on continually improving the quality of their products and their further marketing strategy. This is particularly important in the prospect of future development of the enterprise, increasing the competitiveness of the products.

In our opinion, automobile manufacturers should pursue marketing in the following areas:

- availability, storage and updating of product models in automobile markets;
- scientific research, organizational works and technical development;
- reforming procurement systems;
- modernization of production systems;
- development of sales systems;
- increasing productivity;
- continual improvement of quality.

Implementation of these priorities in the marketing activities of car manufacturers will provide a basis for their leadership in the markets and sustainable development of the enterprise.

On the basis of the critical analysis of marketing activity of automobile manufacturers in our country it should be noted that it is desirable to improve it in the following areas:

- further strengthening of the market brand of the company;
- raising efficiency of advertising activities;
- increasing individual approach to customer;
- satisfaction of individual needs of strategic consumers, establishment of long-term relationship with them;
- regional approach to consumers in the domestic market;
- creation of additional conveniences for the foreign market customers, expansion of dealer system;
- increasing product range;
- strengthening control over timely delivery of products.

Conclusions and Suggestions.

In general, automobile industry is considered to be one of the most important and priority sectors in the economy of our country. Thus, measures aimed at creation and functioning of automobile manufacturing enterprises, organization of production of competitive motor vehicles and spare parts as priority areas, as well as raising the production of high tech and scientific capacity in the automobile industry, as well as improving the marketing strategy in modern conditions of modernization of the economy should be undertaken.

The marketing program also provides a set of programs for implementing the strategy, including product, evaluation, distribution and sales programs. In our opinion, segmentation of the market by the car maker should be carried out at the following stages:

- choose a market or product category;
- selection of the basis (base) for segmentation of the market;
- segmenting selections;
- segment profile and its evaluation;
- selection of target markets;
- formation and implementation of a suitable marketing complex.
- Car manufacturers should focus on the following types of markets in order to develop their business:
- consumer market, which consists of individuals, families and housewives who buy cars for their own needs;
- re-sale market, which implies the buyer-company or individual persons for subsequent profit making;
- vehicles purchased by the state for public transport services;
- international market markets - reflect all the above markets.

In our view, developing automobile teams require new designs and easy access. It shows the motor vehicle should have the following items:

- location of the salon, shop and seat to increase the efficiency of work;

- availability of devices that can be easily and easily accessible during nighttime and during the rainy season;
- simplify the use of complex means;
- non-selective design views;
- convenience of location of speed and special warning and warning screens;
- presence of side and size cells;
- providing services with affordable prices.

As a result of our research, we can emphasize that the key role in the development of the automobile market in the world is the comfort created for consumers. Vehicle safety, acceleration, fuel consumption, shutdown options, and other equipment are important. Innovative ideas are becoming increasingly important in the trend towards the development of the vehicle market. Thus, the introduction of innovative processes into the automobile consists of two types: first, the introduction of innovation into a single device, and second, the whole system of devices - that is, two or more devices - together with innovation.

We can witness wide introduction of the features of benchmarking applied in foreign practice in our republic. Benchmarking refers to systematic activities aimed at the best results of competitiveness companies, in order to evaluate and analyze best results, regardless of their business scope, size and geographical location.

In general, the benchmarking strategy creates the following opportunities for car manufacturers:

- setting up requires foundation for the company to put complex and at the same time realistic goals and forecast future growth trends;
- introducing the most advanced practices, analyzing the best companies and learning how to become competitors;
- providing the necessary information on how to get the best;
- looking for the weaknesses of the company's business and evaluating the company's potential;
- comparing production processes with processes in the same industry and other sectors to identify best results, as well as comparative assessment of types of products and services, equipment and equipment;
- introduction of the best practices and methods of business;
- organization of production and service at expected level by customers and consumers. Today, the company produces light cars in more than 40 countries. However, their role in shaping the overall car offer varies. While 90 percent of the total production comes from 20 countries, only 8 countries (USA, Japan, Germany, China, France, Korea, Spain, Canada) provide 78 percent of global passenger cars.

Nowadays, leading automobile manufacturers are working on a set of comprehensive measures to be a leader in the production of environmentally-friendly cars. In particular, the Belgian practice has been widely promoted in the procurement of environmentally-friendly cars. Under this quality, buyers will be guaranteed a variety of options for purchasing cars. These processes will be delivered to consumers through the use of pricing techniques. One of such awards is the lowering of prices for cars.

In our view, it is desirable to describe the essence of marketing strategy: marketing strategy is the result of an analysis of the internal and external marketing environment focused on the selection of targeted segments of the consumer, positioning the enterprise and its products, as well as achieving long-term marketing goals.

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