

MARKETING STRATEGIES AND THEIR TYPES IN INCREASING PRODUCT COMPETITIVENESS IN INDUSTRIAL ENTERPRISES

<https://doi.org/10.5281/zenodo.12113153>

Rajabova Mohichehra Abduxolikovna

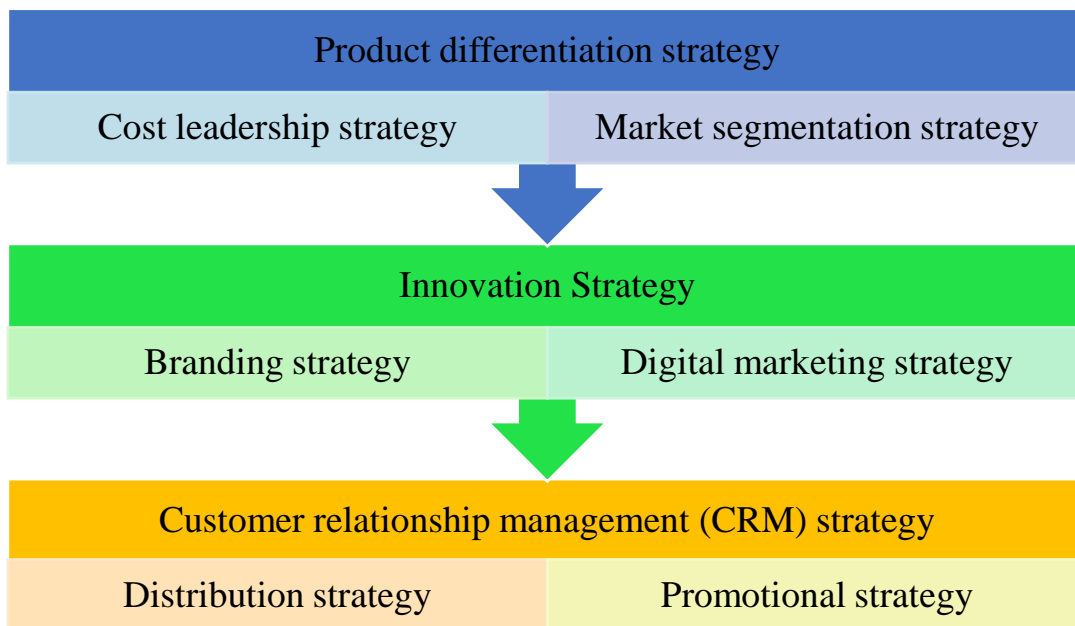
Bukhara State University Department of Marketing and Management teacher

Abstract. *This article provides theoretical information on ways to use marketing strategies to increase product competitiveness in industrial enterprises.*

Key words: *marketing strategies, product differentiation strategy, cost leadership strategy, market segmentation strategy, innovation strategy, customer relationship management (CRM) strategy, branding strategy, digital marketing strategy.*

Marketing strategies are crucial for industrial enterprises to enhance their product competitiveness. These strategies help businesses to differentiate their products, reach target markets effectively, and ultimately increase market share and profitability.

Here are some key marketing strategies and their types



1. Product differentiation strategy. Unique selling proposition (USP). Emphasize the unique features and benefits of the product that distinguish it from competitors. Quality improvements. Focus on superior quality, advanced technology, or better performance. Customization. Offer tailored solutions to meet specific customer needs.

2. Cost leadership strategy. Economies of scale. Achieve cost advantages through large-scale production. Efficient operations. Optimize production processes to reduce costs. Cost reduction. Implement cost-saving measures in materials, labor, and overhead.

3. Market segmentation strategy. Geographic segmentation. Target specific regions or countries. Demographic segmentation. Focus on particular age groups, income levels, or

other demographic factors. Psychographic segmentation. Cater to lifestyle, values, or personality traits. Behavioral segmentation. Address purchasing behaviors, usage rates, or brand loyalty.

4. Innovation Strategy. Product innovation. Develop new products or improve existing ones to meet changing customer needs. Process innovation. Implement new methods of production or delivery. Business model innovation. Change the way the business operates to create more value.

5. Customer relationship management (CRM) strategy. Customer service excellence: Provide exceptional customer service to build loyalty. Personalized marketing. Use customer data to tailor marketing messages and offers. Loyalty programs. Create programs to reward repeat customers and encourage long-term relationships.

6. Branding strategy. Brand positioning. Establish a strong, unique brand identity in the market. Brand equity. Build brand value through consistent quality and positive customer experiences. Brand extension. Expand the brand into new product categories or markets.

7. Digital marketing strategy. Content marketing. Create valuable content to attract and engage customers. Social media marketing. Use platforms like Facebook, LinkedIn, and Twitter to reach and interact with customers. Search engine optimization (SEO). Improve online visibility through better search engine rankings. Email marketing. Send targeted emails to nurture leads and retain customers.

8. Distribution strategy. Direct distribution. Sell products directly to consumers without intermediaries. Indirect distribution. Use intermediaries like wholesalers and retailers to reach customers. Omni-channel distribution. Integrate various channels (online, offline, mobile) to provide a seamless customer experience.

9. Promotional strategy. Advertising. Use various media channels (TV, print, online) to promote products. Sales promotions. Implement short-term incentives to boost sales. Public relations. Manage the company's image and relationships with stakeholders. Personal selling. Employ a sales force to engage directly with customers.

10. Global marketing strategy. Standardization. Offer the same products and marketing mix in all markets. Adaptation. Modify products and marketing strategies to suit local markets. Glocalization. Combine global strategies with local insights for maximum impact. Implementation of marketing strategies.

Market Research. Conduct thorough market research to understand customer needs, preferences, and behaviors. Analyze competitor strategies and market trends. Strategic planning. Develop a comprehensive marketing plan outlining objectives, strategies, and tactics. Allocate resources effectively to implement the plan.

Execution. Implement marketing activities across various channels. Monitor progress and make adjustments as necessary. Evaluation and control. Measure the effectiveness of marketing strategies using key performance indicators (KPIs). Use feedback and data analytics to refine and improve strategies. Marketing strategies are essential for industrial

enterprises to stay competitive and meet the evolving needs of their customers. By adopting and effectively implementing these strategies, businesses can enhance their market position, drive growth, and achieve long-term success.

Several industrial enterprises around the world have successfully employed marketing strategies to boost their product competitiveness. Here are some examples and insights into how these strategies have been implemented in different regions:

1. Germany: Precision Engineering and Quality Focus

• Company Example: Siemens

○ **Product Differentiation:** Siemens emphasizes high-quality engineering and innovation in their products, particularly in automation and digitalization solutions.

○ **Branding Strategy:** Siemens has established itself as a premium brand by focusing on quality, reliability, and advanced technology.

○ **Innovation:** Continuous investment in research and development (R&D) to stay ahead of technological advancements and customer needs.

2. Japan: Lean Manufacturing and Efficiency

• Company Example: Toyota

○ **Cost Leadership:** Toyota's adoption of the Lean Manufacturing system (Toyota Production System) has significantly reduced production costs and improved efficiency.

○ **Customer Relationship Management:** Toyota's focus on long-term customer relationships and after-sales service has fostered strong customer loyalty.

○ **Market Segmentation:** Tailored marketing and product offerings to meet the specific needs of different markets globally.

3. United States: Technological Innovation and Customer-Centricity

• Company Example: General Electric (GE)

○ **Digital Marketing:** GE uses content marketing and social media to highlight their technological innovations and industry expertise.

○ **Product Innovation:** GE invests heavily in R&D to develop cutting-edge technologies in healthcare, aviation, and renewable energy.

○ **Customer Relationship Management:** GE employs a customer-centric approach, offering customized solutions and strong after-sales support.

4. South Korea: Diversification and Global Expansion

• Company Example: Samsung

○ **Product Diversification:** Samsung offers a wide range of products from consumer electronics to heavy industry equipment, catering to various market segments.

○ **Global Marketing Strategy:** Samsung has successfully adapted its marketing strategies to suit local markets while maintaining a strong global brand presence.

○ **Innovation Strategy:** Continuous innovation in product design and technology has kept Samsung competitive in fast-evolving markets.

5. China: Rapid Adaptation and Market Penetration

• Company Example: Huawei

- **Cost Leadership:** Huawei leverages economies of scale to offer high-quality products at competitive prices.
- **Digital Marketing:** Aggressive use of digital platforms and social media to promote products and engage with customers worldwide.
- **Global Market Penetration:** Strategic partnerships and localization of products to meet the specific needs of different regions.

6. Italy: Focus on Design and Niche Markets

• Company Example: Ferrari

- **Branding Strategy:** Ferrari has built a strong brand around luxury, performance, and exclusivity.
- **Product Differentiation:** Emphasis on superior design, craftsmanship, and performance to differentiate from competitors.
- **Customer Relationship Management:** Personalized customer experiences and exclusive events to maintain strong customer loyalty.

Key Takeaways from Foreign Experience

1. Emphasis on Quality and Innovation:

- Companies like Siemens and GE focus on high-quality products and continuous innovation to stay competitive.

2. Efficiency and Cost Management:

- Toyota's lean manufacturing principles demonstrate the importance of efficiency and cost control in maintaining competitiveness.

3. Customer-Centric Approaches:

- Building strong customer relationships and providing exceptional after-sales service are crucial, as seen with Toyota and GE.

4. Global Adaptation and Market Penetration:

- Successful companies like Samsung and Huawei adapt their marketing strategies to local markets while maintaining a global brand presence.

5. Branding and Product Differentiation:

- Strong branding and unique product differentiation are key strategies for companies like Ferrari and Siemens.

CONCLUSION

Industrial enterprises worldwide have leveraged various marketing strategies to enhance their product competitiveness. By focusing on quality, efficiency, innovation, and customer-centric approaches, these companies have successfully navigated competitive markets and maintained their leading positions. Adapting these strategies to local contexts while maintaining a global vision is essential for success in the international market.

REFERENCES:

1. Abduxolikovna R. M. APPLICATION OF MARKETING CONCEPTS AT INDUSTRIAL ENTERPRISES: PROBLEMS AND SOLUTIONS //International Journal of Education, Social Science & Humanities. – 2024. – Т. 12. – №. 3. – С. 924-932.
2. Abduxolikova R. M. ADVANTAGES OF MARKETING STRATEGIES IN ATTRACTING INDIVIDUAL AND CORPORATE CLIENTS //IMRAS. – 2023. – Т. 6. – №. 8. – С. 143-148.
3. Rajabova M. ISTE'MOLCHILARNING AFZALLIKLARINI TAHLIL QILISHDA MARKETING TADQIQOTLARI VA XIZMATLARIDAN FOYDALANISH SAMARADORLIGI //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 43. – №. 43.
4. Раджабова М. А., Гафуров Р. ПРАКТИЧЕСКАЯ НЕОБХОДИМОСТЬ КОММЕРЧЕСКИХ БАНКОВ В ОБЕСПЕЧЕНИИ ЭКОНОМИЧЕСКОГО РОСТА СТРАНЫ //INTERDISCIPLINE INNOVATION AND SCIENTIFIC RESEARCH CONFERENCE. – 2023. – Т. 1. – №. 7. – С. 49-52.
5. Rajabova M. Khodzhaeva DK INNOVATIVE METHODS FOR ASSESSING THE FINANCIAL CONDITION IN FAMILY ENTERPRISES: Khodzhaeva Dilbar Khurshidovna senior lecturer of the Department of Economics of the Service Industry, BSU hodjaevadilbar@mail. ru Rajabova Mokhichehra Abdukholikovna lecturer of the Department of Economics of the Service Sector, BSU rajabova. mokhichekha@ gmail. ru //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2021. – Т. 8. – №. 8.
6. Abduxoliqovna R. M., Azizbek G. WAYS TO ENSURE THE EMPLOYMENT OF THE POPULATION IN THE CONDITIONS OF SUSTAINABLE ECONOMIC DEVELOPMENT //THE THEORY OF RECENT SCIENTIFIC RESEARCH IN THE FIELD OF PEDAGOGY. – 2023. – Т. 1. – №. 8. – С. 54-57.
7. Rajabova M. WAYS TO ATTRACT FOREIGN INVESTMENT IN THE REGIONAL ECONOMY //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 36. – №. 36.
8. Jurayeva Z. ECONOMIC EFFICIENCY OF ATTRACTION AND USE OF INVESTMENTS IN UZBEKISTAN //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2022. – Т. 20. – №. 20.
9. Azimov O. Creating a favorable investment environment for attracting foreign investments into economic sectors //Центр научных публикаций (buxdu. uz). – 2023. – Т. 32. – №. 32.
10. Rajabova M. Возможности для развития рынка услуг в Бухаре //Центр научных публикаций (buxdu. uz). – 2021. – Т. 8. – №. 8.
11. Rajabova M. FEATURES OF COMMERCIAL BANKS IN ENSURING THE ECONOMIC GROWTH OF THE COUNTRY //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 36. – №. 36.
12. Rajabova M. MAMLAKATIMIZDA MEHNAT RESURSLARI VA MEHNAT SALOHİYATI KO 'RSATKICHLARINI VAHOLASH SAMARADORLIGI //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2021. – Т. 7. – №. 7.

13. Rajabova M. O'ZBEKISTONDA INVESTITSION FAOLLIKNI OSHIRISH YO'LLARI VA SAMARADORLIGINI VAHOLASH //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2021. – Т. 7. – №. 7.

14. Rajabova M. Creation of free economic zones in Bukhara: problems and solutions //Центр научных публикаций (buxdu. uz). – 2021. – Т. 7. – №. 7.