

## Foreign Experience in Managing the Marketing Activities of Enterprises

*Ergashbaeva Nilufar Muhammadsayfullaevna*<sup>1</sup>

**Abstract:** the article examines foreign experience in managing the marketing activities of enterprises through the development of marketing concepts. Today, the functions of managing the marketing activities of enterprises are carried out in almost all developed and developing countries, and the entire elements of marketing control in enterprise management are recorded.

**Keywords:** control, marketing, management, product concept, sales concept, marketing activities, manufacturer, “4P”, “Marketing mix”.

### Introduction:

One of the most important challenges facing the food industry is the need to adapt to changing consumer needs. Consumers are becoming more demanding and they are looking for healthy, sustainable and affordable food. To meet these demands, food companies must adopt a more customer-centric approach to marketing.

The marketing activities of enterprises are a set of tasks with opportunities and plans for the development of the market structure. Marketing is based on goals that require multifunctional solutions to achieve. These decisions change the predispositions of consumers and sellers. With the growth of the world's population, the food industry is gaining great momentum; in the production of enterprises this requires great effort and expense. To manage the production activities of enterprises, innovation is needed. Nothing will surprise the modern consumer, but the development of a new product using attributes that are familiar to him in products: smells and looks can entice him to buy. With the transformation of the economy, this has become much easier. Previously, to meet needs, the population had to visit food centers, but today, without leaving home, you can purchase consumer goods of tangible and intangible resources.

### Main part:

The productivity of enterprise management is indicated by the level of implementation of the strategic goals set for the enterprise. The target efficiency of management of enterprises in the industrial sector is revealed by its measure of strategic intentions that it must implement. Marketing is the core in managing and achieving the goals of an enterprise.

In the initial phase of the XX th century, the United States developed management methods, and then it began to spread to the southeast of the Earth in Japan, which gave the land of the rising sun high development.

Currently, sales are the goal of the seller, and marketing develops to meet the needs of the population. The strategic task for enterprises is to attract and capture customers using attractive services and products that are meaningful to them. The marketing activities of enterprises in foreign countries give rise to international marketing, which is engaged in the import and export of products, thereby uniting a number of continents, countries and states in an unbreakable economic chain. This is not only import and export; it is a whole program for marketing development and management.

Foreign experience in managing the marketing activities of enterprises is characterized by its subregions and areas.

<sup>1</sup> Andijan State University, department of Economics, teacher, Andijan, Uzbekistan



Promoting a product on the market, paving the way to the global market, establishing connections with sub-regions, opening a franchise regionally, all of this requires a concept that allows enterprises to develop in the market.

It is clear that marketing must be based on a carefully thought-out philosophy of effective and socially responsible activity. An organization can take as a basis one of six competing marketing concepts: production, product, sales, traditional marketing, the concept of individual and socially responsible marketing<sup>2</sup>.

The production concept is the initial form of development for every business. In this concept, the collateral is risk, the basis of which is finance. Every company strives to produce more at lower costs, while maintaining quality measures. Since the consumer is a subject who expects and searches for inexpensive products on the market. Enterprise managers must be able to correctly formulate production and personnel management. After all, manufacturing enterprises have the opportunity to expand as income increases. This will give the company a chance to enter the international arena.

The product concept takes into account the main indicator in the product is quality. Every year, consumers pay more attention to the quality of a product than to its price. This is due to the fact that the population chooses a good lifestyle, increased income, online awareness, technical development, a technological boom, which makes it possible to produce goods at home. Enterprise managers try to keep up with the times, without retreating a step, the outcome of which leads to the improvement of the product.

The manufacturer is sometimes too keen on improving the product, which does not notice new models of technology, the emergence of an incentive for science, and the development of innovative technology. As long as the manufacturer continues to improve, it will repel buyers, since modern products have come to light. Attracting consumers to use their product must first purchase it and then determine the shortcomings in the product.

The sales concept is a period when there is a lot of goods, but demand is sluggish, due to the fact that the goods do not meet the quality. It may be a passive product or a product of intermediate quality. Enterprises supplying the market must work in the “I don’t want, but I have to” mode. This suggests that suppliers are obligated to promote goods on the market. Enterprises in this case must have a clear concept, prepare extensive advertising with further new products and the use of innovative content, as well as conduct online webinars, and also cooperate with government support organizations and charitable foundations.

But if enterprise managers put a lot of pressure on buyers with their products that consumers do not want to purchase, this may harm the image of the enterprise.

The traditional marketing concept or the traditional marketing concept is measures aimed at meeting the needs of the market, with a plan of action that focuses on customers.

Enterprises producing products, delivering them to the market, receiving income, ensure a profit, thereby enabling the consumer to pursue a policy of “what is needed for the market?” I compensate for this with customer satisfaction.

The concept of traditional marketing directs a business towards customers. To meet the complex needs of consumers, enterprises use effective marketing “4P” (Product-product, Price-price, Place-sales, Promotion-promotion) or “Marketing-mix”.

Feedback and analytics become tools for continuously improving marketing concepts. Collecting customer feedback and analyzing data helps identify weaknesses and strengths of current concepts, allowing for continuous improvement.

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<sup>2</sup> Kotler F. Marketing management. Ex press course. 2nd ed. / Per. from English edited by S. G. Bozhuk. - St. Petersburg: Peter, 2006. - 30 p.: ill. — (Business Bestseller Series).



**Conclusion:**

In conclusion, improving the mechanisms for managing marketing activities in food industry enterprises is a necessary condition for achieving competitive advantages and sustainable development. Adaptation to modern market requirements, innovative approaches and effective use of marketing tools become the basis for overcoming challenges and achieving business goals in this dynamic sector of the economy.

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