PECULIARITIES OF DEVELOPMENT OF MARKETING ACTIVITY

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ABSTRACT

In this article, information is given about the specific features of the development of marketing activities and measures for the development of the marketing policy of the enterprise.

The goal of marketing can be a long-term (future) and short-term (annual) program of the enterprise. The most important rule for creating a marketing activity program in an enterprise is the inextricable relationship between the quality and quantity indicators of the products produced and put on the market. Quality signs of marketing objectives: the dynamic offer of the product offer, the current prices and financial policy, the vertical (vertical) relations determine and have not lost their power even now. What is most important in terms of marketing approach for the enterprise?

Entering the market of the enterprise requires the following:

• in-depth analysis of the market situation and determination of its development prospects;

• determining the level of freedom to establish daily (horizontal) contacts;

• determining one's position in the market, taking into account the commercial risk associated with competition;

• collection, processing and analysis of information about competitors that organize market relations;

• availability of business and entrepreneurial specialists and leaders with high level of qualifications and knowledge who can get along with partners and implement marketing solutions in any conditions.

In the organizational structure of enterprises, services (departments) that ensure commercial success and advanced technology policy come first. In marketing activity, first of all, it is necessary to ensure the functioning of links within the enterprise, as well as transverse (horizontal) and vertical (vertical) connections. In this situation, the most difficult issue for the enterprise is to change the forms of vertical integration. Because this matter does not depend on the enterprise itself. This will allow you to create a special marketing program

in a positive way. With the help of numbers and evidence, it allows the upper management to prove the feasibility of implementing this program for the enterprise. In addition, it will be possible to involve the demand and management bodies in the implementation of marketing solutions from the profit from the implementation of the program. Collecting information, processing and analyzing it by machine poses some difficulties for most enterprises. As a result of this, the problem arises whether to attract reliable executors from abroad. This depends on the consideration of the issue and the costs of the programs that need to be addressed in the future.[2]

Taking into account the activity of all sectors of the market, the price and financial policy for the enterprise is the most important element of the marketing strategy. This approach allows reducing marketing costs as a result of the integration of material, financial and labor resources in all periods of creation and introduction of goods and services to the market.

The expansion of independence and rights of enterprises leads to an increase in their responsibility. That's why some companies are afraid of responsibility and don't want economic freedom. This, in turn, forces them to worsen their financial situation and change their position in the market. A marketing mindset helps overcome any fear of independence, as a marketing program distributes commercial risk equally among all market participants. When the general strategic goal of the enterprise is determined, for example, if there is a demand for a new product, it is necessary to develop a whole chain of practical measures for its implementation.

Thus, the company's marketing strategy includes:

- what kind of goods are released to the market, in what range and at what price;
- what kind of consumers it is intended for and what kind of consumers it can attract later;
- what conditions are necessary to sell the goods at the planned level;
- what channels and quantities should be used to deliver the goods;
- with what means it is better to influence demand and sales promotion;
- what should be the after-sales service and who should do it;
- what economic results market participants expect and how much costs are required for it. They require that all participants agree on a specific and timed transfer.[4]

A shortcoming and a mistake in a single link can destroy the whole planned operation. Marketing activities do not have ready-made recipes for every enterprise. For each new product that is introduced to the market, the method of influencing demand is developed anew. Abroad, special companies and institutes have been established for this purpose. There is no enterprise that does not have a marketing department in its administrative management apparatus. They definitely create a special marketing department or group to solve marketing problems.

The main goal of marketing is determined by the objective reasons and necessity of its emergence, formation and development. As mentioned above, marketing was first of all invented and created as a tool to get out of this crisis in the conditions of accumulation of goods, unsold and economic crisis. Its purpose is to solve extremely broad and complex issues. It is to adapt the production to the needs of the customer, achieving the balance of

demand and supply, and bringing high profits to the enterprises and organizations that created it. To achieve this, marketing should solve the following important tasks:

- study and determine the needs of buyers (consumers);
- study of internal and external requirements for goods;
- adaptation of the enterprise's activities to the needs of customers;
- study the market based on the information obtained about supply and demand;
- organizing advertising of goods, increasing customers' interest in buying goods;
- collecting and analyzing data to carry out research of the company that creates or sells the product;
- receiving information about all services in the market;
- collecting information about complementary goods and substitute goods;
- is to forecast the demand for goods and control their implementation. [1]

Systematic analysis of marketing information allows to develop an estimate of supply and demand. All the information and data characteristic of marketing activities are formed as an important tool for research. It will be necessary to organize them, provide certain regulation and continuity.

Sales promotion is one of the tasks of marketing, which allows to ensure the planned level of sales of the goods released to the market. This means covering production costs and making a profit. There are the following active forms of sales promotion - trade shows, fairs, use of special sales agents and low prices. The ratio between supply and demand is regulated using the price system. This issue is one of the most difficult problems for our enterprises today.

Sales policy in the marketing system is the process of organizing the periodic movement of goods. It requires a clear analysis of the impact on decisions made at each stage of the movement of the mass of goods from the producer to the consumer. In this case, sales means all relations between production and sales. It includes wholesale and retail trade, transportation and storage. In our economic conditions, the function of marketing is as important as the product policy. A well-thought-out commodity policy allows efficient use of resources. Product policy ensures that each manufactured product is intended for a specific group of consumers. That is, any product must have a clear consumer address. Our domestic market suffers greatly from the fact that the assortment of goods released to it is aimed at the so-called "average" consumer, which practically does not exist. Because it does not allow the choice of goods distributed according to the buyer's interest and taste. Except for such situations in the marketing approach.

All of the above-mentioned marketing activities should be used at the same time. This is the only way marketing activities provide a continuous flow of information from the consumer to industrial enterprises and trade, and from them in the opposite direction. This makes it possible to make timely changes in production, product range, terms of sale, and service. The listed goals and objectives of marketing cannot provide a complete understanding of the organization of market activity. Because there cannot be a ready-made recipe for the complete solution of market problems. Before applying marketing, it is necessary to take into account the conditions, the level of the most basic socio-economic development. Because marketing is a complex, demanding effort and patience, and at the same time it is a fast-yielding business. On the one hand, it should respond to the sufficiently

high needs and demands of the population, its purchasing power, and on the other hand, the freedom to choose goods and services. In order to ensure a large radius of market movement, it is necessary to quickly change the assortment of goods, respond to its mass adoption. All this allows to balance supply and demand. In addition, in order to carry out marketing activities, it is necessary to solve organizational issues, which consist of the management and planning system of the enterprise, distribution, relations in the domestic market and foreign trade, and realization through highly equipped market channels.

Due to the crisis situation of our economy, unsatisfied demand, low standard of living, lack of balance in the economic and social sphere, at first glance, it seems impossible to use marketing. But the bottom line is that marketing helps eliminate these shortcomings. Therefore, the use of marketing in our economy is not only possible, but necessary. Management of the economy based on the bureaucratic-command style has revealed a whole "bundle" of difficulties. These are insufficient supply of raw materials, failure to use scientific and technical achievements in the production process, unreliable and tasteless advertising, imperfection of the rapid management of enterprise activities and economic planning system, ineffectiveness of financial levers, inaction of the incentive to improve the quality of manufactured goods, the market lack of accurate, complete and timely information about the processes, etc.

As our republic moves to free market relations, profit will be the main economic indicator of financial and economic activity of all industry enterprises. Other evaluation indicators lose their power relatively. Because planning is given to labor teams themselves. Thus, plans remain only socio-economic goals that take into account the population's demand for goods and services, and the production sector's demand for machines, equipment and other means of production. The high quality of goods and services, their advertising is an important principle of marketing, the main condition for the viability of the enterprise in the competitive environment.

Flexible prices are a new element of economic mechanism improvement, economic accounting and self-financing for our enterprises. Regulatory contracts and free evaluations are the most important of the new strategy - and the method adopted at the same time.

Competition is new to our economy. However, if the company wants to survive in the market conditions, it must master the laws of competition. In this situation, every enterprise should have a new approach to the production process and the sale of goods. It is necessary to ensure close coordination of the chain of all processes, from the purchase of raw materials to the organization of additional services. Due to the lack of a unified approach and coordination of production processes, in the realization of industrial goods and food products, they may be in surplus for a certain period of time, or they may not be available after a certain period of time. As a result, the amount of production will have to be restored to the previous level. Thus, profit as the main goal of the economy must be taken into account in all marketing programs.[3]

Today, all producers, consumers, and at the same time employees of other industries should be able to think in terms of marketing and use it effectively.

Conclusion:

The development of marketing activities will lead to an increase in the sales volume of the enterprise. To develop marketing, first of all, the enterprise should hire a strong marketer in

marketing. One of the main parts of a new company's market entry strategy is marketing. The main reason for this is to inform consumers about the new product.

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