

Development of Marketing Activities of Small Businesses in the Light Industry

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ABSTRACT

The article discusses the development of marketing activities of small businesses in the light industry and the effective marketing activities of small businesses in the region.

KEYWORDS: *light industry, business, effective marketing, export, small business*

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INTRODUCTION

He stressed the need to create practical conditions for doing business, to fully support and encourage small business and private entrepreneurship, which should become the next most important direction of reforming the real economy. Indeed, the business environment created in our country is becoming increasingly important in increasing the pace of economic growth and solving the problems of employment.

In Namangan region, the number of small businesses specializing in light industry increased from 184 in 2018 to 664 in 2019. As a result of modernization and increased investment activity, the number of small enterprises producing light industrial products, the volume of production and their share in production have been increasing over the years (Table 1). 100% of knitwear, 98% of garments, 100% of shoes in the region are produced by small businesses.

Effective marketing activities of small businesses in the region have achieved positive results in the balance of foreign trade of light industry products, expanding the geography of exports by group of goods, increasing the share of national products that replace imported goods in our markets.

Analysis and results

In Namangan region in 2019 compared to 2015, exports of knitwear increased by 18 times, garments increased by

3.3%, imports of garments decreased by 74%, and imports of footwear - by 18%.

The analytical results show that the activities of small businesses producing light industrial products are growing rapidly. In order to determine the demand of consumers for ready-made clothes in Namangan region and the factors affecting the competitiveness of our national products in domestic markets, marketing research was conducted in the market of non-food products "Dustlik".

The main tasks of the study were as follows:

- Identify the segment of men's suits produced by the research object;
- Analysis of the competitiveness of men's suits;
- Identify the factors that influence consumers not to buy men's suits.

Questionnaires of 100 buyers aged 18-50, who came to the non-food market "Dustlik" in Namangan to buy men's suits, were selected. The minimum annual income of buyers is 1200.0 thousand soums, and they spend 2-3% of their income a year to buy ready-made clothes. Since this group of consumers is the main segment of suits, it substantiates the following results of our study:

- 12% of high prices for men's suits produced in the region, 30% of low quality, 46% of product range, 12% of environmental and attractiveness.

- As a result of the competition for the countries of origin of suits, buyers expressed a desire to buy 16% of men's suits made in Namangan, 5% of Chinese, 61% of Turkish and Korean, 16% of European and other countries.

According to the results of the study, the range of goods of small businesses producing light industry products in Namangan region is narrow, the quality does not meet international standards and certification systems, sales, promotion and advertising of goods, communication with consumers remain problematic. The above situations can be solved only through the effective organization of marketing activities of small businesses operating in the region. Accordingly, a study was conducted on the example of "Istiqlol Textile Design" LLC to determine the organization of marketing activities of small enterprises producing ready-made clothes.

We have developed it in order to determine the change in the effectiveness of marketing activities of the enterprise for 2015-2020 by means of expert assessment. The following factors were taken as factors determining the effectiveness of marketing activities:

- assessment of the overall financial performance of the enterprise;
- evaluation of the enterprise's work with customers;
- assessment of the internal marketing environment of the enterprise;
- The cost of information and human resources of the enterprise;

For an integrated assessment of the marketing activities of the enterprise, we present the initial data in the table and the integral indicators of marketing effectiveness.

Column "b" shows the changes in the main indicators of marketing activities, column "c" is placed in the order of importance of marketing objectives, column "g" is the score for changes in the company for 2015-2020, and column "d" is the maximum score. It is accepted that the rows "e" and "yo" are found by the indicators in rows "v" and "g" of the table, and this indicator evaluates the effectiveness of marketing activities of the enterprise, columns "j" and "z" assess the full potential of marketing activities, In column i, the efficiency indicators for the relevant factors are expressed as percentages.

Based on the data, we calculate the columns "e" and "yo" by filling in the table of evaluation of integral indicators of marketing effectiveness. We express the level of marketing use of the enterprise in the column "i" in%.

We calculate the overall assessment of the effectiveness of marketing activities of the enterprise using the following formula:

$$MC = \frac{\sum_{i=j}^n A_1 * E_1}{\sum_{i=j}^n A_1 * E_2} * 100\% = \frac{25 + 36 + 49 + 38}{50 + 50 + 75 + 75} * 100\% = \frac{148}{250} * 100\% = 59\%$$

The analysis showed that the company used 59% of the layout and its capabilities.

The company effectively uses its internal resources, the formation of product range, pricing strategies are well established, targeted strategies for working with consumers are identified. However, the lowest indicators in the analysis are sales profitability, marketing costs for products, lack of innovation in product quality, incompetence of sales staff, lack of relevant skills to work with customers, lack of training, staff with qualified marketers, sales staff. issues such as security have not yet been resolved.

Conclusion

In our opinion, the existing problems in Namangan region require the organization of consulting firms, marketing research centers, service and logistics services for the introduction of new technologies, training and research services at a higher level.

Currently, in order to support small businesses in the region and create favorable conditions for them, 236 service providers (182 commercial and mini-banks, 12 information and consulting centers, 12 training centers, 20 stock exchanges, 94 brokerage offices and 6 credit associations) infrastructure organizations. However, the business environment created is not sufficiently used by our entrepreneurs and there are very few activities related to them. Therefore, it is necessary to ensure that small businesses producing light industry products in the region carry out their marketing activities in close cooperation with "Fashion and Design" centers, advertising agencies, logistics services, marketing research centers and research institutions. At the same time, further expansion of services will play an important role in improving the efficiency of small businesses.

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