

Practical Issues of Marketing of Construction Services

Usmanov I. A.

Professor, Samarkand State Institute of Architecture and Civil Engineering, Samarkand, Uzbekistan

ABSTRACT

This article discusses a number of specific aspects related to the organization of marketing in construction practice, without which it is difficult to talk about effective marketing activities. The developments of domestic scientists and analysis of foreign literature show that there are many issues that need to be resolved when organizing marketing activities in construction companies.

KEYWORDS: Enterprises, construction, market, development, industry, factor, efficiency, process

How to cite this paper: Usmanov I. A. "Practical Issues of Marketing of Construction Services" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 |

Issue-2, February 2022, pp.92-94, URL: www.ijtsrd.com/papers/ijtsrd49188.pdf



Copyright © 2022 by author(s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



The management of modern enterprises is unthinkable without market activity. Through the example of local businesses, we see that marketing-based organization of production has become a daily activity. Today, regardless of the organizational and legal form of the enterprise and the type of economic activity, marketing is the key to success. At the same time, taking into account the specifics of the industry in the development and application of marketing theory is a key factor affecting its effectiveness.

There are a number of specific aspects related to the organization of marketing in construction practice, without which it is difficult to talk about effective marketing measures. The developments of domestic scientists and analysis of foreign literature show that there are many issues that need to be resolved when organizing marketing activities in construction companies. In this article, we felt it necessary to dwell on some of these issues.

Speaking about marketing in construction, it is necessary to focus on the tasks of marketing in this area, that is, what should be the essence and main directions of marketing in the investment and construction process?

It is known that the investment and construction process is a complex and multifaceted process, which

is characterized by a large number of participants and a variety of their interests. At the same time, the needs of investors, customers, designers, builders and users in construction products will differ. Moreover

The results of the investment and construction process will be of interest to many government, financial and market structures. In this regard, we believe that the essence of marketing in the construction industry should be viewed from different angles.

The main interest of the investor in the marketing function, the marketing philosophy is to ensure targeted capital allocation and the effectiveness of the investment project. Based on this, the main content of marketing activities is an accurate assessment of the potential of the investment market and the search for marketing solutions in the direction of capital.

As the legal representative of the investor, the customer will have to choose the most optimal investment and construction scheme as a result of researching the construction market to protect their interests and carry out the necessary marketing activities to bring the project to a material object.

The design organization takes an active part in studying the market for architectural solutions when materializing an investment idea in the investment

process and creating a construction object suitable for the customer, and therefore focuses on studying the properties of construction products. ...

The marketing activity of a construction company on the market is manifested in two main forms: meeting the needs of the customer and the designer and maintaining and expanding its market positions in a highly competitive environment. In the first form, marketing activities are the basis for concentrating production capabilities on the product, and in the second form, they include the sale and promotion of construction products.

It can be seen that in the investment and construction process, both marketing entities and objects can have different views and different interpretations. However, marketing is of particular importance for construction organizations, which are the most active participants in the construction market.

So, what is the role of a construction organization's marketing activities in the investment and construction chain and to what extent should marketing be applied in it? If you analyze the construction market, you can see that it is highly regulated, unlike other product markets. Taking into account the functional and technological specifics of the construction product, a high level of specialization of construction organizations can be clearly traced. Today we see that mainly small enterprises work in construction, their material and technical base, labor potential of employees and economic relations of the organization are adapted to the same construction projects. To join the ranks of universal construction organizations, they must have large production capacities and be technically armed. So, Competition in the construction market is carried out in separate narrow segments. Accordingly, marketing activities in construction organizations are mainly aimed at achieving competitiveness in a particular segment.

so the competition in the manufacturing sector will be fierce. From this we can conclude that the main focus in the marketing activities of construction organizations should be on issues related to competitors, product quality and pricing. In today's fast-paced world, the principles and methods of international competition are also infiltrating the construction industry, and therefore it becomes natural for marketing to infiltrate organizations.

Our next question is about the benefits of marketing to a construction organization, i.e. does the organization need to do marketing? The emergence of this issue is associated with the specifics of the procedure for concluding transactions in the construction market. Will a wide range of marketing activities be effective

if only a limited number of organizations bid and meet certain requirements?

Analyzing the role of marketing in creating a competitive advantage, first of all, it is necessary to promote the possibility of in-depth knowledge of the construction market. Only the marketing information system allows you to see the state of the market in the construction organization. At the same time, marketing solves the problems of classifying existing and potential customers, searching for new solutions with design organizations according to the properties of objects, highlighting significant quality marks of construction products. In addition, the role of marketing knowledge and methods in the development of an optimal pricing policy in the face of changes in the pricing system in construction is invaluable. Based on this, the development of marketing services in construction is an urgent task for the industry.

What are the functions of a marketing service in construction? Answering this question, it is necessary to pay attention to the features of construction processes. Unlike relationships in other areas, perceptions of the final form of a construction product may vary among the participants in the investment process. It turns out that the functional properties of the finished object are evaluated differently by the customer and the user. Marketing services have a positive effect on filling these gaps, better meeting consumer needs, and applying new architectural solutions, materials and technologies. Another reason for the development of marketing services in construction is the opportunity to show trends and prospects for real sectors of the economy.

One of the tasks of organizations in organizing marketing activities is to reduce the cost of these activities and adapt them to the existing management system.

Based on the foregoing, the question arises of how and in what structures it is advisable to organize marketing activities in construction companies.

In our opinion, it is difficult to find an unambiguous and unambiguous answer to this question, because any enterprise has its own characteristics, which are the basis for its separation from others. However, in general, based on the characteristics of the construction industry, the following recommendations can be made.

1. The organization of the marketing service must be consistent with the marketing strategy and policy of the organization, ie. It will not be effective if it is created on behalf of the service;

2. Based on the experience of a large foreign construction company, marketing services can be created as part of an estimate and contractual sales department or as a separate marketing department. In this case, the marketing department serves for an integrated approach to working with clients. Such an independently formed service takes into account only the interests of the given firm. At the same time, the structure of this form occupies a special place and becomes a functionally integral part of the organization.
3. In the construction industry, organizations that are unable to research the market and implement marketing strategies also play a key role. The cost of integrated marketing services in such organizations can be detrimental to economic stability. Therefore, we believe that the following two organizational forms can be used: integrated marketing structures and external specialized marketing services. It is advisable to create integrated marketing structures with building associations or a regional engineering company. In the first case, the marketing structure has an interorganizational significance, and in the second, it acts in the form of a vertical marketing structure.

Outside specialist marketing services are as widespread in the construction industry today as they are in any other industry. In this organizational form, the organization of marketing activities in construction companies is entrusted to independent specialized firms on a contractual basis. At the same time, the head of a construction company has high-quality marketing information while maintaining a production-oriented organizational structure.

We believe that the practical application of our proposals for the organization of marketing will serve to increase the efficiency of the market activities of construction organizations.

References:

- [1] Message from the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. January 24, 2020 - People's Show, January 26, 2020
- [2] Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No. PF-4947 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan".
- [3] Fundamentals, 5th European Edition. Textbook. - M.: LLC "I.D. Williams ", 2013. - 752 p.
- [4] Soliev A., Vuzrukhonov S. Marketing, market science. Textbook. - T.: Iktisod-Moliya, 2010.-- 424 p.
- [5] Ergashkhodzhaeva Sh.Yu., Kosimova M.S., Yusupov M.A. Marketing. Textbook. - T.: TDIU, 2011.-- 202 p.
- [6] Khamraeva S.N. Innovative development of rural infrastructure. Monograph - Tashkent: 2017 - 73 p.
- [7] Aaker D., et al. Marketing research. Ed. 7th. Per. s angl / Pod red. S. Bozhuk. - SPb.: Peter, 2004, - 848 p.
- [8] Aksunova G.N. Marketing. - T., 2005.-- 463 p.
- [9] Bagiev G.L., Tarasevich V.M., Ann X. Marketing: 3rd ed. / Under total. ed. G.L. Bagieva. - SPb.: Peter, 2006, - 736 p.
- [10] Basovsky L.E. Marketing: Course Lecture. - M.: INFRA-M, 2010.-- 219 p.
- [11] Boyuk S.G., Kovalik L.N. Marketing research, - St. Petersburg: Peter, 2004. - 461 p.
- [12] Bronnikova T.S. Marketing: theory, practice: textbook / T.S. Bronnikov - 2nd ed., Revised. and add. - M.: KNORUS, 2010.-- 208 p.
- [13] Gerasimov B.I., Mozgov N.N. Marketing research of the market: textbook / B.I. Gerasimov, N. Mozgov. - M.: FORUM, 2009.-- 336 p.: Ill.
- [14] E.P. Golubkov Marketing research: theory, methodology and practice. / 2nd rev. and add. - M.: Finpress, 2003.-- 496 p.
- [15] E.P. Golubkov Fundamentals of Marketing. 2nd revised and add.