



SCIENTIFIC AND THEORETICAL ASPECTS OF ORGANIZING AND
MANAGING MARKETING ACTIVITIES OF SMALL BUSINESSES

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Abstract: *Marketing in small business is an integral part of the overall management system for applying internal real marketing (material and intellectual) to the organizational environment (competition, state regulation, economic and socio-cultural use). Marketing management is relevant for small businesses in the following aspects: developing market activities, ensuring the sustainability of their business; technological development, rapid mastering of innovative, new products and markets.*

Keyword: *Marketing management, small business entity, consumer communication, effective marketing mix, developing market activities.*

Introduction

Marketing management is a way for an organization to solve the problem of influencing demand, time and time in order to achieve its goals. Small business management requires monitoring demand in a consumer business, that is, a product (service) capable of individual use.

In marketing practice, the term “customer identification” can be defined as a synonym for the term “market resource”, since it is associated with the demand that constitutes existing and potential, individual and mass consumers. The characteristics of the marketing management tools of an enterprise (enterprise management) can be determined: $S_{mm} = f(P_n)$

S_{mm} – marketing management functions of an enterprise

P_n – elements of the enterprise's marketing mix

The main feature of marketing management for small businesses is to ensure a policy aimed at implementing the functions of an effective marketing mix. Accordingly, the basis of managing the marketing activities of small businesses is focused on maximizing the use of the elements of the marketing complex. In this case, the following can be considered as the main elements:

P_t - product policy factors affecting the creation of consumer value.

Planning the product policy of small businesses includes solving the following problems: product innovations (creating new products or updating existing ones); ensuring the quality and competitiveness of goods; creating and optimizing the product range; developing a packaging concept; presenting goods as a brand; analyzing and managing the product life cycle; placing products on the market. Here, the ability of a product to meet individual



needs is determined by developing its basic and distinctive characteristics; P_s- factors of trade policy affecting the increase in consumer value. Trade policy in the marketing activities of small businesses is the use of optimal sales channels, the use of means of generating demand in trade and stimulating sales, includes functions such as managing the movement of material flows, using e-commerce opportunities. The main objectives of this policy are the selection of product distribution channels and sales strategies.

P_n- factors of pricing policy affecting the increase in consumer value

In a small business entity, the use of pricing mechanisms in managing pricing policy includes the functions of setting prices in accordance with changing market conditions and the capabilities of a small enterprise. By carefully developing a pricing policy that allows you to take into account the total costs and the demand situation in the market to the maximum, it will be possible to set reasonable prices, create bonuses, discounts, and prepare for profitable investments;

P_n- factors of consumer communication policy to increase consumer value. The formation of a marketing communication policy of small business entities involves the substantiation of the main directions in the field of public relations, advertising, sales promotion, personal selling, etc. The use of marketing communications by small businesses is carried out in a complex of management decisions, through which the maximum results of commercial activities are achieved not only in terms of promoting goods, stimulating sales, but also in creating a corporate identity, improving the quality of customer service. From the point of view of practical application to the activities of a small organization, it is possible to understand that marketing is a management system in which all elements are interconnected and interdependent (planning, organization, motivation, control, analysis, coordination).

Marketing management is relevant for small businesses in the following aspects: developing market activities, ensuring the sustainability of their business; technological development, rapid mastering of innovative, new products and markets. It is advisable for small businesses not to strive for complete uniformity in managing marketing activities. The development and implementation of a management mechanism in each specific case depends on the specific characteristics and goals of the organization, the goods and services supplied.

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