



THE CONCEPT OF A CORRECT MARKETING POLICY IN TRADE AND SERVICE ENTERPRISES

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Abstract

This article discusses important factors such as products, sales, prices and services, which are an important part of an enterprise's development policy. This structure of the marketing policy takes into account the basic rules at the stages of selection, creation, pricing of new types of goods and services and, ultimately, the sale of goods and services.

Keywords: Enterprise, sales, service, brand, price, sales, factor, market, competition.

Introduction

In a market economy, each trade entity needs to develop a policy that reflects the general requirements and procedures for operating in the sales segment. Ensuring effective sales of goods and services in a competitive environment requires the optimal use of all methods and tools of the marketing system. As a rule, a positive solution to this problem is achieved through the development of an excellent marketing policy in trade and service enterprises.

The development of a marketing policy is one of the main functions of the marketing service of each business entity. Also, the marketing policy defines the main tasks, responsibilities of the marketing service, the procedure for organizing a business.

A marketing policy in commercial enterprises is a type of document that summarizes marketing activities and ensures the effective implementation of a marketing strategy.





The development of a marketing policy should be based on the principles of clarity, objectivity, comprehensiveness, interdependence.

Marketing policy is an important component of the development policy of manufacturing and service enterprises. This policy covers internal factors such as products, sales, prices and services. This structure of marketing policy represents the basic rules at the stages of selection, creation, pricing of new goods and services and, ultimately, the sale of goods and services.

The marketing policy should allow management to make strategic and tactical decisions that will help optimize the sales process. In addition, the marketing policy should be aimed at strengthening and expanding the company's position in the sales segment, increasing the profitability of marketing processes, increasing the number of potential customers, and providing a competitive advantage.

The development of a set of marketing policies for the sale of goods and services will ensure the achievement of the following strategic goals:

- Effective organization of the marketing service, reflecting the priorities of the marketing process;
- Determination of the basic requirements for the formation of the marketing strategy of the enterprise;
- Conduct marketing research, describe the main methods of market segmentation;
- Introduction of an effective system of marketing control, etc.

The analysis shows that the effective development of a marketing policy in trade and service enterprises largely depends on the situation in the selected sales segment. If the competitive environment in the sales segment is high, then the trading company needs to develop an impeccable communication and service policy.

Pricing policy is a key part of the marketing policy of an enterprise, one of the important factors in accelerating the movement of goods on the sales market, increasing the number of consumers.

In trade marketing, pricing policy is a set of measures aimed at determining the optimal price of products sold, ensuring price elasticity based on an analysis of market conditions.

Effective implementation of pricing policy in marketing will ensure the achievement of the following strategic goals:

- Increase sales by properly managing prices for goods and services;
- To encourage the sale of a particular product or service when demand for them decreases;



- Assistance in reducing the level of losses that may be observed in the sale of this product in the event of the appearance of another group of goods or services competing on the market, etc.

The development of a pricing policy in the field of sales and marketing is based on an analysis of the situation on the market. The following pricing methods are applied:

- **Demand Oriented.** In this case, the pricing policy is formed taking into account the price of a homogeneous or group product on the market;

- **Value Orientation.** Thus, the pricing policy is adjusted to expand the share of the sales segment. The main strategic goal is to increase the number of consumers through the use of a flexible pricing system;

- **Targeting Competitors.** Thus, the pricing policy is designed to provide an advantage over competitors in the sales market.

The sales policy in trade enterprises is a type of document that helps to solve the problem of accelerating the movement of goods on sale, increasing consumer interest in the brand.

The marketing policy should include the definition of the strategic goals of enterprises in the market segment, the principles of marketing policy, the classification of consumers and distribution channels, the content of marketing methods, a description of points of sale, the procedure for working with suppliers and intermediaries..

In marketing, sales policy is also important for expanding the consumer base, overcoming the negative effects of seasonal changes in the sales process, increasing the competitiveness of the brand in the sales segment, diversifying the sales segment and product range.

The sales policy represents the basic requirements for the sales process. Therefore, the marketing policy at enterprises should ensure the achievement of the following strategic goals:

- Strengthening the culture of trade, reflecting the basic requirements for the effectiveness of sales personnel;
- Establishment of basic rules for the regulation and control of channels for the sale of goods and services;
- Development of effective sales methods;



- Improving the quality of goods sold, the process of providing quality services, improving the packaging procedure, introducing a system for expanding the range of goods and services, etc.

It is desirable that the policy for the sale of goods in retailers clearly define the rules for organizing trade relations with different categories of the population, the correct placement of distribution channels, the aesthetic design of the trading floor, and the correct choice of information dissemination media. (advertising) system.

Wholesalers, on the other hand, need to focus their sales policy on such goals as establishing profitable partnerships with distributors, expanding the sales segment, and creating a reliable logistics system.

The marketing policy of trade and service enterprises should provide for what goods or services are acceptable for further sale, for which goods or services prices should be set, and recommendations should be given to improve the structure of the sales service of the enterprise. In general, the sales policy should ensure the sale of goods in the maximum possible quantity and at reasonable prices.

Along with the marketing policy in enterprises with large sales volumes, it is advisable to develop an assortment policy. The assortment policy includes measures related to the formation of a range of goods and services for sale based on market needs. Especially in retail marketing, assortment policy is an important tool for meeting the needs of the target group of consumers on a regular basis. This policy will make it possible to update the composition of goods and the quality of services, the organization of the sales process in accordance with the needs of the consumer segment of the sales segment.

Assortment policy is also considered as a factor in optimizing the risks of losses of trade and service enterprises, increasing the number of buyers in a competitive environment.

As a rule, communication policy is used as an important factor in accelerating the movement of goods in sales segments with a highly competitive environment. Communication policy reflects the main directions of movement of goods on the market.

Communication in the field of marketing services is the process of establishing mutually beneficial relations between suppliers and consumers of trade and service enterprises, the prompt exchange of necessary information.

When developing a communication policy in marketing, the following strategic goals are pursued:

- Increasing consumer awareness of manufactured and offered products or services, identifying the positive qualities of new goods and services;





- Application of sales promotion methods, introduction of a mechanism to improve the level of customer service;
- Work with potential buyers, including the establishment of a procedure for studying buyers' complaints about the quality and design of goods sold;
- Revitalization of sales of non-competitive goods and services, minimization of enterprise losses from the sale of these goods, etc.

In this concept, marketing communications are a process of mutual support. This is a reliable guarantee of maintaining the brand and a group of loyal customers in a competitive environment.

In our opinion, the use of an integrated communication policy in marketing has the following advantages:

- Achieve effective marketing management to accelerate the movement of goods;
- Establishment of long-term partnerships with a wide range of consumers, potential suppliers and intermediaries;
- Get the most accurate pricing of the situation in the sales segment, etc.

At the same time, the process of developing a comprehensive communication policy is labor intensive, and in this process it is necessary to develop highly qualified skills. With the development of this policy, trade entities with a high market share will have more opportunities due to the availability of financial resources.

Service policy in sales marketing is a set of measures to facilitate the sales process, create additional convenience for consumers in the sales process. The development of the service policy will have a positive impact on the activities of wholesale trade entities, large shopping malls, which sell mainly large lots.

The service policy determines the conditions for the delivery of goods to consumers or places of sale, the functions of the departments responsible for this process.

Summing up, it is advisable to pay close attention to the following aspects when developing a marketing policy in trade and service enterprises;

- Increasing the marketing policy not only as a set of procedures expressed on paper, but also as a conceptual framework aimed at improving the efficiency of marketing processes, which in turn will increase the responsibility of the marketing department employees;
- Involvement of a qualified marketing team in the development of marketing policy;
- Comprehensive coordination of marketing policy with the activities of other departments of the enterprise;
- In order to coordinate the marketing policy, to organize training in higher educational institutions not only in the specialty "Marketing", but also in the specialty "Salesperson".



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