



## IN THE CONTEXT OF DIGITALIZATION OF THE ECONOMY, ENTERPRISES WAYS TO IMPROVE THE EFFECTIVENESS OF MARKETING PROGRAMS.

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**Abstract:** *In this article, each stage of the marketing program and its useful direction for the company, digitalization of the process of marketing plan and program, simple computerization program, multi-level classification of the tactical issue of marketing are considered.*

**Keywords:** *Marketing, enterprise, plan, program, stage, process, sorting, digitalization.*

### INTRODUCTION

The textile and garment and knitwear industry is one of the fastest growing industries in the world. The global textile and clothing market was valued at \$1,695.23 billion in 2024. It is projected to grow at a CAGR of 7.7% through 2030. The experience of countries with a developed textile industry shows that, under favorable conditions created by the state, the development of the textile industry can become a turning point for the economic growth of the country and its regions. The policies pursued in China and India are a clear example of this.

In the Republic of Uzbekistan As a result of the implementation of comprehensive measures to develop the textile and garment and knitwear industry, support the investment and export activities of enterprises in the sector, the production volume in 2024 amounted to 123.21 trillion soums, and the annual export potential of the sector reached \$2.9 billion.

Analysis of literature on the topic. While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a great contribution to the development of marketing theory. These include I. Abdullaev, A. Saliev, A. Sh. Bekmurodov, A. A. Fattakhov, M. R. Boltaboev, S. J. Ergashkhodjaeva, M. Kosimova, M. I. Ikramov, S. Musaeva, G. Sh. Khankeldieva, M. M. Akbarov, S. A. Abdullaeva and others.

The research and scientific results carried out by scientists have created the scientific and methodological foundations of marketing activities in the textile industry, however, the globalization of the textile and clothing market, the entry of new large players and the creation of new methods of competition create new dangers and risks for the textile industry of Uzbekistan. Therefore, improving the methodology of marketing activities to ensure competitiveness in the domestic and foreign markets is becoming an urgent problem.

Research methodology. The research process used a systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, and selective observation methods.

Analysis and results. One of the main tools of tactical marketing activities of enterprises is marketing programs. This tool can also be considered as a mirror of the



implementation of the marketing strategy of enterprises, since all interested parties evaluate marketing activities precisely through marketing programs and the activities carried out within them. The effectiveness of marketing programs is also clearly manifested in comparison with other tools and can be accurately assessed. Marketing programs are a complex of regularly implemented actions and are an important tool for achieving the tactical goals of the enterprise, therefore, great attention is paid to their effectiveness and efficiency. In general, the daily activities of the marketing service in the enterprise also consist of developing and implementing marketing programs.

The main feature of modern textile production is the automation of the equipment and control systems used. Machines and equipment in textile and sewing and knitting enterprises largely do not require manual labor and are based on the capabilities of artificial intelligence in their work. This trend is clearly manifested in new generation equipment. Naturally, it also leads to automation of decision-making in production management and reliance on digital algorithms. Digitalization of production leads not only to an increase in product quality, but also to a reduction in the impact of uncertainty and risk factors in marketing activities.

Today, digital economy resources are widely used in textile and garment enterprises in communication policies, in systems for promoting goods and sales. An example of this is the Internet and various information technology platforms related to them. Social networks have taken a significant place in the lives of consumers. Areas such as Internet marketing and social media marketing are very effective in promoting goods.

At the same time, we believe that digital transformation in the marketing department is not enough, as digital technologies should also be fully implemented in the internal activities of the enterprise marketing department. In our opinion, if we consider the content of digital economy resources, we can include the following in their main features:

- Adherence to the principles of "big data" in the collection, processing, storage and use of marketing information. This feature consists in the reuse of any information, the expansion of positive experience and the transfer of information into a digital format;
- Developing the "standard cases" method in marketing planning and management in enterprises, that is, analyzing previous best practices, expanding data storage and application. For example, the introduction of artificial intelligence involves an algorithm for analyzing several cases and selecting the most effective one or creating a new case based on them.

Our research has led to the conclusion that it is possible to digitize the processes of developing marketing programs in textile and garment-knitting enterprises. Indeed, usually a marketing program takes the form of a business plan and is based on the repetition of the most effective projects implemented in the history of the enterprise or competitors, that is, it reproduces them in content and form.

The conducted research has shown that in most cases, the marketing programs of enterprises are similar to each other, that is, the measures have been used in some case at some point and have yielded some results. In this regard, we have proposed a method for

using the base of measures in the development of marketing programs in textile and sewing and knitting enterprises. The content of this method is based on the following:

- A marketing plan acts as a business project with limited time and resources;
- A marketing plan will consist of clearly defined processes and routine actions;
- A marketing plan focuses on pursuing a specific sub-goal;
- When creating a marketing plan, you can use a standard procedure based on situations.

Based on these principles, we propose the following algorithm for creating a marketing plan (Figure 1).

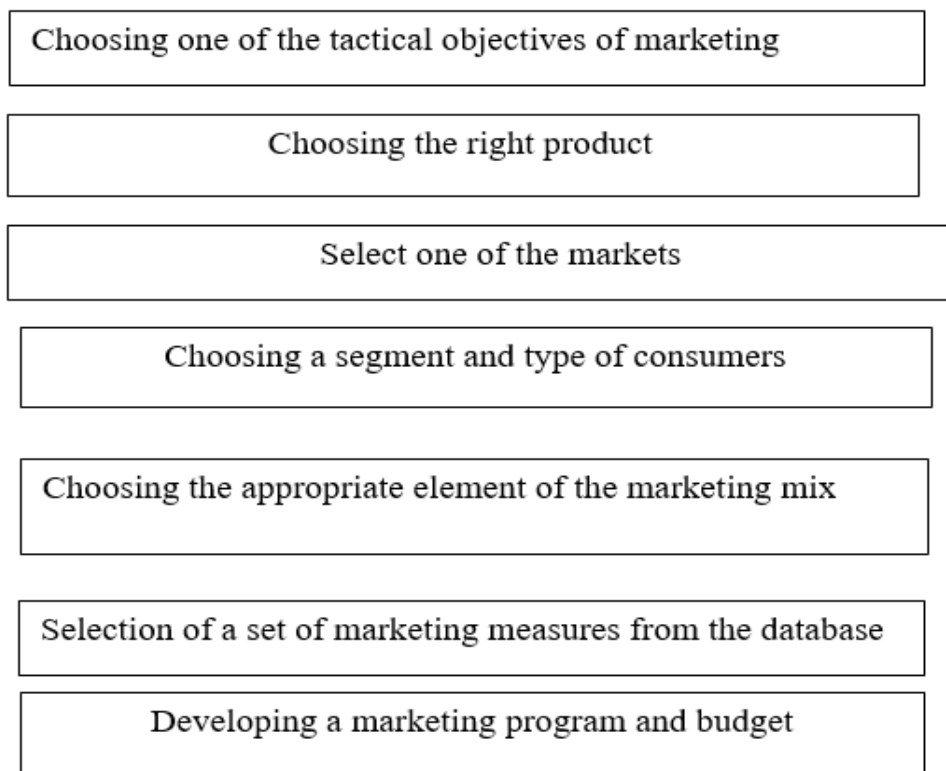


Figure 1. General approach to developing a marketing program based on multiple choice.

As you can see, the uniqueness of this method lies in choosing one of several possible actions for the enterprise and linking it to subsequent actions.

At the first stage, the company's management selects a tactical goal that is relevant and priority for this period (for example, profit volume, sales volume, market expansion, etc.). To facilitate the decision-making process, it is recommended to choose one of 5-6 goals.

Once a tactical goal is selected, the next step is to select a specific product from the production range, that is, which product will contribute most to achieving this goal.

At the next stage, it is recommended to select one of the markets in which the enterprise operates, that is, in which consumer market this marketing program is planned to be used (V2V, V2S, V2G, regional markets or others).

The next step is to select the most attractive consumer groups in this market. The target segment with the highest purchasing power for the company, or the consumer segment that is most valuable to the company, should be the object of selection.



It is known that a marketing program is limited by time and money, so one element or direction of marketing activity is selected (one of the following: product, price, promotion, etc.).

After all the choices are made, a set of measures appropriate to the situation is selected. These measures are taken from the cost base formed on the basis of previously applied convenience experience. This serves as the basis for formalizing the marketing program and determining the marketing budget.

The application of these proposals in enterprise practice has the following advantages:

- At each stage of creating a marketing program, a direction that is beneficial for the enterprise is selected;
- There will be an opportunity to exchange ideas during the process of creating a marketing plan;
- A marketing plan has a specific form and consists of scenarios that serve as the basis for its implementation;
- It will be possible to digitize the process of creating a marketing plan and program.

The most important aspect of the multivariate scenario method is the possibility of modeling. When applying a simple computer program, the problem is solved in two independent stages: transforming the tactical marketing problem into a specific marketing plan through multi-stage sorting and selecting marketing measures that are appropriate (or close to it) for the problem from the scenario database.

The results of adapting the first steps and sorting steps to computer language can be seen in the following figure. (Figure 3))

```
def add(goal, production, market_type, consumer_segment, element_5p):
with open("Marketing_Strategy.txt", "a") as file:
file.write(goal + "|" + production + "|" + market_type + "|"
+ consumer_segment + "|" + element_5p + "\n")
def view():
with open("Marketing_Strategy.txt", "r") as file:
for lines in file.readlines():
data = lines.rstrip()
goal_data, production_data, market_type_data,
consumer_segment_data, element_5p_data = data.split("|")
print(
f"- Tactical Goal: {goal_data}\n"
f"- Product Type: {production_data}\n"
f"- Market Type: {market_type_data}\n"
f"- Consumer Segment: {consumer_segment_data}\n"
f"- 5P Element: {element_5p_data}\n"
)
goals = {
"1": "Increase in profit",
"2": "Increase in revenue",
"3": "Reduction of cost price",
"4": "Expansion of market share"
}
products = {
```



```
"1": "Clothing",
"2": "Knitwear",
"3": "Underwear",
"4": "Socks",
"5": "Industrial textiles"
}
markets = {
"1": "B2B",
"2": "B2C",
"3": "B2G",
"4": "Regional",
"5": "International"
}
segments = {
"1": "Me",
"2": "Women",
"3": "Children",
"4": "Business"
}
five_p = {
"1": "Price",
"2": "Product",
"3": "Promotion",
"4": "Place",
"5": "People"
}
while True:
start = input("Type 'start' to continue or 'q' to quit: ").lower()

if start == "q":
print("Thank you. Maybe next time!")
break

elif start != "start":
print("Invalid input. Please type 'start' or 'q'.")
continue
# Tactical goal
while True:
goal = input(
"\nPlease select the tactical goal:\n"
"1) Increase in profit\n"
"2) Increase in revenue\n"
"3) Reduction of cost price\n"
"4) Expansion of market share\n"
"Enter your choice (1-4): "
)
if goal in goals:
break
print("Invalid input. Please enter your choice (1-4): ")
# Type of product
```



```
while True:
production = input(
"\nPlease select the type of products:\n"
"1) Clothing\n"
"2) Knitwear\n"
"3) Underwear\n"
"4) Socks\n"
"5) Industrial textiles\n"
"Enter your choice (1-5): "
)
if production in products:
break
print("Invalid input. Please enter your choice (1-5): ")
# Market type
while True:
market_type = input(
"\nPlease select the market type:\n"
"1) B2B\n"
"2) B2C\n"
"3) B2G\n"
"4) Regional\n"
"5) International\n"
"Enter your choice (1-5): "
)
if market_type in markets:
break
print("Invalid input. Please enter your choice (1-5): ")
# Consumer segment
while True:
consumer_segment = input(
"\nPlease select consumer segment:\n"
"1) I\n"
"2) Women\n"
"3) Children\n"
"4) Business\n"
"Enter your choice (1-4): "
)
if consumer_segment in segments:
break
print("Invalid input. Please enter your choice (1-4): ")

#5P element
while True:
element_5p = input(
"\nPlease select the 5p element:\n"
"1) Price\n"
"2) Product\n"
"3) Promotion\n"
"4) Place\n"
"5) People\n"
```



```
"Enter your choice (1-5): "  
)  
if element_5p in five_p:  
break  
print("Invalid input. Please enter your choice (1-5): ")  
selected_goal = goals[goal]  
selected_production = products[production]  
selected_market = markets[market_type]  
selected_segment = segments[consumer_segment]  
selected_5p = five_p[element_5p]  
add(selected_goal, selected_production, selected_market, selected_segment, selected_5p)  
# add and preserve everything in a new file: "Marketing_strategy.txt"  
print("\nThank you! Your selections have been recorded.\n")  
print("\n Saved to 'Marketing_Strategy.txt':")  
print(f"- Tactical Goal: {selected_goal}")  
print(f"- Product Type: {selected_production}")  
print(f"- Market Type: {selected_market}")  
print(f"- Consumer Segment: {selected_segment}")  
print(f"- 5P Element: {selected_5p}\n")  
while True:  
strategy = input("Would you like to view all strategies that you chose? \n"  
"Type view to 'view' or 'q' to Quit: ")  
if strategy == "view":  
view()  
elif strategy == "q":  
break  
else:  
print("Invalid mode!")  
continue
```

Figure 2. Computer program for implementing multiple-choice questions when creating a marketing program.

If this program specifies the task, then for the second issue, ready-made marketing program templates based on the enterprise, competitors and best practices will be needed. Marketing program database (templates) - this is marketing programs and business projects implemented in the history of the enterprise, any projects that have been successfully implemented by market participants using the benchmarking method can also be included in this database.

Conclusion. In this way, the computer will be able to select the most optimal one from the database of scenarios based on the content of the problem. The second computer program is much simpler, its algorithm includes the content of the task and the processes of comparing the proposed solutions. The larger the database and the more thoroughly the comparison criteria are developed, the higher the accuracy and viability of the marketing plan.

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