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**QISHLOQ XO'JALIK KORXONALARI FAOLIYATIDA MARKETINGNING
O'RNI**

**РОЛЬ МАРКЕТИНГА В ДЕЯТЕЛЬНОСТИ СЕЛЬСКОХОЗЯЙСТВЕННЫХ
ПРЕДПРИЯТИЙ**

**THE ROLE OF MARKETING IN THE ACTIVITIES OF AGRICULTURAL
ENTERPRISES**

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Annotatsiya. *Ushbu maqolada qishloq xo'jaligi sohasida faoliyat yuritayotgan fermer xo'jaliklari, dehqon xo'jaliklari, MChJ va boshqa xo'jaliklar uchun marketingning muhimligi, marketologlarga bo'lgan talab va ushbi sohani rivojlantirish yo'llari borasida nazariy jihatdan yoritib berilgan.*

Kalit so'zlar. *Marketing, innovatsiya, brend, tahlil*

Абстракт. *В данной статье теоретически объясняется значение маркетинга для фермерских, КФХ, ООО и других предприятий, работающих в аграрном секторе, востребованность маркетологов и пути развития этого сектора.*

Ключевые слова. *Маркетинг, инновации, бренд, анализ.*

Abstract. *This article theoretically explains the importance of marketing for farms, peasant farms, LLCs and other businesses operating in the agricultural sector, the demand for marketers and ways to develop this sector.*

Key words. *Marketing, innovation, brand, analysis.*

INTRODUCTION

In the context of the transition to market relations, marketing occupies a special place. This is the most important element of the market mechanism of management, when the main role in the formation and planning of production and sales activities of agricultural enterprises belongs to the consumer. In the dictionary of market economy terms, marketing is defined as a comprehensive system for organizing the production and sale of products, aimed at satisfying the needs of specific consumers and making a profit based on market research and forecasting, studying the internal and external environment of the enterprise, developing a strategy and tactics of behavior in the market with the help of marketing programs.

The main principles of marketing as a system for managing trade and production activities are as follows:

- production of products based on accurate knowledge of customer needs, the market system and the real capabilities of the enterprise;
- the most complete satisfaction of customer needs;
- Ensuring long-term effectiveness (profitability) of the production and commercial activities of the enterprise, which presupposes a constant reserve of scientific and technical ideas and developments for the preparation of production of goods of market novelty;
- unity of strategy and tactics of the manufacturer's behavior in order to actively adapt to changing customer requirements while simultaneously influencing the formation and stimulation of needs.

Marketing functions are an interconnected set of actions including:

analysis of the internal and external environment, consumer analysis, study of competitors and competition, study of goods, formation of a concept of a new product, planning of production of goods based on marketing research, planning of product distribution, sales and service;

formation of demand and sales promotion;

formation and implementation of pricing policy;

development and implementation of marketing programs; information support of marketing;

marketing management (planning, implementation and control of marketing activities with assessment of risk, profits, efficiency).

Marketing in agricultural enterprises is a comprehensive program of production and sales activities, including: enterprise management, planning, pricing, distribution and information and advertising support for goods and services sold on the consumer market, based on precise knowledge of the market situation and aimed at maximum satisfaction of solvent demand and profit.

In a market environment, the use of marketing becomes necessary for an agro-industrial enterprise as a means of achieving such goals as survival, profit, growth and stability. Depending on the degree of involvement of agricultural enterprises in marketing, three levels of using its concept can be distinguished:

1) the activities of enterprises as a whole are reoriented to marketing as a concept of market management, which predetermines not only the creation of marketing services, but also a change in the entire management philosophy;

2) the enterprise uses separate complexes (groups of interrelated methods and means) of marketing activities (for example, development of an assortment and production of products based on the study of demand and market conditions);

3) individual marketing elements (advertising, sales promotion, demand-based pricing, etc.) are implemented in isolation within the firm.

Foreign experience in agro-industrial marketing shows that, due to objective natural and economic conditions, the marketing activities of agricultural enterprises have the following features:

□ unlike industrial goods, in agriculture the highest prices correspond to the growth and decline phases depending on the early ripening of agricultural crops to mass production;

□ the consumer properties of agricultural products have long been known and they no longer require intensive advertising;

□ the shelf life of agricultural products is short, so any delays in sales lead to an increase in unjustified losses;

□ the production of agricultural products is highly seasonal, which largely provokes the emergence of peaks of "overstocking" and "starvation";

□ prices for agricultural raw materials are significantly lower than for finished products;

□ strict quality standards and environmental requirements apply to agricultural raw materials and food products.

In order to effectively conduct sales activities, the enterprise must first develop a program for the sale of products. Of all the many acts of purchase and sale, it is necessary to plan first of all those that have a decisive impact on the economy and meet local specific conditions. When planning sales, it is advisable to conduct a general assessment of the possibility and readiness of the enterprise to enter the market based on such indicators as commodity production, sold products, unsold products and to determine production reserves for increasing marketability, including also sown areas, livestock and poultry, crop yields, livestock and poultry productivity and other possibilities. It is advisable to justify the volume of product sales in the following sequence.

1. Sales indicators in the previous period.

2. Change in demand by the time of planning (market expansion, contracts concluded, etc.).

3. Initial version of sales volume.

4. Adjustment of the initial version taking into account the additional need for funds (to pay increased taxes and other mandatory payments, increase investments, increase wages for employees and other purposes).

5. The amount of coverage of the additional need for cash by increasing prices for the products sold.

6. The planned volume of product sales, taking into account adjustments. Before planning the volume of product sales, the enterprise must be sure that there will be demand for them, i.e. buyers will be found.

An organized market increases the sales guarantee, i.e. product deliveries under concluded contracts and agreements. Market research should always be the focus of the enterprise. It is important to assess the current and future supply and demand; find the most profitable buyers who present a stable, constant demand for products, purchase them at prices that bring income to the enterprise. In the transition to market relations, in addition to the crisis economic conditions, a significant problem for agricultural enterprises is the lack of experience in selling industrial products in a market environment, where the main goal is not only how to produce more high-quality products, but also how to sell them most profitably. The financial condition of the enterprise largely depends on the efficiency of product sales. In the current conditions of monopoly processing, when producers are often forced to sell products at cost, and sometimes even below it, diversification of production plays an important role for the financial condition of the farm - expansion of the product range and production and sales activities in general. As the analysis of trade and sales activities of agricultural enterprises shows, in order not to go bankrupt, producers in the current conditions of a strictly regulated market need to look for unconventional ways to expand their activities. Selling agricultural products as raw materials has become unprofitable.

The issues of product sales should be handled by specialists, therefore the farm has a marketing service, which employs three people. The head of the marketing department carries out general management of the production and sales activities of the farm, coordinates the activities of production and sales structures, and selects options for production and sales programs for the development of the farm together with functionally interested divisions and specialists. In addition to all marketing activities, one specialist monitors the work of brand stores, provides them with the necessary goods, monitors compliance with trade rules and the validity of pricing. The second specialist collects and processes market information, organizes advertising, and provides material and technical supplies to the farm's existing workshops. Maintaining the marketing department does not require large material costs, but the benefits from it are obvious. The transition to market relations and the formation of a new economy are difficult and ambiguous. The breakdown of economic ties, inflationary processes, and a decrease in investment activity lead to great difficulties in organizing production in all sectors of the economy, including agriculture. As a result, most agricultural enterprises have become unprofitable or on the verge of bankruptcy. The domestic agricultural market is only just beginning to take shape. Each producer independently, without adequate scientific and information support, decides the problem of its behavior on the market. An urgent state program of support for the NPK is needed; since at the current stage, the agrarian reform rather reflects the need for the survival of agricultural enterprises in new and very difficult conditions.



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