

**USE OF MODERN MARKETING CONCEPTS IN THE ACTIVITY OF ENTERPRISES
IN THE CONDITIONS OF FORMING AN INNOVATIVE ECONOMY****Samarkand state university architecture and construction**

Musurmanov Radjab.Maxammatovich.

Komilova Mukammal Shavkatovna.

Annotation: This article describes the ways to use modern marketing concepts in the activities of enterprises in the formation of an innovative economy.

Keywords: innovation, competition, marketing, concept, strategy.

In the conditions of the formation of an innovative economy, it is very important to analyze the activities of enterprises in various fields and to improve the application and planning of marketing in it. More and more favorable conditions are being created for the use of marketing tools in the activities of enterprises. In a sharp struggle with competitors, the main issue in the operation of the enterprise's management system is to adapt its activity, strategy and tactics to the continuously changing situation of the market and the consumer sector as much as possible. The increasingly widespread use of marketing principles in the economy of the Republic of Uzbekistan is reflected in the actions taken by enterprises. Currently, regular market research has become the most urgent issue of every enterprise. Marketing is to adapt the production to the needs of the customer, achieving a balance between demand and supply, and bringing high profits to the enterprises and organizations that organized it. To achieve this, marketing must solve a number of important tasks:

- study and determine the needs of buyers (consumers);
- study of internal and external requirements for goods; - adaptation of the company's activities to the needs of customers;
- first of all, market research based on the information received about supply and demand;
- organizing advertising of goods, increasing the interest of buyers in purchasing goods;
- collection and analysis of data to carry out research of the company that creates or sells the product;
- receiving information about all services in the market;
- collecting information about complementary goods and substitute goods;
- it consists in forecasting the demand for goods and controlling their implementation.

Systematic analysis of marketing information allows to develop an estimate of supply and demand. It is impossible to determine the optimal level of sales. At this level, it is usually calculated between the minimum and maximum. Advertising is also important in achieving the marketing goal. The purpose of advertising is to strengthen the existing market segment, attract new customers, and create new markets. The main feature of advertising in the marketing system is continuous influence and constant renewal. At the same time, the psychology of the buyer has the characteristic of being connected to the product and the company. Sales promotion is one of the tasks of marketing, which allows to ensure the planned level of sales of the goods released to the market. This means covering production costs and making a profit.

There are the following active forms of sales promotion: trade shows, fairs, use of special sales service and low prices. Sales policy in the marketing system is the process of organizing the periodic movement of goods. It requires a clear analysis of the impact on decisions made at each stage of the movement of the mass of goods from the producer to the consumer. In this case, sales means all relations between production and sales. It includes wholesale and retail trade, transportation and storage. In our economic conditions, the function of marketing is as important as the product policy. A well-thought-out commodity policy allows efficient use of resources. The product policy ensures that each manufactured product is intended for a specific consumer group, that is, any product must have a specific consumer address.

Marketing concepts are a system of ideas and views that determine the direction of business activity at various stages of its development. At the same time, the concept of marketing is understood as an integrated target philosophy of an enterprise, organization or person aimed at consumers. At this time, two concepts appeared, that is, the concepts of improving production and improving the product, and then accelerating commercial activities. At the heart of the strategic marketing concept lies the focus on consumers and competitors. The content of strategic marketing is to meet the needs of consumers and at the same time create a product with better consumer characteristics or gain an advantage over competitors by setting a lower price. The concept of social-ethical marketing is being formed. It is aimed at meeting the needs of not only one person, but also the whole society. Enterprise profit is a unique coordination and interrelationship of customer needs and society's interests. Related to socio-economic marketing, mega-marketing has appeared, focusing on the problems of public policy of large social communities. In the conditions of increased informatization of public life, there is an opportunity for the enterprise to have a direct relationship with the customer.

There is a shift from mass marketing to differentiated marketing. One such direction is the concept of relationship marketing, which focuses on strengthening one-on-one relationships with consumers as much as possible using modern telecommunication tools, and the end result is profit in the form of sustainable satisfaction of customer needs. In today's information age, the consumer is asking, "This is what I need, and you can make it." In the competitive concept environment, marketing decision-making is assumed to be competitive rationality. Competition emerges as the main driving force of the marketing concept. The main goal of any enterprise, firm, partners is to create a competitive product that can satisfy consumer demand and to achieve profit on this basis. All marketing activities should be used simultaneously, only then marketing activities provide a continuous flow of information from the consumer to industrial enterprises and trade, and from them in the opposite direction. Before applying marketing, it is necessary to take into account the conditions, the most important thing is the level of socio-economic development, because marketing is a complex process that requires effort and patience, and at the same time it is a work that gives quick results. On the one hand, it should respond to the sufficiently high needs and demands of the population, its purchasing power, and on the other hand, the freedom to choose goods and services.

In order to ensure a large radius of market movement, it is necessary to change the product range frequently, to respond to its mass adoption. All this allows to balance supply and demand. In addition, in order to carry out marketing activities, it is necessary to solve organizational issues, consisting of the management and planning system of the enterprise, distribution, relations in the domestic market and foreign trade, high-level equipment, sales through market channels. Today, all producers, consumers, and at the same time employees of other industries should be able to think in terms of marketing concepts and use them effectively.

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