

IMPROVING THE ORGANIZATION OF THE MARKETING SERVICE AT EXPORT-ORIENTED ENTERPRISES

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ABSTRACT

This article discusses the development of an export strategy for a marketing services company, the benefits and goals of exports, priorities, methods for its implementation and ways to provide resources and funds for their implementation. The organization of the marketing service is a set of material, financial, regulatory and other resources necessary for the implementation of marketing activities, which in the process of its implementation is aimed at achieving one goal, organizing and coordinating the activities of all employees. At the same time, economic, technical and other laws are deliberately used.

KEYWORDS: Enterprise, Resource, Strategy, Service, Export, Market, Product, Material.

INTRODUCTION

At a time when a market economy is being formed and developed in our country, much attention is paid to various industrial entities to saturate the needs of the market and produce high-quality products for the world market. Their economic activity is determined only by their competitiveness in the world market, which requires, first of all, knowledge of all the rules of marketing and its proper organization.

The organization of the marketing service is a set of material, financial, regulatory and other resources necessary for the implementation of marketing activities, which in the process of its implementation is aimed at achieving one goal, organizing and coordinating the activities of all employees. At the same time, economic, technical and other laws are deliberately used.

The components of the marketing service organization system are: the principles of purpose, tasks (functions), organizational structure, methods, techniques and technology of organization, personnel, etc.

The potential of the network's foreign economic activity does not necessarily mean its participation in foreign trade relations, it implies the temporary use of symbols.

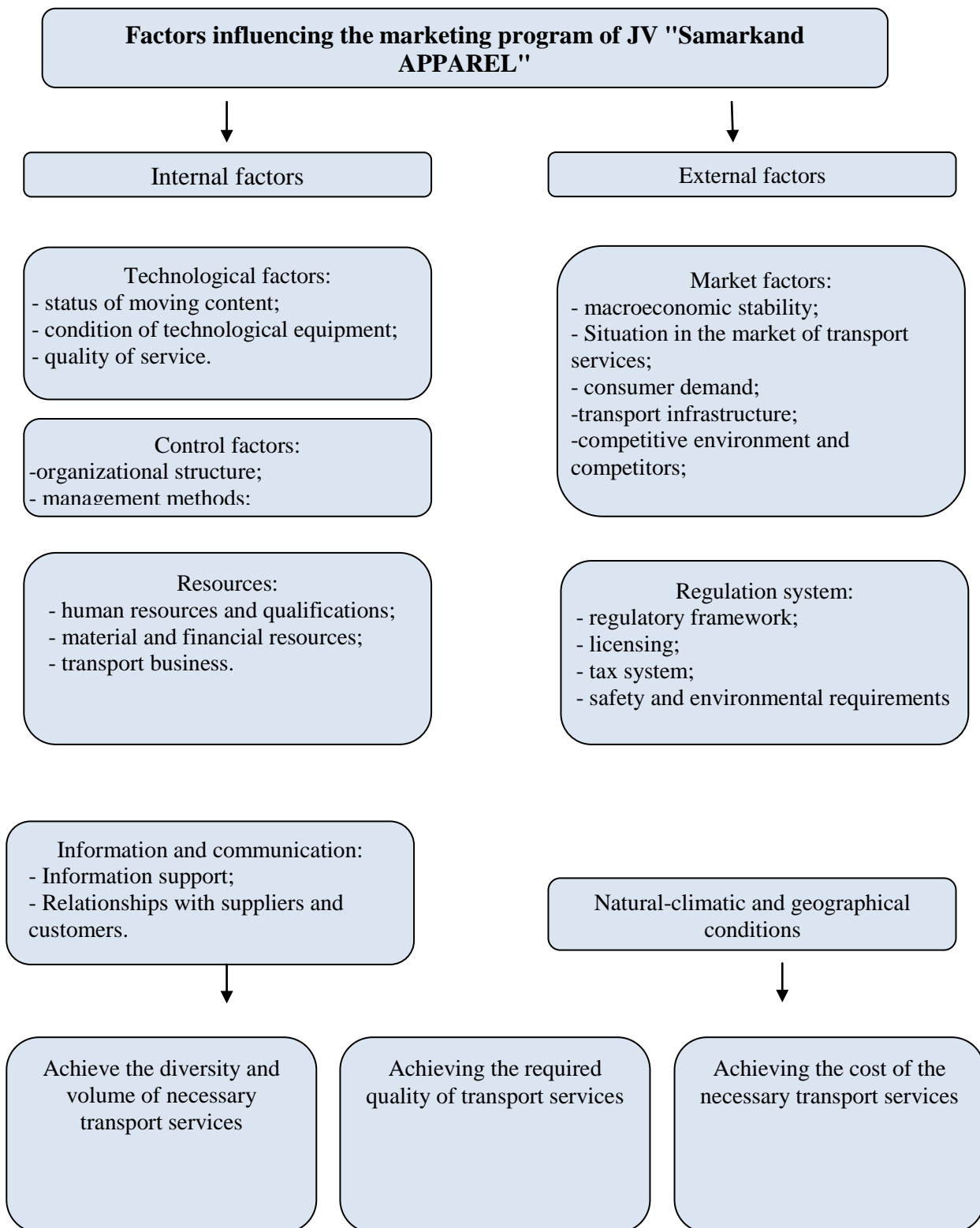


Figure 1. Factors influencing the marketing program of JV "Samarkand APPAREL"

Summarizing the results of studies conducted by economists, we can say that the export potential of industrial enterprises is the tolerance of endogenous and exogenous factors to the current or future gross production, human resources, financial opportunities and export potential in foreign

trade. Based on the above definition of the export potential, it is possible to construct a diagram of the factors influencing it.

The conditions that make it necessary to export products manufactured in a particular country to world markets are primarily related to the theories of international marketing.

The management of the activity of any enterprise is studied in detail, first of all, the buyer's need for manufactured goods or his services. This requires the creation of a special marketing service that collects complex information, reanalyzes it, conducts research, plans the range of goods and services, and manages advertising.

Engineering and technical workers are the main link in the organizational structure of the management bodies of the enterprise, pursuing a policy of production priority. In the marketing approach, the key decision maker is the marketing staff. The management of large foreign firms has separate marketing and sales management departments, which employ more employees than other departments. The organizational structure of foreign firms has four special departments of the marketing service, namely:

The sales department, which performs such functions as organizing the work of employees, ensuring and developing the quantity and composition of sales, storage and transportation, statistical reporting and analysis;

The department of advertising and sales promotion, which performs such functions as advertising, public relations, sales promotion;

Database, marketing research department, including information and communication services;

This content will have its own individual look, depending on the direction and characteristics of the company. For example, for transnational corporations and large firms located in different countries and cities, it is important to have regional marketing departments.

Before the transition to a market economy, commercial departments were created at the enterprises of the republic. It was headed by the Deputy Chief of Commercial Affairs. Such departments dealt only with the conclusion of long-term contracts and did not deal with marketing problems at all. Under market conditions, the study, forecasting and organization of demand will no longer be the task of trade organizations. Manufacturers of goods must also engage in market segmentation based on advertising, market research, market pricing, geographic and other criteria. In other words, if earlier the study of buyers was the task of only trade organizations, then in market conditions, manufacturers also try to study buyers.

In our opinion, in the conditions of market relations, it is expedient to create a marketing service department at enterprises. Functions of this department:

A comprehensive analysis of the market situation and the volume of expected sales of the enterprise;

Study the needs, demand and purchasing power of potential consumers;

Planning of production and sale of goods;

Organization of marketing and sales of goods and sales promotion;

Price planning and advertising;

Organization, management and control of marketing activities in the company;

Development and implementation of the marketing strategy of the enterprise;

In addition, the marketing services department determines the production, resource and export capabilities of the enterprise. To do this, he must perform the following analytical tasks:

Analysis of the financial and economic state of the enterprise; checking the range of products; assessment of the production capacity of the enterprise; determine the company's strategy for entering foreign markets; creation of websites for the company's entry into foreign markets.

When implementing a product policy, the Marketing Services Department is advised to consider the following:

Develop and implement measures to maximize the life of the product for the required period, as well as an action strategy specific to each stage;

Implement an innovation policy and launch the production of new products;

Carrying out an assortment policy aimed at identifying a group of goods that will ensure high profitability of the enterprise, will allow it to take a strong position in the market.

The marketing services department must develop the enterprise's export strategy. To do this, it should indicate the benefits and purposes of exports, priorities and methods for its implementation, as well as ways to provide resources and funds for their implementation.

In our opinion, in order to improve the conduct of marketing research at export-oriented enterprises, it is advisable to create a department of marketing services in the organizational structure of the management. This section should perform the following functions:

- Carrying out a systematic and comprehensive analysis of the state of the enterprise, identifying the causes of failures, using experience and achievements in marketing policy and marketing activities;

Development of a marketing strategy, determination of the main marketing goal, determination of directions for its improvement, adaptation of products to consumer demand, i.e. determination and formation of goals, strategies and tactics;

- Organizing marketing activities, coordinating the activities of various services and departments, carrying out business and discussion work, studying the market and its development prospects, studying the strategy of a competing company;

- Organization of advertising, selection of the most optimal advertising options, execution of advertising text and decoration;

- Organization and holding of exhibitions and fairs to familiarize consumers with goods and services

Determine the time and place;

- Conducting patent research, organizing and participating in the creation of new products, improving product quality;

- Organization of effective sales of goods and services, control of deliveries, optimization of warehouse stocks, implementation of the operational movement of goods;

- organization of constant marketing control, analysis of management decisions and their effectiveness, constant control of marketing expenses for advertising activities according to the criterion "costs - results";

- Organization of accounting in marketing activities, determination and calculation of performance indicators, encouragement of each employee of the marketing department

In a word, the success of export-oriented enterprises largely depends on the effective organization

and improvement of the marketing service at enterprises.

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