

## DEVELOPMENT OF STRATEGIC MARKETING ACTIVITY IN EXTERNAL ECONOMIC ACTIVITY OF ENTERPRISES

Akramov Buribek Fakhridin ugli

Deputy Dean of the Faculty of "International  
Tourism" of the Tashkent State University of Economics  
akramovb93@mail.ru

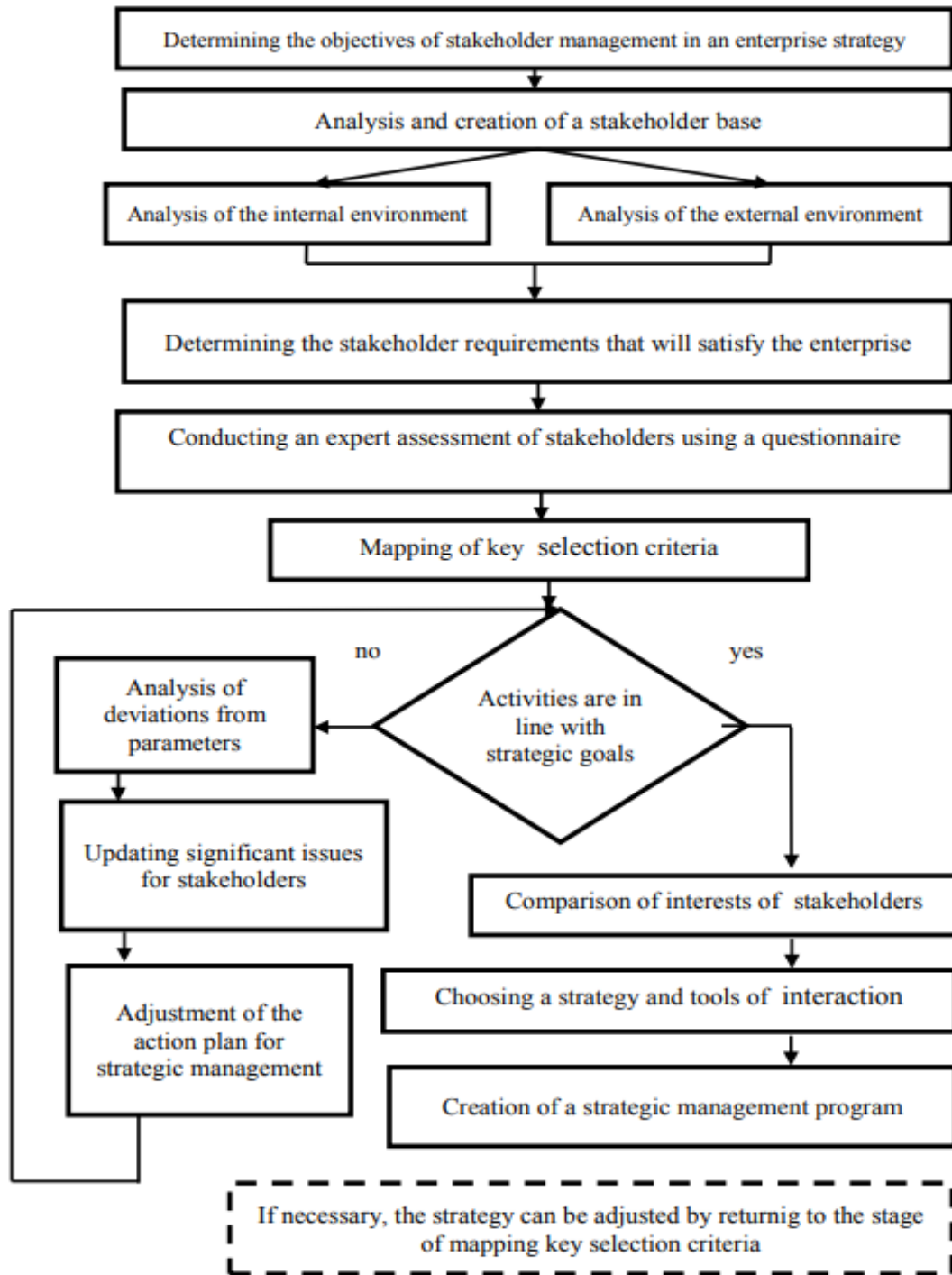
### Abstract

In the concept of marketing, services are broadly defined as activities. The article was prepared on the basis of the conceptual research method that relies on the study of academic literature to find and integrate various concepts, including aspects of sustainable development, marketing management of an industrial enterprise, organizational levels of decisionmaking, and strategic management.

**Keywords:** marketing strategy, competition, modern marketing, service industry, diversification, consumer segment.

In the marketing concept, services are understood as many types of activities, work and training. F. Kotler defines the concept of service: "A service is an event, activity or benefit, which is offered by one party to another party, it is not materially tangible and does not cause possession of something." The development of services may or may not be related to the product and its physical appearance. F. Kotler, based on studies of communication processes in the organization and the concept of marketing relations, proposed to distinguish 3 interrelated units in the marketing of services: – organization, firm services or top management; - communication staff of the service firm; – consumers of services. To effectively manage marketing in a service firm, a manager needs to develop three strategies that focus on three areas:

1. The traditional marketing strategy is aimed at the "consumer-organization" link and is related to issues of price formation, communications and distribution channels.
2. Internal marketing strategy is focused on the "organization-employee" link and is related to employee motivation.
3. Interactive marketing strategy is aimed at the "employee-consumer" link and is related to service quality control. The main component of modern marketing is, first of all, foresight, that is, creating strategies and plans, based on which marketing activities are organized.



**Fig. 1.** Algorithm for the creation and selection of industrial enterprise strategies based on the concept of sustainable marketing.

In order to ensure balanced development and diversification of the activities of service sector enterprises, to increase the quality and competitiveness of the services they provide, the decision of the President of the Republic of Uzbekistan "On the program for the development of the service sector in the Republic of Uzbekistan in 2017-2021", the Cabinet of Ministers of the Republic of Uzbekistan "Development of the service sector in 2017-2021" program" was adopted.

- In 2017-2021, the following were defined as priority directions and tasks for the development of the service sector in the Republic of Uzbekistan: - development of the service sector, increasing the gross domestic product due to the increase of its share in the economy to 48.7%;
- 1.8-fold increase in the service sector in rural areas until 2021;
- development of engineering-communication, road transport infrastructure, rapid development of the service sector due to introduction of modern information and communication technologies in networks, creation of conditions for implementation of structural reforms;
- formation of a competitive environment, support for the development of small and private business entities;
- expansion of various innovative services, new means of communication;
- to provide technical opportunities for the population to use telecommunication networks, to provide quality services on the basis of these, to fully transition to the digital telephone communication and television system, to increase the share of communication and information services in the economy of our republic to 2.5% by 2020;
- development of financial services by introducing new electronic payment technologies;
- further development of high-tech services in the health sector.

**Table 1**  
**Different types of marketing strategy**

№	Name	Content
1	Development strategy of the organization	This is the mid-term prospective activity of the organization. When planning for growth, first of all, the feasibility of acquisitions or internal development is determined
2	Internal development strategy	This strategy involves market penetration, market expansion and product development.
3	Penetration strategy	To market, it displays valid trademarks, taking into account existing markets
4	Market expansion strategy	It aims to promote goods and services to new markets
5	Product development strategy	It envisages the expansion of existing goods or services and the emergence of new ones in existing markets
6	Foreign procurement strategies	It includes the company's growth strategies based on internal development and growth strategy at the expense of external purchases

The relevance of this study is determined by the fact that the application of the modern concept of sustainable marketing by enterprises can ensure the implementation of the process of economic and social change, in which natural resources, the direction of investment, the orientation of scientific and technological development, personal development and institutional changes are consistent with each other and strengthen the current and future potential to meet human needs. Typical features of the modern industrial market environment



are commoditization, consolidation of consumers, bargaining power shift from sellers to buyers, and margin erosion. This creates the need to focus on customer value.

The growth of commoditization is driven by the increasing consumption of know-how and rapidly developing competition, when initially unique products and services have lost their distinction and value. At the same time, customers are consolidating across multiple markets. As a result, a few key customers increasingly concentrate sales and profits. This is reflected in the concentration of trade and the emergence of trade networks. A direct consequence of the trend is a general shift of bargaining power from sellers to buyers. The combined impact of commoditization on customer concentration and bargaining power shift from sellers to buyers has decreased business profitability.

The growing problem of margins came along with mounting pressure on management to increase the profitability and value of companies. As a consequence, short-term marketing costs and long-term investments were reduced. Such decisions made by companies cannot lead to good results in the long term. Traditional market methods offer only a few ways to deal with margin dilutions or presuppose extensive work with very limited results. The above-mentioned changes in market conditions and the growing intensity of competition associated with the global economic crisis put pressure on companies. Most companies are faced with the challenge of how to change their market strategy and tactics in their target markets to mitigate the negative impact of the current recession. To solve the problem, we need a different attitude to the strategic management organization. When implementing sustainable marketing, industrial enterprises need to adapt and make the most of the opportunities that emerge in their environment. In this case, the goals of sustainable marketing for an enterprise are to monitor external factors, to identify opportunities and threats to development, and to make appropriate management decisions. The main reason why a sustainable marketing strategy may be considered flawed is that an enterprise will not be able to fully convey the value of its strategy to recipients who have an impact on the company's activities. Thus, a long-term strategy solution requires new cyclical and regenerative marketing approaches that will create a sustainable enterprise for the synergistic effect of stakeholders. Interested parties or persons in the context of the above statements can be called stakeholders (groups or individuals who can influence activities to achieve the goals of the enterprise or themselves may be influenced by it). In this regard, it is important to refer to works by E. Freeman, in which he studies the relationship between enterprises and stakeholders, and discusses the importance of taking into account the interests of all participants to create a long-term enterprise strategy. In the theory of stakeholders, the contingent of stakeholders is defined as part of the environment and includes business owners, personnel or employees, business partners, investors, competitors, certain regulatory authorities, contact audiences, the media, and various public organizations. This list is not limited only to these stakeholders, the composition and quantity may vary depending on the field of activity or the market in which the enterprise operates.

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