



International Journal for Innovative Engineering and Management Research

A Peer Reviewed Open Access International Journal

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IJIEMR Transactions, online available on 17th Feb 2021. Link :

<https://ijiemr.org/downloads/Volume-10/Special>

DOI: 10.48047/IJIEMR/V10/I03/34

Title: **WAYS TO IMPROVE THE USAGE OF MARKETING RESEARCH IN THE COMMUNICATIONS**

Volume 10, Issue 03, Pages: 150-153.

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WAYS TO IMPROVE THE USAGE OF MARKETING RESEARCH IN THE COMMUNICATIONS

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Abstract. The article deals with the issues of marketing research, analysis of the marketing environment, the mechanism of effective use of marketing technologies in the communications of foreign economic activity of the limited liability company.

Keywords. Business, marketing, communication, efficiency.

I. Introduction.

“... Taking into account the proposals received during the broad discussion of the draft Action Strategy for the further development of Uzbekistan in 2017-2021, I propose to identify eleven most important priorities of the economic and social program for 2017. There are very serious issues on the agenda. These are the implementation of systemic measures to ensure the competitiveness of technologies created in our country, the creation of "know-how", the introduction of modern information and communication technologies and the production of high quality products. At previous meetings, a critical analysis was made of the state of affairs in the field of education and science, the implementation of state youth policy, the introduction of new, modern methods of education, including information and communication technologies”[1].

One of the main strategic directions of the trade and marketing strategy is the

development of a specialized dealer network of the enterprise throughout the country. It is well known that a business model based on small business and private entrepreneurship is more efficient than a business model based entirely on the state or large joint-stock companies within a narrow customer segment.

Today, for example, in the market where GRAND MOBILE SET LLC operates, the issue of improving the use of marketing research is very important.

The first problem that hinders the activities of GRAND MOBILE SET LLC is:

- the external environment can pose a number of risks to the enterprise: increased competition and the emergence of fierce competition between companies operating in the market;
- entry of world leaders in the industry with large capital and the latest technologies;
- Unregulated market and fierce competition.

In an unregulated and uncertain competitive environment, increased competition requires the company to adopt

classical methods of analyzing the competitive environment.

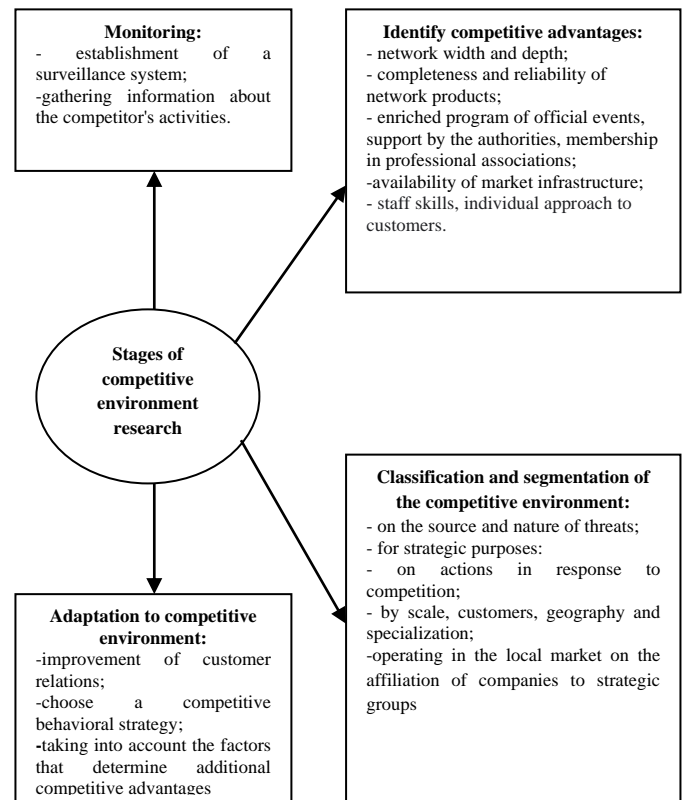
The study of the competitive environment in the activities of GRAND MOBILE SET LLC includes the following stages (Figure 1):

1. Monitoring. A well-organized tracking system over competitors' actions simplifies the company's task of developing a competitive strategy. Therefore, the company collects information about the activities of each competitor:

- information on competitors' activities; price dynamics, financial strategy, pricing strategy;
- advertising and information and marketing company;
- order of work with clients;
- organizational structure and personnel policy;
- Information about new business relationships, alliances and projects of competitors.

The source of information about competitors can be press releases, catalogs, network publications, media information, analysis of Internet sites, interviews with competitor staff. It should be noted that the information obtained is not always reliable, so it is necessary to thoroughly check it, bring it into one system and only then deliver it to the interested staff.

Figure 1
Stages of studying the competitive environment in the activities of GRAND MOBILE SET LLC [2]



2. Identify competitive advantages. It is known that the implementation of a company strategy depends on factors such as the set goals, the company's resources and capabilities, its strengths and weaknesses in the business. The main competitive advantages of the company in the construction industry can be:

- the prestige of the business activity in the network, the breadth and depth of the network;
- completeness and reliability of the presentation of network products, large-scale advertising;
- enriched formal program of events, support from the authorities, membership in professional associations;
- availability of market infrastructure, convenient location;
- staff skills, high quality services, individual approach to customers.

In assessing competitive advantages, it is advisable to analyze five indicators: the popularity of the competitor, the efficiency of

its activities, low prices, the quality of the goods offered and the skills of the staff.

3. Classification and segmentation of the competitive environment. The competitive environment can be divided into the following components:

- by source and nature of threats. Here we can distinguish three different levels of competition - internal, intersectoral and general competition in the network;

- for strategic purposes. The closest competitors of the companies are those that pursue the same goals and follow a similar strategy. The goals can be several: short-term maximization of profits: maximum expansion of the sales market; leadership in product quality and event reputation. As they operate in a market economy, local companies are, as a rule, limited to the initial goal only;

- in response to competition. All subjects of the domestic market have one of four different definitions: inert competitor, selected competitor, fierce competitor, unpredictable competitor;

- the local competitive environment in terms of scale, customers, geography and specialization is characterized by a high level of diversity and uncertainty. Companies basically follow different concepts - only corporate clients or professionals;

- the affiliation of companies operating in the local market to strategic groups. Three groups can be distinguished here: organizers with high business localization; organizers working within a single network; broad-based companies. Competition between different strategic groups may intensify due to the struggle for a particular segment of the market, the expansion of market share, oligopoly, i.e. the dominance of several companies in the market, the vertical integration of companies.

4. Adaptation to competitive environmental conditions. Today, the key to the company's success is to improve relationships with customers, choose a competitive behavioral strategy, take into account the factors that determine additional competitive advantages.

Improving customer relationships in the company involves activities aimed at shaping the structure of the company based on the structure of the expected behavior of competitors, giving priority to the interests of customers.

When choosing a competitive behavior strategy, companies use four different lines of competitive behavior: characteristic of defense market leaders; the attack is a strategic line for companies in the 2nd echelon. The point is to bypass its competitors and take advantage of its weaknesses. One of the methods of attack is the use of new technologies. Alternative competitive strategies include cost leadership, differentiation, and focus. The implementation of this or that strategy will depend on the goals and resources of the company.

As for the factors that determine additional competitive advantages for the company, here is the rule:

- company reviews and recommendations;
- publicity and scale of the company;
- commitment to traditions and high corporate culture;
- stability of stereotypes;
- specialization and professionalism of companies;
- leadership in rankings;
- Support from public authorities is widespread.

In our opinion, in order to develop innovative activities in the activities of GRAND MOBILE SET LLC, it is necessary to pay attention to the following:

1. Develop a new brand strategy and philosophy (and sub-brands, if any) and quality standards, and an understandable tree of brands - from the core to every segment of the service.

2. Development of new visual and sound elements based on the new strategy and documenting them in accordance with international requirements.

3. Complete replacement of all promotional materials, document templates and other carriers of visual and audio elements

of the brand, including the transfer of prepaid cards for the Company's services to one universal card.

4. Development and introduction of completely new tariff packages for the population - they should be simplified, understandable and in some sense "aggressive". This is evidenced by the experience of countries near and far abroad, as well as the recent new wave of development of the mobile market in Uzbekistan.

5. Development and implementation of a new marketing strategy, which includes the introduction of a new brand to the market, its further strengthening, the annual media plan for the promotion of certain services associated with the brand and sub-brand.

6. Strengthening the PR components in the company - reforming the format and structure of the company's websites (transfer of the format from branches to services and market segments), development and implementation of the corporate block.

Therefore, the commercial and marketing strategy of development of GRAND MOBILE SET LLC should be accompanied by periodic (quarterly in the initial stages) professional marketing research and analysis. This process allows:

- providing warning forecasts on the impact of planned projects in specific areas;

- rapid assessment of the impact of ongoing projects and adjustment of resources and methods of implementation to maximize the impact;

- rapid assessment and protection of changes in the external environment (demand dynamics, seasonality, competition behavior and other factors);

- application of the point method during the implementation of projects and their expansion at the regional level.

In the example of GRAND MOBILE SET LLC, the development of innovative activities based on increasing investment attractiveness as a result of the introduction of new services will provide a basis for meeting the future needs of consumers [3].

The development of the company on the basis of the above marketing strategies directly lays the foundation for the effective organization of the management of innovation processes and a strong competitive potential. GRAND MOBILE SET LLC achieves its strategic goal and further strengthens its position as a result of effective development of innovation activities.

In conclusion, only by understanding the situation and making efforts to implement a competitive environment can companies form a competitive advantage and position their operations properly in the local market.

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