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## DEVELOP A MARKETING PROGRAM FOR THE SALE OF AGRICULTURAL PRODUCTS IN THE B2B MARKET

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**Annotation:** In the current context of changing and improving forms of ownership, the development of small business and private entrepreneurship is one of the most strategically important tasks for the economy of Uzbekistan. World experience confirms that small business and private entrepreneurship provide an abundance of consumer goods and services in the domestic market, increase export opportunities, solve the problem of employment of citizens, increase real incomes. At the same time, "starting and running a small business does not require large expenditures and capital investments. This will allow for quick and easy modernization of production, technical and technological re-equipment, development of new types of products, regular updating of their range and ensuring competitiveness." The process takes place in the market to meet the needs of consumers for the goods produced and offered, and to cover the costs and benefits of producing the product.

**Keywords:** marketing, business, B2B, agriculture, sales and service.

The market is the main criterion that determines the ability of goods produced and sold to meet the needs of consumers and the cost-effectiveness. Therefore, any enterprise, entrepreneur is obliged to organize its activities in accordance with the requirements of the established criteria, where due to the effective use of the marketing system, the needs, desires and tastes of the consumer, which is the main subject of the market, are greatly diminished. It is important to study how the market is formed and decided based on factors. Because of their interests, likes and dislikes, as well as the sharp differences in market behavior, it is necessary to produce different types of each product in order to fully meet the needs of different levels of consumers. Marketing is the production and sale of products for specific segments in the market of jewelry products, which are highly respected by certain groups of the population, require a high level of elegance,

and can accommodate their tastes and desires. It is very necessary in the system. This plays an important role in the activities of market segments, the rational use of its essence by entities seeking to operate freely. For businesses in small business and private entrepreneurship to form and develop targeted market segments for specific customers by knowing how many products to produce for consumers, studying their needs, customs and many other characteristics and grouping them on this basis is a necessary process. Because the way to meet the needs of consumers is based on the principles of market segmentation based on marketing tools. Therefore, using the marketing system, based on the principles of segmentation of the market, thereby identifying and forming attractive segments, based on clearly defined strategies to meet the needs of consumers, the need to produce and sell products for each segment. This, in turn, requires the study of ways to

improve the mechanism of selection of target market segments based on theory and practice, through the effective use of the marketing system in achieving a specific goal of the consumer. From the first days of independence of our country, great attention was paid to small business and private entrepreneurship. As a result, the share of small business in our national economy is growing, and the results are significant as an important factor in creating new jobs, increasing incomes and welfare of the population in our country. Marketing is an effective tool and basis for small business and entrepreneurship in decision-making and development in small business and entrepreneurship, and plays an important role in the system of management, organization, planning and control of small business and entrepreneurship. John Harvey Jones, Chairman of the Board of I-Si-Ay Concern, describes the role of marketing in small business and entrepreneurship, saying, "Marketing is a key factor in small business and entrepreneurship. It's not just fuel, it's the ship's crew. "

The origins of marketing go back to the mid-17th century. By this time, various forms of natural exchange of goods appeared, followed by the development of the first elements of marketing activities, such as advertising, pricing, sales. The concept of marketing is related to any activity of the market sector, so the translation and origin of the word marketing is given (Market - market, English - active, activity, action).

Marketing is not only a field of philosophy, way of thinking and economic thinking, but also a practical activity for individual firms, companies, industries and the economy as a whole. The interaction of

supply and demand is the process of continuously satisfying the needs of individuals or groups. This process, in turn, is based on the interaction of such socio-economic categories, that is, they include need, need (desire), demand, purchase (exchange, transaction) and consumption (use) of certain goods and services .

In order to be effective in the market, a company uses a marketing program as the basis of its business plan. In creating a marketing program, the nature of management's marketing plans (marketing management) not only ensures adaptation to changes in the market environment, but also is able to actively influence the market and meet consumer requirements in accordance with the firm's own objectives and strategic goals. also includes activities that can shape. The marketing program helps to prevent and meet many inevitable problems in the development of the business. It allows you to think about your actions. It allows you to manage events based on a pre-prepared plan, not just observation. The development of marketing programs reflects a system of measures such as analysis of the capabilities (resources) of the enterprise, the definition of development goals, strategies, plans to achieve the goal and control over its implementation.

Compared to other plans of the firm, the business plan (marketing program) has an external orientation, the sale of which becomes a unique product that should bring maximum profit. A marketing program can be developed for a new business or for the next stage of development of an existing organization. The level of the business plan will be an indicator of the reliability and seriousness of the entrepreneur and his work. As a rule, the business plan is an

entrepreneur and a potential investor (e.g., a bank) is a key point for the start of negotiations between. A business plan is especially important when negotiating with foreign companies. Many companies are in dire need of external financing. However, no bank, no foreign investor, will invest in a businessman who cannot prove his application, proving that he can use the loan effectively, repay it on time and with interest.

The marketing program solves the following important problems:

- analyzes the prospects of the business in the form of quantitative and qualitative indicators of development;

- determines the level of viability (prosperity) and future stability of the enterprise, reduces the risk of entrepreneurial activity;

- attracts and arouses the interest of potential investors of the firm. Unlike the traditional plan of the organization, the marketing program takes into account not only the internal goals of the organization, but also the external goals of individuals who may benefit from the new job. In addition to investors, those interested in starting a new business are potential consumers and suppliers of the firm. The marketing program (business plan) does not have a definite form and structure. However, as a rule, it includes the following main sections:

- title sheet;
- a summary of the resume or business plan;
- business history (if the enterprise exists and operates if any);
- tariffs for products (services);
- trade market analysis;

- Tariffing of competitors;
- evaluation and selection of competition strategy;
- production plan;
- marketing plan;
- organizational plan;
- financial plan and risk assessment;
- plan of research and development;
- Suggestions.

It turns out that the main part of the activities of manufacturers is marketing in business planning. For example, the Marketing Plan section is for marketing only. Marketing in business planning is both an analysis of the projected product tariff and an analysis of the future sales market, as well as an analysis of competitors. The concept of active marketing, based on the management of the enterprise, is well reflected in the structure of the marketing program (business plan). A marketing plan is the basis for developing a business plan. It will be included in more than one section of the business plan.

Ideally, B2B e-commerce involves the automatic interaction of entrepreneurs. Overseas, the B2B template appeared 40 years ago and is widespread. There are two ways to use a B2B template:

The first is that two or more companies enter into different agreements. Example: Businesses can submit bids, receive invoices, and make payments online.

Second: In the B2B sector, a feature of advanced e-commerce systems is integration with corporate information systems. Thus, in the future, not only the automation of the purchase and sale process, but also the solution of complex automation of enterprise management will be provided. Within the domestic market, this area of e-commerce has helped to establish new

business relationships between domestic producers, as well as significantly simplified the process of purchasing materials and equipment. Internationally, the B2B template has given our manufacturers ample opportunity to participate in the global market. In order to build and operate a B2B template, the market segment must be prepared to adopt and implement similar solutions. This segment of the market should have several classifications. The most important of these are: volume and capacity. Of course, for North America, Western Europe and our markets, the size varies greatly. Different businesses and participants in this segment of the market each have their own goals, but by implementing the B2B template, everyone can benefit from its use. In the implementation of B2B model, technology solution providers benefit from the sale of technology and knowledge of their products and the subsequent implementation of e-commerce functions. It should be noted that in many cases, companies become the owners or full partners of the information resource and participate in its activities.

The Republic of Uzbekistan has a relatively well-developed processing industry. The food and light industries are particularly strong. At the same time, there are many unresolved issues in the third sector of the agro-industrial complex, which produces, processes and sells agricultural products. The most important of them is to make full use of the existing capacities created in the industry. It is known that the utilization rate of available capacity in some sectors is 153%. Which, of course, made the video an overnight sensation. Development of the agro-industrial complex for the production, processing and sale of

agricultural products is one of the priorities of the economic policy of the Republic of Uzbekistan. A lot of work is being done in this regard. One of the main products is the organization of deep processing of cotton, which is of great economic and social importance.

The country has a huge oil and gas production capacity. We now have the opportunity to produce enough quality oil for the people of our region. The key is to increase the production of oilseeds. Of course, in recent years, the area under oilseeds such as soybeans, sesame, sesame and flax has been expanded. However, the amount of raw materials obtained from them is currently insufficient to meet the requirements of the processing industry. Today, in order to ensure the rapid and sustainable development of the regional and district economy, it is necessary to reduce its dependence on external factors, accelerate the introduction of new, efficient technologies in production processes, extensive use of local raw materials and production resources. We believe that the implementation of these programs will be carried out through the following proposals and recommendations, with special attention to the issues of reproduction, economical and rational use of foreign exchange, as well as the creation of new jobs:

- efficient use of existing production facilities;
- products with high added value of various industries increase exports and, accordingly, the share of traditional exports reduction;
- effective internal and intersectoral production cooperation development;

- Cooperation of domestic enterprises in the real sector of the economy  
high utilization of potential;

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