

DESCRIPTION OF ORGANIZATIONAL AND ECONOMIC ACTIVITY OF THE SOCIETY IN THE REPUBLIC OF UZBEKISTAN AND MARKETING ACTIVITY IN ITS FOREIGN ECONOMIC RELATIONS

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ABSTRACT

This article describes the organizational and economic activities of "Grand Mobile Set" LLC and the analysis of the state of organization of marketing activities in its foreign economic relations and the effectiveness of the use of marketing research in enterprise communications.

Keywords:

Marketing, communication links, strategy, company.

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Relevance of the topic

A number of measures are being taken in our country to liberalize and modernize the economy. After gaining independence, great importance was attached to the production of consumer goods and services, which is the main direction of ensuring the welfare of the population.

It is necessary to study in depth the existing modern methods of marketing research, taking into account the best practices of foreign countries in this field, to improve the methodology and technology of marketing research in our country. The relevance of this article is determined by the fact that marketing research in the communication links of foreign economic activity of enterprises has not been sufficiently studied theoretically and methodologically.

Level of study of the article

Theoretical and methodological bases of the organization of marketing research in the enterprises are covered in monographs and textbooks published by foreign scientists I.Ansoff, F.Kotler, D.Krevens, J.Lamben, J.O.Shonessi, E.Golubkov, Doyle Peter and others. Scientific-

methodological bases and practical aspects of marketing research on the introduction of marketing systems in enterprises, their development in Uzbekistan M.Sharifkhodjaev, S.Gulamov, A.Bekmurodov, M.Kasimova, G.Akhunova, J.Jalolov, I.Ivatov, F. Komilova, D.Muxiddinov, G.Nazarova. Researched in the scientific works of M.Nasriddinova, M.Boltaboev and others. This article discusses in detail the issue of improving the activities of enterprises on the basis of marketing research in the communication of foreign economic activity.

The main tasks set out in the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 [1] to provide opportunities to increase competitiveness in international markets.

Table 1 below shows that in 2010-2017, the dynamics of the development of investments in fixed assets in the manufacturing industries averaged 524%, while the development of investments in fixed assets in its constituent sectors the high dynamics is reflected in the following: 478% in the production of food, beverages and tobacco products, 711% in the

production of textiles, clothing and leather and related products. Production of wood and foam products, straw and textile materials, paper and paper products and furniture by 868%, chemical

products, rubber and plastic products by 1197%, basic 681% in the production of pharmaceuticals and drugs, 790% in the production of other mirrors and nominal products.

Table 1 Investments in fixed assets in manufacturing industries, billion soums [2]

Indicators	2010 year	2011 year	2012 year	2013 year	2014 year	2015 year	2016 year	2017 year	2017 year to 2010
Manufacture of food, beverages and tobacco	338,0	500,9	566,7	727,8	950,9	943,0	963,1	1615,8	478
Manufacture of textiles, clothing and leather and	391,0	636,7	670,6	787,4	909,4	746,3	1482,8	2781,8	711
Manufacture of wood and foam products, straw and textile materials, paper and paper products and furniture	33,3	50,8	43,6	39,3	95,7	89,0	132,6	289,1	868
Publication and reflection of written materials	23,0	21,3	54,6	39,8	44,7	71,4	61,3	5,1	22
Production of coke and oil refining products	46,8	83,2	115,2	120,5	40,8	49,7	36,7	48,6	104
Manufacture of chemical products, rubber and plastic products	120,0	101,9	324,7	375,2	399,2	719,6	2796,5	1436,9	1197
Manufacture of basic pharmaceutical products and drugs	39,0	45,7	62,8	107,8	137,4	149,9	305,6	265,6	681
Manufacture of other non-metallic mineral products	315,8	264,2	459,3	491,7	733,8	821,0	1358,1	2494,1	790
Metallurgical industry	530,6	535,0	524,8	627,2	662,2	524,8	804,3	1529,2	288
Manufacture, repair, installation of machinery and equipment, manufacture of vehicles, trailers and semi-trailers and other finished	539,4	539,4	539,4	539,4	539,4	539,4	539,4	539,4	100

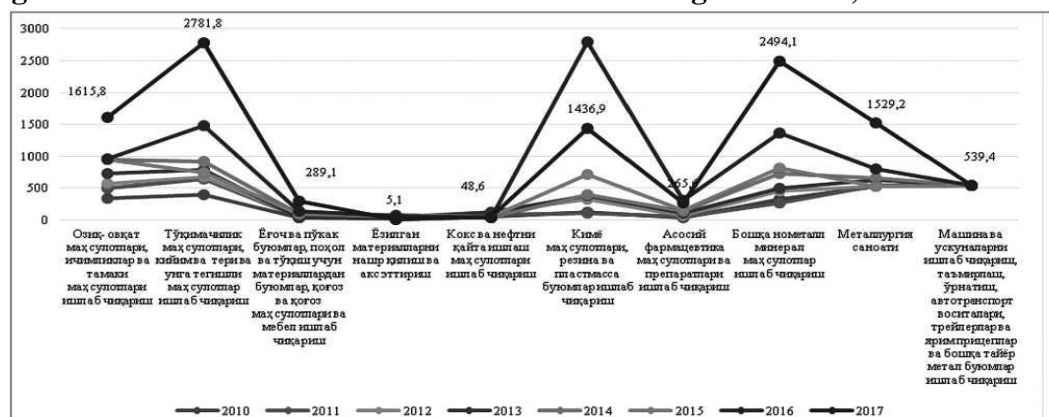
Relatively low dynamics of investments in fixed assets in the metallurgical industry (288%), publishing and display of written materials (22%), coke and oil refining (104%), production and repair of machinery and equipment, o installation is observed in the production of vehicles, trailers and semi-trailers and other finished metal products (100 percent).

Improving the sectoral structure of industry by 2030 is based on increasing the share of industry in GDP from 33.5% in 2017 to 40% in 2030, as is typical of the characteristics of GDP in developed countries. In order to achieve this goal, it should be noted that today in our country work has begun in this direction. At the same time, this work requires a completely new programmatic

approach to achieve a clear program of deep processing for each type of promising raw

materials and semi-finished products for 2020, 2025, 2030.

Figure 1 Investments in fixed assets in manufacturing industries, billion soums [2]



The volume of products produced by industrial enterprises in January-December 2018 amounted to 175.4 trillion soums and an increase of 113.2% compared to the same period last year. The complex measures taken to localize the production of agricultural machinery supplied to agriculture under the State Localization Program for 2015-2019 have also allowed to increase the production of medium and high-tech products in the country.

As an example, a limited liability company is a legal entity established in accordance with the Law of the Republic of Uzbekistan "On Limited Liability Companies and Additional Liability Companies" and other legislation by merging the property of participants for general economic activity.

The limited liability company was established to meet the demand of the population for consumer goods and services.

The main activities of the company are:

- providing communication services to the population, enterprises and organizations and providing them with spare parts;
- provision of services to the population, enterprises and organizations by intercity vehicles;
- technical inspection of various types of buses, minibuses and other types of vehicles;
- provision of household, car service, freight forwarding services;
- Production, sale of polished tiles, etc.

The executive body of the company on the basis of individual leadership is appointed by the participants of the company for a period of 5 years and the executive body is the director. The Director performs the following functions:

- acts on behalf of the company without a power of attorney, including the protection of its interests and the conclusion of transactions;
- issues power of attorney for the right to represent the company;
- concludes and terminates employment contracts with employees of the company, applies incentives and disciplinary measures to employees;
- exercise other powers not included in the powers of the company's participants in accordance with the law and the company's charter.

The activity of the executive body of a limited liability company on the basis of its sole leadership and the procedure for its decision-making shall be determined by the company's documents, as well as by a contract concluded between the company and the person acting as its sole executive body.

The company has the right to decide on the receipt of its net profit by the participants on a quarterly basis, once every six months or once a year. The decision to determine the benefits that the participants of the company will receive is made by the participants.

The losses incurred by the company will be covered by the reserve fund. If the reserve fund is in short supply, it will be covered by other funds and instruments.

The company may be terminated voluntarily in the manner prescribed by law, subject to the requirements of the charter. The company may also be liquidated by a court decision on the grounds provided by law.

Participants of a limited liability company shall perform the following obligations:

- compliance with the rules of the constituent documents of the enterprise;

- contribute to the current legislation and the constituent documents of the enterprise in the manner, amount, methods and terms;

- non-disclosure of confidential information about the activities of the enterprise, non-conclusion of commercial contracts on non-disclosed information.

- Fulfillment of other obligations provided by the legislation of the Republic of Uzbekistan and the constituent documents of the enterprise.

Thus, the company uses the property belonging to it independently and the property and funds of the company belong to its participants in proportion to their shares in the charter capital, the formation of the company's property is carried out from the following sources:

- shares of participants;
- profit received during the operation of the enterprise;

- Voluntary shares and contributions of citizens, as well as institutions, enterprises and public associations;

- Rent and other payments and receipts allowed by the legislation of the Republic of Uzbekistan;

- non-discrimination and charitable contributions;

- at the expense of other sources not prohibited by the current legislation.

By the decision of the general meeting of participants, the authorized capital may be reduced on the basis of the withdrawal of

participants from the enterprise. The enterprise has no right to reduce the authorized capital if the relevant amendment to the Charter is less than the minimum amount of the authorized capital established by the legislation at the time of registration.

The director directs the day-to-day activities of the society and is personally responsible to the participant of the society for the implementation of its decisions.

The contract between the company and the person acting as its director is signed by the participants of the company on behalf of the company.

The Company's fiscal year begins on January 1 and ends on December 31 of the calendar year. At the end of the year, the company's balance sheet is formed at the expense of profits and losses. The Director shall submit a report on the company's activities to the company's participants no later than 1 month after the end of the financial year.

The fiscal year coincides with the calendar year.

The company carries out accounting of the results of its activities, maintains accounting, statistical reporting and sends it in the prescribed manner to the tax inspection and other government agencies of the Republic of Uzbekistan.

Accounting, preparation and verification of annual reports of the company are carried out in accordance with the current legislation of the Republic of Uzbekistan.

The management of the activities of any enterprise, first of all, the needs of customers for the goods or services to be produced, their capabilities, the future prospects are studied in detail. This requires the organization of a specialized marketing service that deals with the collection of complex information, such as re-research, planning the range of goods and services, advertising management.

In the limited liability company "GRAND MOBILE SET", which pursues a policy of

production priorities, the main link in the organizational structure of the governing bodies are engineers and technicians. In the marketing approach, the key decision is the content marketing staff. Marketing staff perform the following functions:

- Carrying out a systematic and comprehensive analysis of the state of the firm, identifying the causes and resources of failure, the use of experience and achievements in marketing policy and marketing activities;

- development of marketing strategy, definition of the main marketing purpose, definition of directions of its perfection, adaptation of production to consumer demand, ie definition and formation of the purposes, strategies and tactics;

- The organization of marketing activities, coordination of various services and departments, the implementation of conjuncture, the study of the market and prospects for its development, the study of the product strategy of a competing firm;

- organization of advertising work, selection of the most optimal options of advertising, implementation of advertising text and art decoration, implementation of agreed advertising materials with direct executors;

- organization of exhibitions and fairs, determination of the time and place of their holding, organization of various press

conferences, meetings, symposiums and seminars in order to acquaint consumers with goods and services;

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

- organization of effective sales of goods and services, control of supply, optimization of stocks, implementation of effective movement of goods;

- organization of constant marketing control, analysis of management decisions and their effectiveness, control over advertising activities on all criteria of "cost - result";

- organization of accounting in marketing activities, identification and calculation of performance indicators to motivate each marketing employee.

In analyzing and evaluating the marketing environment of each enterprise, the achievements and shortcomings of the enterprise are considered. For example, in order to analyze the marketing environment of a limited liability company and assess its competitiveness, we will analyze the financial performance of the company in 2016-2017.

The authorized capital of the enterprise is 1,500,000 (one million five hundred thousand) soums. The statutory fund is distributed among the participants as follows (Table 2).

Table 2 Share of participants in the charter capital of a limited liability company*

№	Surname, name and surname of the participants	Share, in soums	Share, in percent
1	Abdurahmonov Abdurahmon Abdurahmonovich	500000	33,3
2	Aliev Alijon Aliyevich	250000	16,67
3	Asomov Asom Asomovich	250000	16,67
4	Ahmadvov Ahmad Ahmadnovich	250000	16,67
5	Akramov Akram Akramovich	250000	16,67

** Data of "GRAND MOBILE SET" Limited Liability Company*

Upon leaving the company, the participant is paid a portion of the value of the company's property in proportion to his share in the charter capital. A departing participant is paid a portion of

the profits received by the company at the time of his or her departure. The property given to the participants for use will be returned in kind without compensation, considering the physical disability.

The founder is responsible for the property of the enterprise (society). When analyzing the activities of any organization, it is first necessary to get acquainted with the financial condition of

the enterprise. This situation gives us accurate information about the current state of the enterprise.

Table 3 Analysis of the company's assets (in thousands of soums) *

№	Indicators	2015 year	2016 year	2017 year	In 2017 y. The difference compared to 2016,(+ ; -)	In 2017 y. Growth compared to 2016, %
1	Fixed assets	254983	254983	254983	0	100
2	Total long-term assets	254234	254234	254234	0	100
3	Commodity inventories	1016	1144	914	-230	79,9
4	Total debtors	2652	5068	6924	1856	136,6
5	Total funds	6856	974	740	-234	75,9
6	Total current assets	21429	7186	8578	1392	119,4
7	Total on balance sheet assets	275653	261420	262812	1392	100,5

* Data of "GRAND MOBILE SET" Limited Liability Company

From the table above, we can see that inventories in 2017 decreased by 230 thousand soums compared to 2016. We can see that the total receivables in 2017 increased by 1856 thousand soums compared to 2016. Total funds in 2016 amounted to 974 thousand soums, while in

2017 this figure decreased by 234 thousand soums to 740 thousand soums.

There are also a number of peculiarities in the state of society's liabilities. In particular, we can give an example of a decrease in the debt on payments to the budget, an increase in total current liabilities.

Table 4 Analysis of the company's liabilities (in thousands of soums)*

№	Indicators	2015 year	2016 year	2017 year	In 2017 y. The difference compared to 2016,(+ ; -)	In 2017 y. Growth compared to 2016, %
1	Charter capital	1500	1500	6368	4868	424,5
2	Added capital	58,7	21545	53461	31916	248,1
3	Total source of own funds	2066,7	29413	99319	69906	337,7
4	Total current liabilities	19786,5	56207	75693	19486	134,7
5	Debt on payments to the budget	6604,3	5133	6307	1174	122,9
6	Total on balance sheet liabilities	275653	261420	262812	1392	100,5

** Data of "GRAND MOBILE SET" Limited Liability Company*

The data in Table 4 show us that the debt on payments to the budget has increased and the debt to the founders has decreased. The amount of debt on payments to the budget in 2017 compared to 2016 increased by 1174 thousand soums. The added capital in 2016 amounted to 21,545,000 soums. In 2017, the added capital increased by 31916 thousand soums and amounted to 53 461 thousand soums.

The Company's total current liabilities peaked in 2015. This definitely means that the sales volume is higher than in other years.

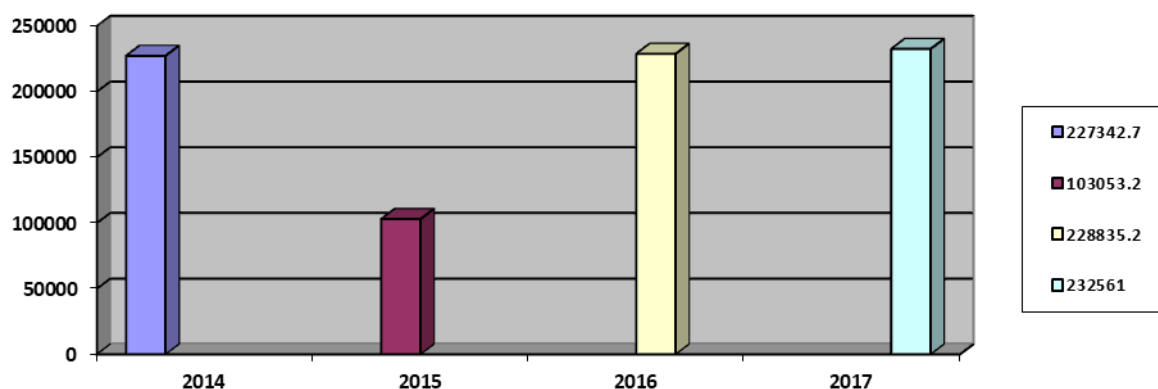
In 2017, the total current liabilities amounted to 232007 thousand soums, in 2016 this figure amounted to 163493 thousand soums. The profit of the enterprise is determined at the end of each financial year and consists of income in national and foreign currency from economic

activities, the value added after the payment of material and alternative costs and labor costs.

Interest on bank loans, as well as taxes and other budgetary payments provided by law are paid from the balance sheet profit of the enterprise. The increased profit is fully transferred to the enterprise, part of which is allocated for the replenishment of funds and the development of production, and the other part is distributed among them in proportion to the shares of participants in the Statutory Fund.

We can see that the turnover of the enterprise has increased compared to recent years. We can learn more about this situation from Figure 2 below.

Figure 2 Dynamics of the company's turnover (thousand soums)*



** Data of "GRAND MOBILE SET" Limited Liability Company*

As we can see from Figure 2, the turnover of the society is increasing year by year. In 2014 alone, it amounted to 227342,7 thousand soums, in 2016 – 228835,2 thousand soums, and in 2017 - 232561 thousand soums.

Continuing the performance analysis, in turn, a review of the state of the financial

performance of the enterprise provides information on how well the enterprise is developing. The financial results of the enterprise are presented in Table 5.

Table 5 Analysis of financial results of the company (in thousand soums)*

№	Indicators	2016 year	2017 year	In 2017 y. The difference compared to 2016, (+ ; -)	In 2017 y. Growth compared to 2016, %
1	Net revenue from sales of products	228835,2	232561,0	3725,8	101,6
2	Cost of goods sold	190358,7	151626,1	-38732,6	79,7
3	Gross profit	38476,5	80934,9	42458,4	210,3
4	Current expenses	36138,6	39596,9	3458,3	109,6
5	Sales costs	24648	27186,4	2538,4	110,3
6	Administrative expenses	10500	11200,0	700	106,7
7	Main business profits	20691,3	54216,0	33524,7	262,0
8	Income tax	14831,3	14726,0	-105,3	99,3
9	Net profit for the reporting period	5860,0	39490,0	33630	673,9

** Data of "GRAND MOBILE SET" Limited Liability Company*

According to Table 5, the gross profit of the enterprise in 2017 increased by 42458.4 thousand soums compared to 2016 and amounted to 80934.9 thousand soums. Net revenue from sales of products in 2017 increased by almost 1.6% compared to 2016. As a result of the introduction of new technologies, the increase in production, the company's operating and administrative costs have also increased.

Administrative expenses of the enterprise include salaries of management staff, the amount allocated to the social insurance fund, service cars, their repair services, the cost of using technical and communication facilities, rent for administrative facilities, business trips, environmental costs. . The amount of net profit for the reporting period in 2016 amounted to 5860 thousand soums, and in 2017 - 39490 thousand soums.

In general, the state of assets, liabilities and financial results of the enterprise is satisfactory, which leads to the conclusion that there are favorable conditions for the development of marketing activities in the enterprise.

The organization of the marketing department according to the product approach is based on the principles of distribution of marketing by some large product groups. For each product (product group) there is a head of the sector and staff performing all functional marketing tasks of the product. The organization of the department in this way will be highly effective for firms with a wide range of goods sold in a large number of the same markets.

The product structure is more effective in the following cases: a) the requirements for the packaging, advertising and sales of each product produced by the firm differ significantly from each other; b) the sales volume for each product is at a level that justifies the cost of establishing a marketing department for that product (Table 6).

Table 6 Strengths and weaknesses of the organization of the marketing department on the principle of the brand [3]

Strengths	Weaknesses
Complete marketing of the entire range of goods produced by the enterprise. Ability to identify prospective key consumers across all product nomenclature and comprehensively study demand.	Width of responsibilities assigned to each employee of the department (development of product strategy, product flow chart, sales, sales promotion, advertising)

The main disadvantage of organizing the marketing department on the principle of branding is the large number of tasks and responsibilities that each employee must perform, which can be eliminated by organizing on the principle of branding and functionality. The organization of the marketing department on the principle of commodity-functional is a combination of functional and commodity approaches, in which all employees of the department coordinate their actions in carrying out the tasks assigned to them for a particular product group.

The organization of the marketing department on the principle of the market is the distribution of responsibilities of individual

individuals or groups in the department on separate markets. The principles of market distribution are the same as in market segmentation, i.e. the separation of markets is done considering their realities.

The organization of marketing departments by segment implies the integration of market segments, separating the range of expected consumers in each sector.

To overcome the limitations in the organization of goods and market principles, large enterprises with a wide range of goods and operating in many markets use the organization of the marketing department on commodity-market principles (Table7).

Table 7 Brand - the strengths and weaknesses of the organization of the marketing department on the principle of the market [3]

Strengths	Weaknesses
Better coordination of departments when entering the market. Opportunity to develop a comprehensive market entry program. Its reliability, considering the specifics of the market	Complex structure. Low level of specialization of departmental work. Ability to repeat the performance of functions (when organizing by segment). Not knowing the product (all product nomenclature) well

The organization of the marketing department on the basis of commodity-market principles is a combination of commodity and market approaches using the following matrix principle: commodity managers are responsible for sales planning and profit from sales, and market managers are responsible for market development prospects within segments.

The functional approach is based on the principle of responsibility for the individual local

or general (joint) functional tasks assigned to the department by an individual or group of individuals in the department. This form is used by small firms that produce the same or a limited variety of products and sell them in the local market (market segment). Table 8 lists the strengths and weaknesses of creating a marketing department on a functional basis.

Table 8 Strengths and weaknesses of organizing a marketing department on a functional principle [3]

Strengths	Weaknesses
Simplicity of management: the responsibilities of each executor do not intersect with others. The structure of responsibilities of each employee is the same. The ability of marketers to specialize functionally as a factor in enhancing their skills. Competition between individual functional areas as a stimulus to increase productivity	Decrease in quality with the increase in the range of products. Lack of mechanisms to find unconventional forms and directions of the firm's activity. Competition between some functional plots - localism, the struggle of people for their own interests, not for the common interests of the firm

Conclusion

So, it can be concluded that there are many options for setting up a marketing department in an enterprise, each with its own strengths and weaknesses. In the implementation of marketing plans, there are often deviations from the developed plans and programs, so the marketing department should regularly monitor the implementation of the tasks included in the action plan. At the same time, it is necessary to effectively use active marketing in entering foreign markets.

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