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Theories Of Marketing Strategies To Increase The Competitiveness Of Light Industry Enterprises

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ABSTRACT

As the light industry market differs from the consumer goods, services and industrial market in a number of features, their marketing activities, scope, strategies and methods of operation also differ.

KEYWORDS

Economy, operation, market, business, manufacture, scientific, improve, complex, active, methodology.

INTRODUCTION

The innovative development of the economy and the connection of the development of market participants over the past hundred years as its main locomotive with marketing determine the philosophical basis of relations in local and global markets. Because marketing is not only the market of production and service industries, but also the scientific basis of economic development in general,

Marketing is the most basic and important tool to adapt enterprises to market conditions, ensure their effective operation, focus on the introduction of innovations and scientific and technological advances, increase production, expand the range of goods increase profits.

In countries with high levels of market relations, economically developed countries, the laws and principles of marketing are used

as a business philosophy in the process from simple household management to efficient use of space. Expressing marketing as a philosophy of entrepreneurship is an idea formed in many scientific and practical schools around the world.

There are many scientific approaches and views on the marketing activities of enterprises and the creation of its theoretical, methodological and practical basis, based on the ideas formed in them to fully meet the needs and requirements of consumers. In particular, F. Kotler notes that "Marketing is, first of all, a system of actions to identify the needs and requirements of consumers in the target market and to organize it to meet both the highest and most productive than competitors."

According to P. Druker, "Since the main goal of a business is to attract customers, there are two and only two main functions of the enterprise are marketing and innovation," innovation becomes the main competitive factor of the enterprise. In the process from the beginning of its activity in the market to the end of the market activity on the basis of the periodic laws of the economy, the enterprise is based only on marketing principles, strategies, and all its activities are aimed at one goal, ie active participation in the market.

The formation of the concepts of marketing based on the hitherto formed production, brand, sales, traditional marketing, socio-ethical and interrelationships also confirms that marketing is the fundamental foundation of economics.

THE MAIN FINDINGS AND RESULTS

As the light industry market differs from the consumer goods, services and industrial market in a number of features, their marketing activities, scope, strategies and methods of operation also differ.

The marketing activities of light industry enterprises represent the scientific-

methodological and practical basis of market relations between suppliers of raw materials and technologies to them and buyers of finished products.

Improving the efficiency of marketing activities of light industry enterprises, in turn, requires the formation of marketing strategies. A strategy is a real action program of renewal processes. Marketing strategy is the study of market demand and the behavior of competitors, which allows you to solve the main task of achieving the goals of the enterprise in a given period. A marketing strategy that responds to changes in the market environment will lead the enterprise to success.

It is known that light industry is one of the most developed industries in Uzbekistan, which is characterized by a unique market environment for the development of this industry.

Light industry plays an important role in meeting the demand of the population for consumer goods, raising living standards, culture, as well as providing key products for the development of other industries, as well as providing the country with basic foreign exchange earnings.

The light industry of Uzbekistan is formed as a whole complex system, producing more than 16% of the total industrial output, and its main features are:

Continuously meets the demand of the population for fabrics, knitwear, garments, carpets, socks, shoes, etc., which make up the bulk of the consumer goods market of the country;

The growing demand for light industrial products in world markets will increase the country's export potential and economic power, and will provide the most necessary raw materials for industries related to the welfare of the people;

The production of light industrial products will provide jobs for a large part of the population due to the high share of manual labor compared to other industries and the large volume of labor;

Light industry lays the foundation for the development of the fashion industry, is the locomotive in the development of the cultural level of the population and the culture of dress.

CONCLUSION

The need to formulate marketing strategies of light industry enterprises is associated with the effective operation of the industry in the competitive environment in this market, the exclusion of imported goods from the domestic market, the effective development of international markets and active economic growth. In addition, the Decree of the President of the Republic of Uzbekistan Sh.M.Mirziyoev dated February 7, 2017 "On the strategy of further development of the Republic of Uzbekistan" PF-4947 "On the basis of deep processing of high-tech processing industries, primarily local raw materials further modernization and diversification of the industry through the transition to a qualitatively new level aimed at the rapid development of the production of high value-added finished products.

Light industrial goods are consumer goods in high demand for the population of Uzbekistan. The capacity of the consumer market in 2016 amounted to 2989.9 billion soums, per capita - 94.6 thousand soums. Fabrics, garments and knitwear account for 8.5% of the population's expenditures on consumer goods.

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