



IMPROVING STRATEGIC MARKETING ACTIVITIES IN SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP

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Abstract

This thesis discusses the role of marketing in a market economy, economic relations in the trade sector, the rapid development of small business and private entrepreneurship.

Keywords: Economy, relations, formation, development, entrepreneurship, business.

Introduction

The formation of market economy relations in the Republic of Uzbekistan, the organization of multi-ownership, the creation of market infrastructure on their basis, have led to a fundamental renewal of the economic mechanism of society. In this process, economic relations, information systems and legal environment of the trade sector are being adapted to the conditions of a market economy.

In our republic, special attention is paid to the rapid development, stimulation and support of small business and private entrepreneurship, which play an increasingly important role in ensuring economic growth, creating new jobs, solving the problem of employment, increasing the income and well-being of the population.

By ensuring the consistent development of small business and private entrepreneurship, we are achieving the formation of the middle class in our country, which is the socio-political support and foundation of our society, and its growing strength. Therefore, small business and private entrepreneurship are becoming a guarantee and support of social and political stability in our



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society today, an active force moving our country along the path of development.

The development of the economy is now largely dependent on marketing.

Marketing is an integral element of a market economy and one of the most modern and rapidly developing areas of economics. In today's complex world, we all need to understand marketing. We need to understand our role as marketing and consumers, and our role as citizens. The goals and objectives of marketing control include:

- determining the degree of goal achievement;
- checking whether the enterprise's adaptation to changing environmental conditions corresponds to the required one.

Control, as one of the functions of managing the production and commercial activities of an enterprise, plays an important role in marketing. This is, first of all, a form of targeted influence on the enterprise's employees, systematic control of the enterprise's activities, a product or service, the purpose of which is to identify the target audience, satisfy their needs, and make a profit by selling the product or service. Marketing activities play a very important role in the success of a business.

The main components of marketing activities:

1. Market research: This is the most important stage of marketing. It includes identifying the target audience, studying their needs and desires, analyzing competitors, and studying the general state of the market. The results of market research serve as the basis for formulating a marketing strategy.
2. Product development: This includes the quality, features, design, branding, and packaging of the product. The product must meet the needs of the target audience and be competitive.
3. Pricing policy: This is the process of determining the price of a product or service. When determining the price, costs, competition, market demand, and profit margin are taken into account.
4. Place: This is the process of delivering the product or service to the target audience. This includes the use of stores, online stores, intermediaries, and other distribution channels.



5. Promotion: This is the activity of promoting a product or service and delivering it to the target audience. It includes the use of advertising, PR, sales promotion, social media marketing and other tools.

Types of marketing activities:

- Strategic marketing: Developing a marketing strategy to set and achieve long-term goals.
- Operational marketing: Planning and implementing daily marketing activities.
- Internet marketing: Promoting a product or service using Internet tools.
- Content marketing: Attracting a target audience by creating interesting and useful content.
- Sales promotion: Increasing sales through short-term promotions and discounts.
- Branding: Creating a strong and memorable brand.

The success of marketing activities depends on the target audience, competitive environment, resources and other factors. Effective marketing activities ensure the growth and development of the business. It is important to constantly monitor the market, update your marketing strategy, and improve customer relationships.

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