

MANAGEMENT OF MARKETING IN AGRICULTURE

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A B S T R A C T	K E Y W O R D S
<p>Marketing management consists of organizing influence on the level , time and character of demand in order to satisfy demand and obtain more profit.</p> <p>Marketing management system must be integrated with interrelated elements (personnel , structure, functions , management influence, technical means). In addition, it should be regularly improved based on scientific achievements and best practices</p>	

Introduction

In order to dynamically influence the market and effectively organize the supply of goods, it is necessary to carry out the marketing process continuously, parallelly and synchronously.

The marketing management system should be cost-effective, flexible, responsive to agribusiness policies, exigencies, consumer exigencies and requirements, market conditions, competition, commercial changes, entrepreneurship, and production level.

Marketing activities in agricultural and agro-industrial structures are carried out by separate services or employees. For example , in agro-industrial enterprises and associations, the marketing service should consist of 4-7 people . In such enterprises and associations, the marketing service can be built on a functional or regional basis. The marketing service is managed by the marketing director or the deputy director for commercial affairs. Other specialists deal with sales, advertising and promotion, new products, marketing research and other issues. In agricultural enterprises, there is a position of deputy head for commercial issues, and depending on the scale of production and the number of types of products, one to three employees work under him.

Farms, peasant farms and other structures of small businesses. Based on the level of freedom in the management of the economy, various marketing functions can be managed by the managers and specialists of the economic units.

Marketing service workers and employees performing marketing functions work within the framework of the laws of Uzbekistan related to market relations, agribusiness, marketing and entrepreneurship aspects, the results achieved by science in the fields of agribusiness, marketing and production management, economics, social psychology, financing, lending, and law. They should be familiar with the laws of the market, the laws, functions and processes of marketing management, the achievements made in foreign and domestic science in the field of marketing management, know how to make marketing decisions independently, and continuously improve their skills.

Marketing staff should have clear information about the demand for goods, market segmentation, goods, services and activities of competitors, macro and micro packaging, professional and intellectual potential of the company's team members.

Regulation of marketing management functions is carried out with the help of job manuals, which specify the duties, rights and responsibilities (responsibilities) of employees. These functions should be defined in the job manuals of department heads, company heads and small business entities.

The process of marketing management consists of the following stages:

analyze market and marketing opportunities ;

- forecasting and planning activities;
- organization and regulation of the marketing process;
- control of the marketing process;
- evaluation of marketing activity.

Analyzing the market and marketing opportunities requires the following : market analysis , consumer and competitors , goods and services , studying the requirements of the marketing system , to study the external environment, external economic relations , effective way (possibilities) .

By analyzing the market, the following are determined : market size, main trends and seasonal factors; potential sales opportunities for products launched or available in the market ; existing market segmentation ; consumer characteristics and other characteristics of goods may change ; composition of consumers; used in assortment planning , sales and advertising organization purchasing factors and objectives ; product sales volumes, their share in the total market volume, including their shares by segments and regions ; level and quality of advertising ; competition and commercial practices; competitiveness of the enterprise and its position in the market.

After that, the possibilities and methods of searching for new market segments, increasing the competitiveness of the enterprise and its products, and increasing the stability of the enterprise in the market are determined.

Studying the consumer and demand is an important condition for designing a marketing system. The consumer's personal , cultural and psychological characteristics, as well as social and economic factors affect his actions and purchases. As personal factors , age, gender, position in society , nationality, traditions and stages of the family life cycle , type of activity, lifestyle can be indicated. Purchases of consumers, their volume, assortment, periodicity of purchases depend on the above factors. Culture has a strong influence on consumer demand, because it forms a basic set of values in a person. If these factors are not taken into account, a certain product will be unnecessary for consumers. The economic condition of the buyer is also a factor that strongly affects consumer demand. The economic situation depends on the income of the consumer, the amount of his savings and others.

Depending on these factors and their type and product quality, the demand can be full, excessive, unstable, inefficient, hidden. In the process of marketing management, it is important to consider all factors and build a marketing strategy, tactics and program based on them.

In the analysis of competitors' activities, the goods, their quality, usefulness, their characteristics, life cycle, level of innovation, competitiveness, advantages and disadvantages in comparison with the goods of the company conducting the analysis are studied. After that, the organization of product movement, sales promotion, product advertising, promotion, marketing service, positive and negative aspects of the activity will be studied. The information obtained is used to manage the marketing service.

Analyzing the marketing system in enterprises or small business entities to determine its effectiveness, to study the possibilities of future use or to determine whether it is appropriate or not to transfer the activity to the production of another type of product, to determine the other life cycle and other competitiveness of the product, to determine other methods of promotion, the quality of advertising and determination of new methods of promotion of commercial activities, determination of sales and distribution channels, determination of feasibility of new product production or provision of other services, finding new consumers makes it possible to define perspectives.

Macro-environmental factors affecting the market include: political-public system and law, the level and structure of the national economy; culture, education, customs; economic and social conditions in society, demographic factors. Micro packaging factors - factors include: the level of competition with enterprises of the same or similar industries, market conditions, specific market structure and consumer requirements; competitors' advertising, etc.

The analysis ends with determining the effectiveness of export activity and studying (determining) the possibilities of foreign economic relations if it is being implemented.

Various statistical, economic, mathematical methods are used in the analysis. questionnaires, interviews, surveys, personal contacts, conferences, symposia are often used in the analysis. The effectiveness of the analysis depends on the adequacy of information, reliability and effectiveness of the methods used.

the market and marketing opportunity analysis is completed, marketing activities are forecasted and planned. It is important to be able to see changes in the market, opportunities to create new segments, and methods of ensuring the competitiveness of new products.

It is worth noting that forecasting should not be based on empirical observations and inner feelings, but on scientific data taking into account many factors.

After the general strategic goal of the enterprise is determined, for example, after the demand for a new product is formed, it is necessary to build a chain of measures for the implementation of this goal. To achieve the goal, the following issues should be resolved:

- which goods are introduced to the market, in what assortments and at what prices;
- what kind of consumer the product is intended for and what other potential (cash) buyers can be attracted;
- what conditions should be created for the planned sale of goods;
- through which channels the goods will be delivered;
- by what means can the impact on demand and sales promotion be strengthened;
- what should be the after-sales service and who will do it;
- what economic results are market participants hoping for and what costs should be incurred for this.

The solution of these issues makes it possible to understand the tactics of all market participants, especially the tactics of marketing management in agriculture.

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