

## MARKETING IS TODAY’S TOPIC

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ABSTRACT	KEY WORDS
This article examines the connection with market activity in furniture production enterprises: choosing a market, determining the volume of sales, planning and setting the perspective of market activity, studying market subjects, the form and methods of trading in the market.	Enterprise, market, strategy, entity, need, demand, export, import, object.

### Introduction

Today, the furniture and woodworking industry occupies an important place in the world economy. In 2021, the global furniture production volume will be 425 billion US dollars, which is more than 0.5% of the gross production volume. In recent years, the average annual growth rate of this industry was 2.6%. The diagram below shows the distribution of office furniture, a type of furniture products, by country.

### Main body

The construction of residential and commercial facilities in Uzbekistan ensures a constant increase in the need for furniture. Another factor is that the increase in the purchasing power of the population is causing a rapid increase in the demand for furniture products. Today, 90% of the capacity of the furniture market of our country is covered by the products of local producers. There are more than 5,300 woodworking enterprises in the republic, which produce not only furniture, but also construction materials such as MDF, plywood, and laminate. More than 300,000 workers are employed in Sokha enterprises. The export capacity of Sokha enterprises is also increasing day by day. Based on the data of 2020, the largest consumer is Kazakhstan, to which 1500 thousand US dollars were exported. Kyrgyzstan (917.1 thousand), Tajikistan (458.7 thousand), Russia (187.2 thousand), Singapore (116 thousand), India (101.7 thousand), Turkey (97.1 thousand), Slovenia (51, 2), Saudi Arabia (49.7 thousand), Germany (29.3 thousand) and the USA (11.3 thousand).

The procedure for the development of the "Program for the development of the furniture and woodworking industry in Uzbekistan in 2021-2024" is established, which provides for the following:

- introduction of new types and packages of consumer loans for equipping the multi-apartment houses being built in the regions of the republic, primarily with local furniture products, based on the demand of the population;

- Approval of the furniture renewal schedule of state organizations in the territories of the republic, including preschool education, general secondary and secondary special education, and health care institutions in 2021-2024;
- cultivation of tree species used as raw materials in all directions of the furniture industry, taking into account the climatic conditions of the republic, and establishment of plantations of tree species used as raw materials in the furniture industry of the republic;
- launch of production facilities in the republic by large furniture manufacturing companies in foreign countries (China, Turkey and European countries);
- Together with the Ministry of Innovative Development and "Ozkimyo sanoat" JSC, implementation of projects aimed at the production of MDF boards, HPL panels, as well as raw materials, spare parts, fittings and accessories specified in Annex 2 of this decision in the territories of the republic.

Importance of decision making in marketing. First of all, let's look at the directions of marketing research before making a decision. They are usually carried out in 5 major directions.

1. Advertising organization studies (inspiring buyers, advertising tests, types of advertising and their comparative effectiveness, etc.).
2. Strategic planning and organizational policy (short- and long-term forecasting and enterprise results, analysis of market locations, opportunities for new diversification development, operational gross analysis, analysis of the internal environment of the organization, export market observations, etc.).
3. Research on organizational responsibility (social responsibility of the organization on customer formation, environmental protection, etc.).
4. Market analysis (customer attitude to new goods, potential and opportunities of new goods, testing of new goods, problems of product coding and its verification, etc.).
5. Sales opportunities and marketing research (identification of competent or potential markets, analysis of market composition, analysis of changes in sales volume, conducting test marketing, studying sales promotion procedures, etc.).

## Conclusion

Departments conducting marketing research should conduct their research and research on the basis of accepted principles of pure competition, and these studies should be based on scientific methods and based on accepted international standards. The information prepared on the basis of the researches of the marketing department serves as a basis for informing intermediaries, suppliers, and manufacturers about the requirements and views, habits of a wide range of consumers. The results of departments conducting marketing research help to manage the company's activities, to expand production and sales by finding the needs of customers.

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