

MODERN PLANNING METHODS IN MARKETING

Musayeva Shoirazimovna,

Assistant Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan,

E-mail: musaeva_shoira@mail.ru, contact number: +998915482677

Usmanov Farzod Shokhrukhovich

Student, Samarkand Institute of Economic and Services

Asrarova Marjona Rasulovna

Student, Samarkand Institute of Economic and Services

ABSTRACT:

Nowadays, any organization recognizes the importance and necessity of using marketing in the management system. The use of marketing allows us to better meet the requirements of customers, and also contributes to quick adaptation to changes in the market for services and goods.

Keywords: marketing planning, planning methods, analysis of marketing activities, modern methods, marketing management, marketing strategy.

INTRODUCTION:

Marketing management in the organization is engaged in specially organized Marketing Department, which carries out an objective analysis of the marketing activity of the organization and the organization as a whole. The analysis takes into account the real indicators of production, sales of manufactured products. Based on the results of the analysis, the marketing service makes proposals for adjusting long-term goals and further long-term development of the organization through the development of marketing plans.

The functions of a marketing plan are as follows:

- Providing algorithms for the implementation of the development strategy and achievement of the goals of the organization;

- Ensuring the ability to control and monitor the process of achieving the goals of the organization;

- Organization of the rational distribution of the organization's resources.

The marketing plan is the basis for the long-term and sustainable operation of the company in the market. The development of a marketing plan involves an analysis of the state of the company, namely: the definition of macro- and micro-factors, the definition of the main goals and objectives of development, taking into account the potential of the enterprise, the return on investment, the choice of strategy and tactics for mobilizing resources to achieve the goals. Planning results are planning documents and a planning system

Plans play an important role in the process of coordinating activities and their results at various levels of enterprise management, as well as in various divisions of the company.

Currently, in Uzbekistan, companies as a whole continue to raise problems of their own production, rather than problems of consumers, many of them have already revised their positions. Such businesses research the market, create products tailored to the specific needs of consumer groups, develop dealer networks, create their own brands, etc. However, even these businesses lack qualified personnel and market information. One of the most important consequences of this situation

is the lack of strategic marketing planning in most Russian companies. At Russian enterprises, one of the most effective conditions for implementing a strategic marketing planning program is a situation when a company can produce more than it can sell, or sell at a higher price than it sells. A special case is the situation when the enterprise is carrying out the reconstruction of production. In such cases, it is impossible to say for sure whether she will be able to sell the increased volume of products. That is why it is absolutely necessary to prepare for the launch of new capacities in the marketing plan. The marketing plan is approved at a higher level of management than its development. In most cases, a marketing plan is approved by either the president, the chairman of the board, or the chief executive officer of the company, that is, the leaders directly responsible for its success. Marketing plan development is built into the overall planning process in the company. The manager, taking an active part in the approval of the marketing plan, must also take into account the general problems of the organization of planning, that managers must have a clear understanding of:

- About the goals and methods of planning;
- Distribution of responsibilities in the field of planning the activities of the enterprise;
- The structure and personnel of the planning department;
- Requirements for the personnel of the planning department

The head of the company should be able to:

- Determine the general structure of the organization;
- Ensure that all critical factors are taken into account in strategic planning;
- Maintain a balance between short-term and long-term results.

Marketing plans are usually developed in separate departments of the company, the leaders of which should be responsible for

implementing their sections of the plans. Marketing planning staff also perform consulting and coordination functions, helping line managers develop individual positions in the marketing plan and monitor its implementation as a whole. The general marketing department of a company also influences the marketing planning process, but in a strategic way. So, F. Kotler notes that the employees of this department are obliged:

- Develop a planning system;
- To plan work on new planning tasks after receiving relevant proposals from operational units;
- To ensure the interaction of such links of planning in the organization as products and marketing;
- Monitor the implementation of approved marketing plans.

Each company on the market is unique in its own way. And the question of choosing a method for planning it is very relevant. But still it is possible to define a common, best terminal, which is shared by all leaders. There are various methods of marketing planning. Steps and related planning methods in marketing.

1. Development of a system of goals and objectives of the enterprise:

Experience shows that the stage of setting targets is almost the most difficult and requires special attention from both the enterprise and the consultants in order to correctly set a goal that will reflect all the goals of the enterprise, in this particular situation and at this stage development. Significant work is required to implement the set goals and obtain high results from the implementation of marketing planning in general.

2. SPU and PLS analysis:

Choosing a marketing strategy. The basis of strategic marketing planning is the definition of the actual marketing strategy in

relation to specific products, product groups or entire lines of business (enterprises). There are a myriad of marketing strategies out there, but not all of them may be suitable for a particular enterprise. The situation here is not to “invent” a new strategy, but to correctly select one of the existing strategies, which is suitable specifically for a given enterprise and market situation. For this, various types of situational analysis are used, namely, the analysis of the relative attractiveness of various company products (STA) and the analysis of the product life cycle (PLS).

3. Planning tactical actions:

After a marketing strategy has been chosen, tactical marketing decisions seem to come by themselves: it is necessary to change the quality and price, ensure the creation of a certain image and present the product at retail outlets.

4. Forecast of the plan implementation:

The forecast for the implementation of the plan is based on estimates of market capacity and the likelihood of developing an objectively achievable share of this market. The latter directly depends on the competitiveness of the goods of a particular manufacturer. As a result, it becomes possible to evaluate the marketing plan from an economic point of view of profit and loss: the amount of revenue and costs of implementing the marketing plan is known.

5. Control mechanism:

The marketing plan is a management tool. In order to be so, he himself must first of all be under control. Based on this, for its successful implementation, each action of the marketing plan must be supported by calculations and have certain benchmarks. Given this plan, deviations from intentional goals can be easily tracked. You can identify the

following planning methods in the marketing of an organization:

- Method of analysis of external and internal factors;
- The method of studying the market and the consumer;
- Segmentation;
- Method of identifying customer needs;
- Positioning method;
- Development of marketing strategy and objectives;
- Measuring the progress and effectiveness of the organization.

A clear definition of the terms of use of marketing and the real needs of the market is mandatory. The relationship between supply and demand should be in favor of the latter, but within reasonable limits. This ratio should be based on the principles of free enterprise and self-regulation of the choice of markets and the direction of development. This should also be reflected in the goals and objectives of budget allocation, including marketing, which is used in the organization. All this is important for the stability of the competitive environment and the struggle for consumers.

In any business, it is important to maintain sales in the market. Therefore, marketing, carrying out activities in this direction, should not ignore the decisions and actions of the administration of the relevant organizations and firms. In addition, they should be carefully studied and not only taken into account, but also used to increase social orientation in achieving market results. “Kotler identifies the following stages in developing a marketing plan:

1. Determination of the demand for goods or services offered for sale in the market. It is also necessary to analyze the general socio-economic situation in the industry, in particular the level and state of its development. To conduct an analysis, as well as to determine market opportunities, it is

necessary to obtain relevant information, the quality of which significantly depends on the efforts of marketers to collect it. Sources of information, for example in commercial business: trade associations, trade literature, industry research and individual expert opinions. After all this, the volume of production of goods and services by the organization or firm is offered to them on the market.

2. The issue of selling goods and services in a competitive environment is very important for effective commercial activity. It is necessary to study the degree of its development, which of the functioning market entities can make real competition. To answer it in the plan, you must indicate the profile of each participant, note the strengths and weaknesses. It is necessary to take into account the following two circumstances: firstly, the market is dominated to a greater extent, as a rule, by some outdated production, stably operating and developing gradually. Secondly, there are many actively developing economic entities that can be characterized in terms of a positive trend. Considering all these elements of competition, an organization can actively develop its activities in the market.

3. In the marketing plan, it is imperative to reflect the strategy of the social orientation of marketing activities. First of all, possible changes in the volume of production of goods and services are indicated. In this regard, business planning is determined, as well as the need for material, labor and financial resources. In parallel, the market is studied to the extent that it is exposed to new products or services. These activities are often quite costly in the marketing activities of individual organizations or firms. From a strategic point of view, they will be justified, it will be possible to justify the demand for new products and services.

4. In the planned work of business entities, it is necessary to determine how new products of labor will be brought to consumers. The problem is solved in two ways, namely at the expense of their own resources (material, labor and financial). The second way is by attracting intermediary dealers and distributors. Choosing one of the methods, you need to calculate which one is the most profitable. The initial basis for the development of such a calculation are the costs of the organization or company associated with the sale of products. If this work is planned at its own expense, then it is necessary to ensure the expansion of the sales service. If you plan to involve intermediaries, you need to make sure as much as possible of their qualifications and responsibility. All of this should be reflected in the marketing plan.

5. Another subsection of the marketing plan is information about the price of planned new products. This level is significant both for the enterprise and for the potential buyer. The price of a product is related to both the characteristics and the image of the product, as well as its quality. The price must reflect a number of criteria, including the cost of production, the prices of competitors for similar goods or substitute goods, and finally, the level of quality and image of the goods offered for sale. The study and analysis of these criteria make it possible to determine the average price of a product in order to ensure its active demand; if the product has unique properties, this should be reflected in a higher price. It is also important to study the policy of discounts and price changes, their impact on the final result, and especially on the amount of profit.

6. The marketing plan should contain information about advertising, public relations and means of ensuring the promotion of goods. Based on this, it is necessary to develop a clear structure and content of advertising, determine

the sources where it will be placed. Public relations are also an important source of information. They should be comprehensive, taking into account the peculiarities of society, both new products, sales organization, and local advertising promotion, price and consumer demand. When forming a policy for promoting goods, it is necessary to determine the means of promoting goods and the responsible persons performing this work. Advertising, public relations and product promotions must be constantly analyzed and monitored. Thus, according to the results of the study, we can conclude that planning methods in marketing correspond to the stages of drawing up a strategic marketing plan for an organization. At each stage, certain goals and objectives are realized by appropriate planning methods. The introduction of the tasks of market expansion in Russia is largely due to the reforms in the structure of the market for goods and services, which have already been developing over the years, and the desire to change it in order to generate additional income and profit. This fact significantly affects the requirements for the quality of the tasks set for the strategic planning of the organization's activities, thereby pushing to develop all new approaches to their implementation.

REFERENCES:

- 1) Decree of the President of the Republic of Uzbekistan No. 4947 of February 7, 2017 "On the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021" Basovsky L.E. Marketing. Tutorial. - M.: INFRA-M, 2010.-- 219s.
- 2) Belyaev V.I. Marketing: Foundations of Theory and Practice. Textbook. - M.: KNORUS, 2010. - 680 p.
- 3) Bronnikova T.S. Marketing: theory, practice. Tutorial. - M.: KNORUS, 2010.-- 208 p.

- 4) Paramonova T.N. Marketing. Study guide - M.: KNORUS, 2010.-- 190p.
- 5) Soloviev B.A., Meshkov A.A., Musatov B.V. Marketing. Textbook. - M.: INFRA-M, 2010.-- 336 p.
- 6) Yusupov M.A. Abdurakhmonova M.M. Marketing. Ўқув лланма. - T.: Iqtisodiet, 2011.-- 190 p.
- 7) Aleksandrova EN, Tashu AA Theoretical aspects of strategic planning of marketing in modern companies in Russia // Economics: theory and practice. - 2014. - No. 1. - P. 56.
- 8) Zimina IP The role of marketing in modern business management // Management sciences. -2014. - No. 1. - P. 49.
- 9) Aleksandrova E.N., Tashu A.A. Decree. op. - S. 55.
- 10) Kotler F., Gary A. Fundamentals of marketing. - M.: Williams, 2016.-- S. 113. Ibid. - S. 122.
- 11) Nozdreva RB Marketing. - M.: Aspect Press, 2016.-- 446 p.