

THE ROLE OF MARKETING IN SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP

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Abstract

This paper makes analyses of the role of marketing in small business and private entrepreneurship. On this case, research has been pinpointed in different values and points. Therefore, small business and private entrepreneurship has been learned both theoretically and methodologically. It concludes with outcomes and shortcomings as the whole.

Keywords: Role, marketing, small business, private entrepreneurship, Uzbekistan.

Introduction

Small business and private entrepreneurship play a special role in the development of our economy, and in the current situation, its role is growing. For this reason, the rapid development of small business and private entrepreneurship is a link that ensures the sustainable growth of any country's economy and a priority of ongoing economic reforms. Sustainable development and state support of small business and private entrepreneurship in the country has been identified as one of the main priorities of socio-economic development of the country. In this regard, the "Strategy of actions on five priority areas of development of the Republic of Uzbekistan for 2017-2021" defines the protection of private property rights and further strengthening its priority position as the promotion of small business and private entrepreneurship. This is another indication of the urgency of the issue. In addition, the address of President Sh. Mirziyoyev to the Parliament on December 28, 2018 states that "the work to support entrepreneurial activity will continue."

Small business and private entrepreneurship play a significant role in solving the problem of employment in rural and urban areas in improving the welfare of the population in GDP. Small businesses and sole proprietors can quickly explore their compactness and hidden market demand, produce a variety of products to meet local demand, and offer it to markets at low cost. Another important aspect is that the production uses mainly local resources, which makes the cost of the product a bit cheaper.

Small businesses always strive to meet customer demand with the highest quality and affordable products. But now many small businesses and sole proprietors are facing many problems when they start their business and are struggling to compete in the market without finding their place in the market. The activities of some small businesses show that the company is working on the basis of plans made without marketing plans and marketing

research. This can lead to product stagnation, production downtime, and ultimately a crisis in the enterprise.

Theoretical background

As with all businesses, marketing services play a key role in the development of small businesses. Marketing as an economic term refers to the movement and activity of products and goods in the market. Marketing in the broadest sense is a type of activity aimed at meeting the needs and requirements through exchange, which shapes all existing market participants to its corresponding existing demand. All market participants will be interested in such an organization. More specifically, marketing is the study of supply and demand, which includes all stages of the movement of goods, the creation of a program of production, the provision of various services related to sales and consumption, and the organization of disposal of consumer goods. is a systematic approach to solving market problems.

The function of marketing is an important aspect of entrepreneurship, a system of management related to the exchange of products and services produced by the enterprise.

Another function of marketing differs from other functions of business entities in that marketing tasks are aimed at the implementation and organization of the process of exchange between business entities, its consumers and customers. Therefore, marketing tasks affect the formation, creation and development of ever-changing needs and requirements. Marketing is a method of working in the market, market methodology, the study of consumers and their needs, the creation of appropriate goods, pricing, methods of delivery, supply, sale, organization of services, tools, procedures is a set of rules. All this serves to coordinate supply and demand with the first main goal.

Market segmentation is important in a marketing management system, and the study of market demand, or in market terms, “consumer analysis,” is the first step in analyzing the state of markets. It is divided into three components: market segmentation; to study the reasons for consumer demand; identification of unmet needs. Market segmentation is based on a stratified approach to demand, the application of different criteria to group consumers with different needs according to the type, quality and quantity of goods, ie the market is not a homogeneous phenomenon, but individual segments in the form of a set, in the form of an event in which each segment exhibits a specific demand.

Main part

In a small business, the responsibility for the set of customer-business relationships lies directly with the marketing system. The use of functional marketing systems is extensive and requires the use of manpower, facilities, communications and various communications.

Small business leaders and sole proprietors, depending on their capabilities, can, of course, seek marketing knowledge, hire a specialist, or consult a firm that specializes in marketing when using marketing services to ensure the sale of enterprise products.

Marketing is the study of the market for goods and services in advance and is responsible for finding and satisfying the hidden demand there. A preliminary study of the product market is not for sale, but to clarify issues such as the production of the product being sold and the retention of the product in the warehouse.

In short, in a market economy, small businesses need to use marketing to develop their business, and as a result of effective organization, the company can learn the essence, importance and role of marketing and implement it in the company. It is necessary to know the system of laws specific to the application of marketing to small business and private entrepreneurship, so it is possible to carry out radical economic reforms related to the development of these activities by developing an effective mechanism for their use. The main directions in the formation of such a mechanism are: the organization of high-level services, government stimulation of industrial growth in priority areas and increasing the share of investment in innovative processes, including small production projects. , easing the policy of the tax system, encouraging the involvement of public funds in small business and private entrepreneurship, creating conditions conducive to commodity, financial and information technology markets, foreign economic activity and giving full freedom to the industry, this is not the case.

Conclusion

The rapid development of the country's economy, the improvement of living standards and the quality of life of the population are in many respects closely linked with the prospects of small business and private entrepreneurship, which consists in overcoming all obstacles and restrictions.

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