

FEATURES OF MARKETING ACTIVITIES IN THE CONSTRUCTION INDUSTRY OF THE REPUBLIC OF UZBEKISTAN

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ABSTRACT:

This article is aimed at determining the features of the organization of marketing activities in the construction industry. The authors drew attention to two aspects of marketing activities, that is, the marketing department as part of the market participants and the segmentation of the construction market.

KEYWORDS: investment and construction industry, participants in the construction market, marketing department, market segmentation.

INTRODUCTION:

The Decree of the President of the Republic of Uzbekistan approved a strategy for modernization, innovative development of the construction industry of the Republic of Uzbekistan for 2021-2025, which provides for a radical reform of marketing activities in this area. [1]

There are a number of specific aspects associated with the organization of marketing in construction practice that it is difficult to talk about effective marketing activities without taking them into account. The developments of domestic scientists and the analysis of foreign literature show that there are many issues that need to be addressed in the organization of marketing activities in construction companies. [2, 3, 4]

In this article, we have found it necessary to dwell on some of these issues. When talking about marketing in construction, it is necessary to focus on the tasks of marketing in this area, that is, to analyze the nature and main directions of marketing in the investment-construction process.

It is known that the investment-construction process is a comprehensive and multifaceted process, which is characterized by the large number of participants and the diversity of their interests. At the same time, the needs of investors, customers, designers, builders and users for construction products will be different. In addition, the results of the investment-construction process will be of interest to many government, financial and market entities. In this regard, we believe that the essence of marketing in the construction industry should be considered in terms of the interests of the participants themselves.

The main interest of the investor in the function of marketing market philosophy is to ensure the targeted placement of capital and the effectiveness of the investment project. Based on this, the main content of marketing activities is to accurately assess the opportunities of the investment market and to find marketing solutions in the direction of capital.

As a legal representative of the investor, the customer will have to choose the most optimal investment and construction scheme as a result of research of the construction market

to protect his interests and perform the necessary marketing activities to bring the project to the material object.

MAIN PART:

The project organization is actively involved in the study of the market of architectural solutions in the materialization of the investment idea in the investment process and the creation of a construction object that suits the customer, and therefore focuses on the study of the properties of construction products.

The marketing activities of a construction organization in the market are manifested in two main forms: meeting the needs of the customer and the designer, and maintaining and expanding its market position in a highly competitive environment. In the first form, marketing activities are the basis for focusing production capabilities on the product, while in the second, they include the sale and promotion of construction products.

It is obvious that in the process of investment-construction, both marketing entities and objects can have different views and different interpretations. However, marketing is of particular importance for construction organizations, which are the most active participants in the construction market.

Based on the above, the question arises as to how and in what structures it is expedient to organize marketing activities in construction organizations.

In our opinion, it is difficult to find a clear and definitive answer to this question, because any enterprise has its own peculiarities, which are the basis for its separation from others. [5] However, in general, we can make the following recommendations based on the characteristics of the construction industry.

The organization of a marketing service must be consistent with the market strategy and

policy of the organization, ie it is ineffective if it is created in the name of the service;

Based on the experience of a large foreign construction company, marketing services can be created as part of the estimate contract and sales department, or in the form of a separate marketing department. At the same time, the marketing department serves for the complex organization of work with customers. Such an independently formed service takes into account only the interests of this firm. At the same time, this form of structure has a special place and becomes a functionally integral part of the organization.

In the construction sector, financially weak organizations also play an important role in market research and implementation of marketing strategies. The cost of comprehensive marketing services in such organizations can be detrimental to economic stability. In this regard, we believe that the following two organizational forms can be used: integrated marketing structures and external specialized marketing services. It is advisable to establish integrated marketing structures under construction associations, or under a regional engineering company. In the first case, the marketing structure is of inter-organizational importance, while in the second it operates in the form of a vertical marketing structure.

Today, external specialized marketing services are as widespread in the construction industry as in any other industry. In this organizational form, the organization of marketing activities in construction companies is entrusted to independent specialized firms on a contractual basis. At the same time, the head of the construction company has high-quality marketing information, while maintaining the production-oriented organizational structure.

The second feature of marketing activities in the construction industry is related to market segmentation. In this case, it is advisable to consider the concept of the

construction market based on the actions of consumers and their representatives. The construction market is a branch of the economy, which is mainly associated with the investment and development of capital. Its research focuses on the execution of construction works and commissioning of facilities. Nationwide, it will

be possible to distinguish the signs of segmentation of the construction market based on government statistics in the field of investment and construction.

A number of features of the construction market segmentation are related to construction and installation work (Figure 1).

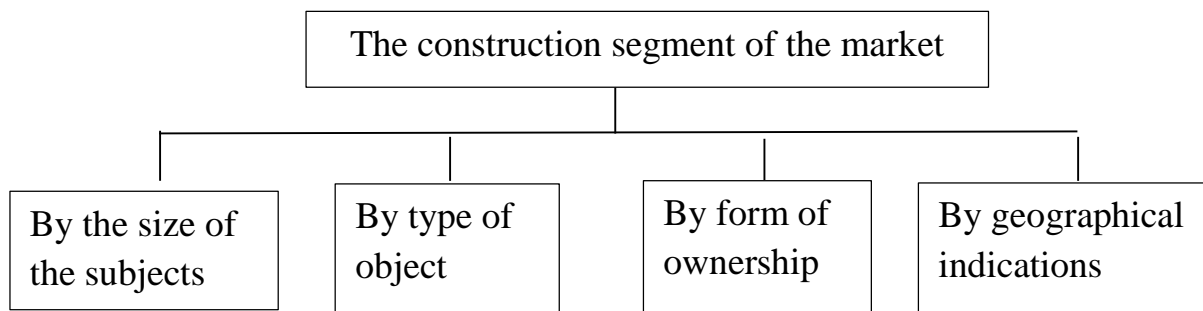


Figure 1. Signs of construction works at the country level market segment.

At the same time, the first sign of segmentation distinguishes market participants in the construction order: large and small organizations on a contract basis, and organizations operating independently (informal sector). Of the total construction work performed in 2020, large contractors performed construction work worth 24239.4 billion soums, the share of which in the total construction work was 27.6%, the share of small enterprises and micro-firms was 52.8% of the total construction work or 46371, 0 billion soums. The informal sector accounted for 19.6% or 17213.5 billion soums of construction and installation work. The situation in the construction market is reflected in the distribution of construction projects by function. For example, non-residential premises, ie production facilities, residential and public or civil facilities, as well as specialized construction work. Over the past period, 73.2% - 64287.0 billion soums were spent on the development of construction projects, construction of non-residential buildings and structures, 15.1% - 13261.4 billion soums on construction of civil

construction facilities, 11 on specialized construction works. 7% - 10275.4 billion soums were spent.

Government organizations performed 3652.0 billion soums or 4.2% of the total construction work, while non-governmental organizations performed 84171.8 billion soums or 95.8% of the total.

While dividing the construction market into segments on the basis of statistics, great attention is paid to the sign of geographical location, as it will be possible to determine in which region investments and construction products are more distributed. For example, if we analyze the construction and installation work performed in 2020 by region, the largest share is occupied by the city of Tashkent (18758.9 billion soums), followed by Tashkent (6930.6 billion soums), Samarkand 5665.9 and Bukhara (5387.2 billion soums) are the most attractive construction segments. In conclusion, it is expedient to use the above symbols in the organization of marketing activities in the investment-construction market, the study of the macro environment and market segmentation.

CONCLUSION:

While analyzing the role of marketing in creating a competitive advantage, it is first necessary to emphasize the possibility of having a thorough knowledge of the construction market. Only a marketing information system allows you to see the state of the market in the construction organization. At the same time, marketing solves the problem of classifying existing and potential customers, finding new solutions with project organizations on the properties of objects, distinguishing significant quality marks of construction products. In addition, the role of marketing knowledge and methods in the development of optimal pricing policy at a time when the pricing system in construction is changing is invaluable. Based on this, the development of marketing services in construction is a pressing issue of the industry.

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