

MODERN METHODS OF ORGANIZING MARKETING ACTIVITIES IN SMALL BUSINESSES AND ENTREPRENEURIAL ENTITIES

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Abstract: This article provides information on modern methods of organizing marketing activities in small business and entrepreneurial entities.

Key words: Business, entrepreneurial activity, marketing, management, organization, caution, market relations.

Marketing is an effective tool and basis for decision-making and development of small business and entrepreneurship, and plays an important role in its organization, planning and control in the management system of small business and entrepreneurship. John Harvey Jones, chairman of the board of "Ay-si-ay" concern, emphasized the role of marketing in small business and entrepreneurship, that is, "Marketing is the main factor of small business and entrepreneurship. It is not only fuel, but also the order of the ship." The emergence of marketing elements dates back to the middle of the 17th century. By this time, various forms of natural commodity exchange appeared, and later the development of the first elements of marketing activity, namely advertising, price, sales, etc. [1]

The concept of marketing is related to any activity in the market field, so the translation and origin of the word marketing is given. Marketing is not only a philosophy, a way of thinking and a direction of economic thinking, but also some firms, companies, industries and the whole is a practical activity for the economy. The interaction of supply and demand is the process of continuously satisfying the needs of individuals or groups. This process, in turn, creates such social and is based on the interaction of economic categories, that is, their need, need (desire), demand, purchase (exchange, transaction) and consumption (use) of specific goods and services. These concepts make it possible to define the concept of marketing. In a narrow sense, a marketing program (business plan) is a document that represents the unique activity of an enterprise in the market. Marketing Marketing is viewed as the process of creating, analyzing, controlling and monitoring information relevant to a broader market development program. Marketing programs are short-term (one help), medium surgery (5 helpers) and long-term (10 or more). [2]

They can be general in nature or designed for specific business activities. A marketing program is a strategic recommendation to create an organization-wide production directive plan and a decision-making framework for top management. The

main content of the marketing program is the activity direction of the past period, which includes the target market strategy, the main development of the company, the strategic path of market behavior, the analysis of the product, price, sales and promotion strategy. Measure- the company, the content of the marketing volume, the purchase estimate, the advance direction of the marketing level, the control measures for the implementation of the marketing program, and defined. Marketing is built on the basis of the marketing complex and the organization of enterprise production. Although it is programmatic in nature, the necessary steps are taken in the strategic recommendation of the company. In modern conditions, the marketing program of the company's activities is necessary for making management decisions and determining the strategy based on the plans, instructions, strategic program plan based on the level of the top management of the company. The strategic direction of the marketing program includes various options depending on the position in the market and the state of the enterprise. Strategies can be diversification, business segmentation, offensive and defensive strategies. A multifaceted process is involved in developing a marketing program. Depending on the effectiveness of the service, there are several options for the marketing program and plan: two or three, that is, minimum, optimal and maximum. The minimum version of the program implies the development of the program under difficult conditions, and the maximum version involves the development of good conditions. [3]

The company produces various marketing programs, depending on the direction, the marketing program can be for high and high level. If the application is aimed at a higher level, it should be short and to the point. Because in it you can copy the important parts, and in the software programs every question is covered. According to their duration, marketing programs are divided into short, medium and long-term types. Some companies create dual programs, that is, long and short programs. According to the scope or usage, it is divided into simple target marketing programs. Normal marketing programs are aimed at solving issues related to production, production. In the target program, it is aimed at the implementation of important tasks, such as the production of a new product or acquisition of a segment, formalization of the company's policy. Depending on the object, marketing programs are divided into product and production departments. Product marketing supports:

- production of optimal technical and economic indicators of production;
- production production and multivariate calculation;
- justifying the profitability and necessity of new (improved) product production;
- about the volume of products produced in natural and value units;
- setting quality indicators for each product, taking into account the goals of consumers in the target market;
- integrated production in each case (cost, price and profit comparison);

-Each brand can capture competitors' existing markets with the goal of capturing competitors' existing markets. [5]

The company produces various marketing programs, depending on the direction, the marketing program can be for a higher and higher level. If the program is aimed at a higher level, it should be short and to the point. Because in it you can copy the important parts, and in the software programs every question is covered. By duration, marketing programs are divided into short, medium and long-term types. Some companies create dual programs, that is, long and short programs. Based on its scope or application, it is divided into simple target marketing programs. Normal marketing programs are aimed at solving issues related to production, production. In the target program, it is aimed at the implementation of important tasks, such as the production of a new product or the acquisition of a segment, formalization of the company's policy. Depending on the object, marketing programs are divided into product and production departments.

Product marketing supports:

- production of optimal technical and economic indicators of production;
- manufacturing and multidimensional computing;
 - justifying the profitability and necessity of new (improved) product production;
 - about the volume of products produced in natural and value units;
- setting quality indicators for each product, taking into account the goals of consumers in the target market; holistic production in each individual case (cost, price and profit comparison);

Each brand can capture the existing markets of the competitors in order to capture the existing markets of the competitors. Control. Strategic control (compliance of the chosen principle with the specific market conditions). Annual control (implementation of planned activities and expenses), profit control.[4]

Summary:

Marketing is a type of human activity aimed at satisfying needs and wants through exchange. Marketing is a targeted production and sales activity aimed exclusively at the consumer in order to obtain a long-term, high-level profit of the company. Studying the market, knowing and managing production remains one of the most important tasks of every entrepreneur today. In connection with the transition of our country to a market economy, a wide path to entrepreneurship has been opened, many enterprises and enterprises operating in our country are given the opportunity to manage production, sell products, organize production of goals and tasks, organize production, produce, A wide path has been opened to many companies and enterprises based on their main tasks.

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