

## IMPROVING THE METHODOLOGICAL BASIS OF INCREASING THE EFFICIENCY OF MARKETING SERVICE IN THE ENTERPRISE

Boyjigitov Sanjarbek Komiljon ugli

Senior teacher of department of Marketing, SamIES

00\_bek94@mail.ru, +998933500609

### Abstract

In this article, the author's opinion on improving the methodological basis of increasing the efficiency of marketing service in the enterprise is presented. In addition, as a result of the author's research, proposals and recommendations were developed to improve the effectiveness of marketing services.

**Keywords:** enterprise, marketing service, efficiency, methodology.

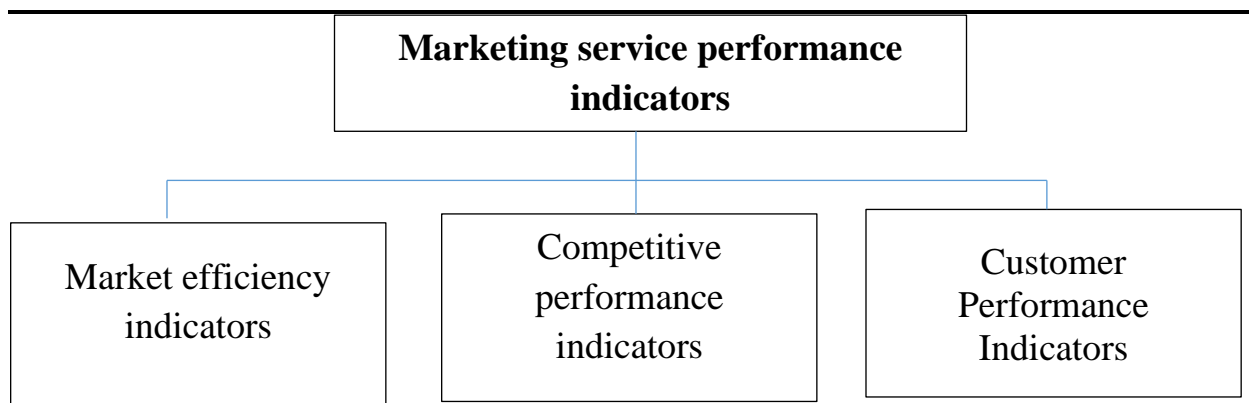
Marketing activity is a multifaceted, thought-controlled process aimed at meeting market needs, which consists not only in the implementation of specific marketing functions, but also in determining the specific goals of the enterprise, ways to achieve them, and sources of resources for economic activity. Marketing activity should be understood in a general sense as the activities of the enterprise and its services aimed at solving practical problems in the field of marketing. Its main objective is to improve commercial efficiency by meeting market needs through exchange mechanisms.

Enterprises are trying to increase the effectiveness of marketing services based on the pressure of the external environment and ongoing structural changes in the economy. The main goal of the marketing service in the enterprise is to ensure the commercial success of the enterprise and its products in the market conditions.

It is very difficult to evaluate the effectiveness of the marketing service of the enterprise. Because the quantitative effect obtained from the implementation of marketing activities cannot always be expressed in specific indicators. However, it is important to evaluate the effectiveness of the marketing service, just as the effectiveness of any economic activity is evaluated.

Scientific literature has not developed a single generally accepted methodology for evaluating the effectiveness of the marketing service of enterprises. A number of indicators for evaluating the effectiveness of marketing services in enterprises are presented. Samaeva Ye.V., Erdnieva E.V., Syukiev D.N., Karuev B.N., Samaeva A.D. were proposed by the indicators shown in Fig. 1.





**Fig.1. Indicators used to evaluate the effectiveness of the marketing service<sup>1</sup>.**

Market efficiency indicators make it possible to evaluate the external conditions of the market, its attractiveness and its individual segments. Such indicators may include growth rates, market share, attractiveness, market demand potential, etc. Competitive efficiency indicators reflect the overall competitiveness of the enterprise and its products. These include the company's overall performance in terms of product quality, brand and costs, as well as competitive pricing. Customer activity indicators mean external indicators describing the effectiveness of the company's cooperation with consumers. In particular, it consists of indicators such as the level of satisfaction and loyalty of customers, their awareness and perceived value of consumption. Each of the above indicators plays an important role in the transition to a higher level of marketing efficiency and profitability of the enterprise. The effective operation of any enterprise related to market adaptation requires, first of all, the creation of a rational system of managing its operation and development, aimed at developing such solutions aimed at increasing the competitiveness of the business. and to accumulate a reputable capital that constitutes a worthy "face" enterprise brand. At the same time, the management of the enterprise should be oriented, on the one hand, to the market, and on the other hand, to achieving high financial results and constantly growing profits. In the first case, the means of enterprise development is the identification of target consumer groups, the study of their needs, the development of strategic and tactical marketing plans aimed at the development and release of products that meet the requirements of target groups. Any decisions in such companies are primarily based on the cognitive-innovative resource that reflects the knowledge and understanding of consumers. In this case, the tasks of obtaining the specified financial indicators will go into the background. In the second case, the means of effective operation and development of business is

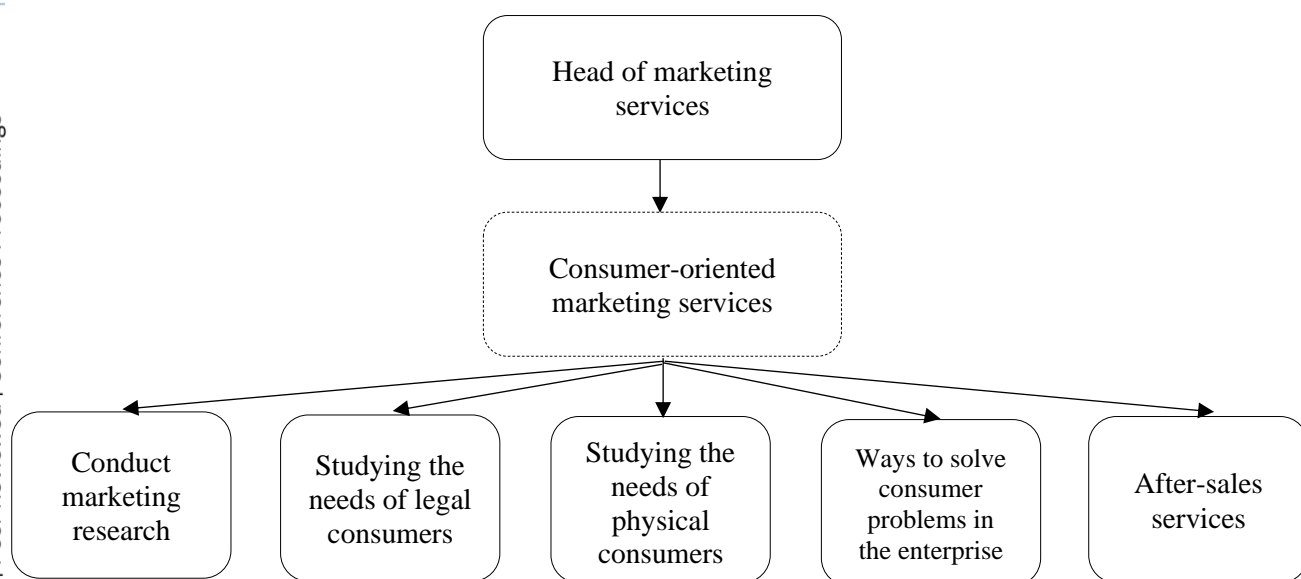
<sup>1</sup> Самаева Е.В., Эрдниева Э.В., Сюкиев Д.Н., Каруев Б.Н., Самаева А.Д. Совершенствование и оценка эффективности маркетинговой деятельности на предприятии // Вестник Алтайской академии экономики и права. – 2020.



planning of financial results of the enterprise. This is expressed in the rational management of own and debt funds, costs and expenses; the management of the enterprise is subject to a single goal - to achieve high financial indicators.

In the activities of grain and grain processing enterprises, which are the object of our research, convincing customers in the process of selling their products based on market principles, producing quality products, accelerating business strategy, mitigating the results of internal and external factors of the enterprise, and other processes are definitely marketing activities of the enterprise. related to The role and importance of the marketing service department of the enterprise is high. The correct organization of the marketing service serves for its essentially correct activity. Chapter I of our study on the organization of marketing services presents the theoretical and methodological foundations of the organization of functional, product-based, market-based and regional marketing services. Based on this, we propose to develop a concentric form of organization of the marketing service of the enterprise. The use of this organizational form in the company's activities reduces the costs related to marketing and increases the profit and efficiency of the company. In the proposed organizational form, the main focus is on consumers, their behavior and actions are studied, and a set of goods and services is offered according to their needs. Enterprise marketing service is focused on consumer behavior. As a result, the company's marketing costs will be reduced and its wasteful spending will be avoided.

The proposed organizational form enriches the methodological aspects of research and is one of the innovations in science and industry. We considered it appropriate to develop the layout of this organizational structure as follows.



**Fig.1. Customer-oriented organizational structure of marketing service (concentric structure)**



This organizational structure reflects the consumer orientation of all types of products and services during the digital development of the 21st century. In addition, the most important principle of marketing is consumer orientation, which is the implementation of actions aimed at fully satisfying the unsatisfied needs of consumers.

The algorithmic sequence of this structure was developed during the application of the consumer-oriented organizational structure (concentric structure) of the marketing service. If the organizational structure processes are carried out based on the development of this algorithmic sequence, the enterprise will not have excessive marketing costs, if the sequence is performed through the algorithm, the structure's activities will be carried out effectively. Ultimately, the efficiency of the enterprise will increase.

## References

1. Самаева Е.В., Эрдниева Э.В., Сюкиев Д.Н., Каруев Б.Н., Самаева А.Д. Совершенствование и оценка эффективности маркетинговой деятельности на предприятии // Вестник Алтайской академии экономики и права. – 2020.
2. Хершген Х. Маркетинг: основы профессионального успеха: Учебник для вузов: пер. с нем. - М.: ИНФРА-М, 2000.
3. Анфиногенова Е.Б. Методы оценки эффективности маркетинговых мероприятий // Проблемы и перспективы экономики и управления: материалы I Междунар. науч. конф. (г. Санкт-Петербург, апрель 2012 г.). СПб.: Реноме, 2012. С. 147-149. URL: <https://moluch.ru/conf/econ/archive/15/2016/> (дата обращения: 04.11.2020).

