

Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th April, 2023

ISSN: 2835-396X

Website: econferenceseries.com

DEVELOPMENT OF SALES VOLUME OF PRODUCTS IN THE REPUBLIC OF UZBEKISTAN THROUGH MARKETING

Adhamov Ravshanbek Ulug'bek o'gli

Abdukhoshimov Abdullajon Akmaljon o'g'li

Professor: Saliev Bakhodir Komilovich

Abstract:

This article discusses the development of the marketing sector of companies in the Republic of Uzbekistan and the increase in the sales volume of their manufactured products, as well as the specific increase in the sales volume of the products manufactured in the Republic of Uzbekistan and the acceleration of their sales volume. The article also analyzes the development of manufactured products through proper marketing. Of course, through proper and targeted marketing, it is possible to achieve the sales volume of products in the Republic of Uzbekistan and their sales based on market demand.

Key word: social network, advertising, marketing, strategy, sales.

The high level of development of Marketing in the currently developing Republic of Uzbekistan is important for Markets and Entrepreneurial companies in our Republic. According to the information, "Marketing in today's modern language is a thorough and comprehensive study of market conditions and its characteristics, the potential of competitors and methods of competition, and the offer of certain goods and services by manufacturers and service providers. It is the guarantee of success and stability for the producers.

The implementation of these mentioned works is called marketing in the modern language".¹ Also, according to the information on the Internet, "Production and sale of goods and management form of the marketing enterprise".² Generally speaking, "Market research" is more clear and concise.

Nowadays, many world-famous companies are making a good profit by developing the marketing field, and their brands are also known to the world. For example,

¹ "Bozor iqtisodiyoti" T.Ergashev "O'QITUVCHI" NASHIRIYOT-MATBAA IJODIY UYI TOSHKENT-2005 KITABI

² <https://uz.wikipedia.org/wiki/Marketing>

Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th April, 2023

ISSN: 2835-396X

Website: econferenceseries.com

"Apple", "Samsung", "Tesla", "BMW", etc. Of course, to sell products, their quality is also important, but it is through marketing that you can sell more quality finished products.

What are the benefits of Marketing?

If we look again at the Internet data, we can find information about the following 5 marketing benefits

it increases your reach. ...

You can target your audience at the right time. ...

This improves communication at all stages of the buying process. ...

It is cost-effective

It is easy to track and monitor.

What are 5 benefits of marketing?

- It increases your reach. ...
- You can target your audience at the right time. ...
- It improves communication at all stages of the buying process. ...
- It's cost-effective. ...
- It's easy to track and monitor. ...

3

At this point it is appropriate to say that

1. It helps to study the demand and supply in the market
2. Develops advertising activities.
3. Introduces the product or product brand to the world faster

It is reasonable to say that the above-mentioned information is considered the most useful.

At this point, it is natural to ask the question: to what extent can marketing be connected with the products intended for sale in order to increase the sales of the product in domestic and foreign markets, or in general, how can it be sold through

3

https://www.google.com/search?q=What+are+the+benefits+of+Hosh+Marketing%3F&rlz=1C1GCEA_enUZ1012UZ1012&oq=What+are+the+benefits+of+Hosh+Marketing%3F&aqs=chrome..69i57.312j0j1&sourceid=chrome&ie=UTF-8



Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th April, 2023

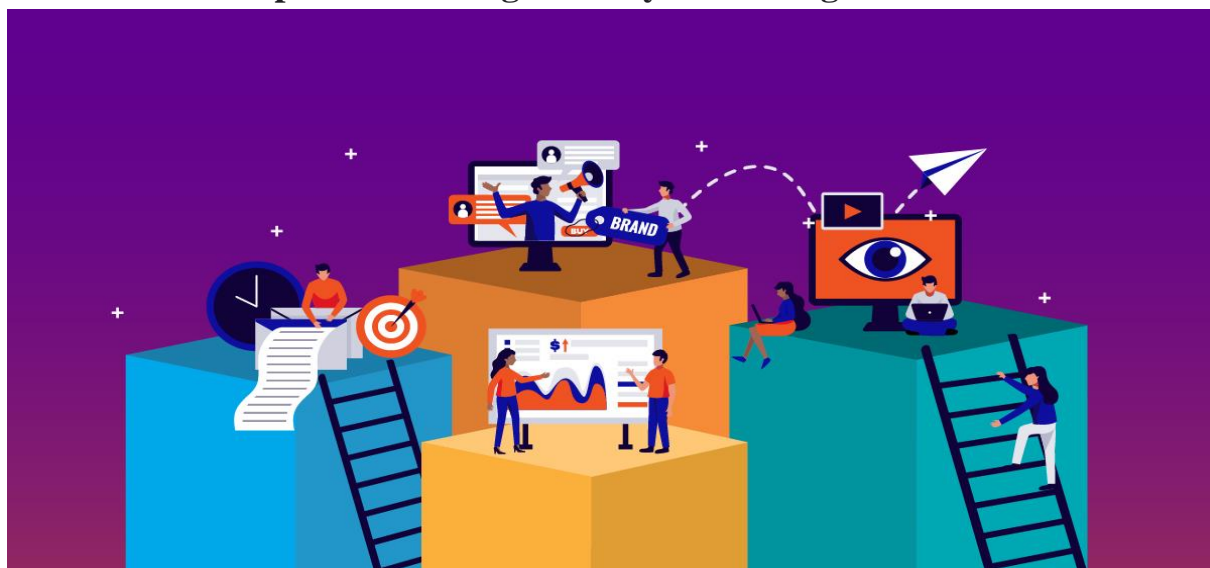
ISSN: 2835-396X

Website: econferenceseries.com

marketing? Is it possible to increase the speed of selling the product through marketing?

10 top ways to market your product

1. Introduce a loyalty program.
2. Create an email win-back campaign.
3. Email or SMS sign-up coupons.
4. Release new items on a schedule.
5. Build a subscription model.
6. Use mean, median, and mode to your advantage.
7. Perfect the cross-sell and upsell.
8. Start with paid marketing to find your footing.⁴



At this point, it is possible to increase and accelerate the sales volume of products through the following strategies.

1. To study the demand of the foreign and domestic market and produce the product based on this.

4

https://www.google.com/search?q=How+to+use+marketing+to+sell+a+product%3F&rlz=1C1GCEA_enUZ1012UZ1012&oq=How+to+use+marketing+to+sell+a+product%3F&aqs=chrome..69i57.299j0j1&sourceid=chrome&ie=UTF-8

⁵ https://www.google.com/url?sa=i&url=https%3A%2F%2Fonline.maryville.edu%2Fblog%2Fdigital-marketing-strategy-components-tips%2F&psig=AOvVaw22ndY_nu4NQJ0C9lirV3sT&ust=1680548492564000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCND9xpLxi_4CFQAAAAAdAAAAABAE

Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th April, 2023

ISSN: 2835-396X

Website: econferenceseries.com

2. To create a quality product in order to be invincible in the competition between the markets.

3. Studying product advertising activities, advertising in the form of video or text and promoting the target product on social networks.

4. Placement of the manufactured product in the form of a video on social networks, because nowadays there are more subscribers and followers on social networks than on television, and advertisements placed on social networks are cheaper than advertisements on television. Of course, it is appropriate to say that the correct and effective use of the strategies will help to sell the manufactured products faster and with better quality through marketing, as well as to study the markets in the right way. it is necessary to form a team and act by involving purposeful, knowledgeable and responsible people.

Conclusion:

In this article, we have analyzed how companies in the Republic of Uzbekistan can increase their sales volume using marketing, and we have also analyzed how companies in the Republic of Uzbekistan can increase their sales volume using proper marketing. we learned to increase and studied the concept of marketing in the world with analysis

References:

1. “Bozor iqtisodiyoti” T.Ergashev “O’QITUVCHI” NASHIRIYOT-MATBAA IJODIY UYI TOSHKENT-2005 KITABI
2. ¹ <https://uz.wikipedia.org/wiki/Marketing>
3. https://www.google.com/search?q=What+are+the+benefits+of+Hosh+Marketing%3F&rlz=1C1GCEA_enUZ1012UZ1012&oq=What+are+the+benefits+of+Hosh+Marketing%3F&aqs=chrome..69i57.312j0j1&sourceid=chrome&ie=UTF-8
4. https://www.google.com/search?q=How+to+use+marketing+to+sell+a+product%3F&rlz=1C1GCEA_enUZ1012UZ1012&oq=How+to+use+marketing+to+sell+a+product%3F&aqs=chrome..69i57.299j0j1&sourceid=chrome&ie=UTF-8
5. https://www.google.com/url?sa=i&url=https%3A%2F%2Fonline.maryville.edu%2Fblog%2Fdigital-marketing-strategy-components-tips%2F&psig=AOvVaw22ndY_nu4NQJ0C9lirV3sT&ust=1680548492564000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCND9xpLxi_4CFQAAAAAdAAAAABAE

