

**FORMATION OF INNOVATIVE MARKETING TECHNOLOGIES IN MODERN
COMPETITIVE CONDITIONS**

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Abstract : In the article industry of enterprises internal and external in the markets stable activity to conduct marketing strategy that provides formation of the economy improvement issues illuminated .

Key words : region , development , industry release , re work , world market , foreign experience , management , organizational economic mechanism .

Enterprises between of competition new forms to the surface arrival to the market adapt , then activity to conduct and from innovative marketing strategies effective use relevance increases . In this regard innovative approach enterprises for strategic competition provider important factor become service does . Car industry of enterprises internal and external in the markets stable activity to conduct marketing strategy that provides formation Uzbekistan economy for important importance profession Enterprises competitiveness to provide aimed at one row scientific research done increased become them systematization marketing strategies through competitiveness increase main tool as look to the goal compatibility Based on . The theories of Aghion, Bloom, Blundell, Griffith, and Howitt include 7 goods in the market competition and innovations between relationship studied is , their mutual relations each other complementary (U-shape) connection has that according to results received . The enterprise competitiveness increase marketing strategy for working exit in the process important importance profession Industry of enterprises diversification from growth different as usual , today on the day , they own of activities effective directions clearly to take and all marketing strategies for opportunities are trying to form . Enterprise competitiveness increase marketing strategy is a way for businesses to for designated market to their goals achieve tool being , it is known enterprise , industry , market , customer for other in practice being used from tools to oneself typical aspects with difference does. Scientific research this shows that in general strategy , that's it including marketing strategy of the enterprise there is market from the possibilities use and to develop directed is external of the environment to change was impact as is considered . Enterprise internal components from the composition come out , competitiveness to provide targeted marketing strategies various kind will be . Including strategies : new product , technology and services to take directed of the enterprise innovative activity ; work in production , marketing and science and technology in management achievements new methods apply ; new organizational to structures transition ; new from resources to use , or traditional from resources in use new to the approach from passing consists of will be . SO so , internally to the environment relatively innovative marketing strategies a few large to groups divided into : product (new products , technologies and services implementation to reach directed portfolio , entrepreneurship , or business strategies); functional (research , production) production , marketing, service display); resource (financial , labor , information , material and technical); organizational and management (technology , structural , methodological , management system).

Marketing strategy of enterprises and innovation between dependencies scientific research innovative marketing strategy main the purpose is news to the market input strategy working from the exit consists of that observation Marketing strategy application level many

in cases markets segmentation and products at the market with positioning The buyer 's new to the product was of the relationship (i.e. , it where in a way acceptance to do) into account received without , new to the product was demand study and forecasting innovation strategy the most important part is considered , as well as strategic research throughout , innovative project boss which to customers , what the product which in quality presented to reach to determine necessary .

In competition to advantage achieve issues in solution to the market targeted marketing strategy column aspects in the following own reflected 8 :

to the market targeted marketing strategy of the enterprise only consumption value increase at the expense of , in competition to advantage to achieve provides ;

new products working exit and of the enterprise consumers with additional value create chain participants between mutual relationship new in methods to manage provides ;

enterprise main functional processes management according to effective systems shapes and his/her traditional hierarchical organizational the composition completely changes ;

enterprise organizational of the composition change company with consumers , raw materials delivery providers , value create chain participants and competitors between mutual to the relationship new to look describes ;

enterprise by own consumers needs , competitors movement and in the market situation description understanding in the process his/her all of employees participation provides ;

from consumers , competitors and other from sources come descending from data use through the markets research to do process continuity assistant events working comes out and column competition environment to save provides .

Marketing strategy principles based own market strategies creator and done increasing consumption of needs diversity and of competition new forms company for example unseen growth opportunities to increase help gives .

Marketing strategy working at the exit , every kind kind of in the markets known at the level difference to be possible , example for :

B2C (business-to-customers « consumer for business ») market the product purchase to do decision acceptance in doing main role clear one person's personal emotions occupies ;

B2B (bussines -to- bussines « business business for ") in the market and the buyer 's choice opportunity rational to think based on . In the B2B market marketing following main features there is :

consumers motivation rational of factors to the effect main attention focus ;

individual motivation of employees was impact (monthly) salary increase , work of the position promotion , leadership by positive evaluation , work according to known one to achievements achieve) ;

purchase to do according to decisions step by step and many level from processes after acceptance to do ;

purchase to do processes known one for deadlines extension ;

various contractors between purchase main to factors based without competitiveness .

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