

**CHARACTERISTICS OF INDUSTRIAL MARKETING AND SCIENTIFIC AND
METHODOLOGICAL FOUNDATIONS FOR IMPROVEMENT**

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Abstract

This article examines the development and implementation of new technologies to improve the relationship between sellers and buyers in the market, the maximum use of IT technologies, the introduction of new technologies, the analysis of market competition and the assessment of financial risks, what marketing tools are used to communicate with customers and obtain information about their requirements and wishes, and the methods by which enterprises present their image to different market segments.

Keywords

Industrial enterprises, market, competition, demand, segment, technology, assessment, strategy.

Introduction

The industrial sector is a competitive and rapidly growing market. As companies in this sector seek to expand their presence, it is important to understand the current trends and opportunities in the market. In this sense, we analyze statistical data and present strategies that companies can adopt to expand their position in the furniture market.

The manufacturing market in the Republic of Uzbekistan is a growing industry, with various market trends and developments constantly emerging. It is crucial to stay informed about the latest market trends and consumer demands in Uzbekistan in order to expand a company's position in this market.

Analysis of literature on the topic. An analysis of the existing literature on marketing shows the need to improve modern marketing principles, brand promotion methods and a flexible approach to consumer requirements. In his textbook on marketing strategies, the expert R.G. Ibragimov states the following: "Marketing strategy is understood as the use of a model of the principles of the enterprise's behavior in the market, established for a certain period of time. With its help, the enterprise seeks to ensure its success." Many economists have been involved in the development and implementation of marketing strategies. Among them are such famous scientists as F. Kotler, David Aaker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Bayer.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R. Ibragimov, Y.O. Abdullaev, A. Saliev, M. Sharifkhodjaev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musayeva and others..

Research methodology. The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

Analysis and results. Business to business marketing, or B2B marketing, is the process of selling products and services to other businesses. This type of marketing differs significantly

from consumer marketing in that the buyers are larger companies or organizations. In this type of marketing, the products are often technically complex and may be customized to meet specific needs.

The segmentation and scope of a company operating in the B2B market will be focused on specific customers. In this era of constant development of IT technologies, it is necessary to constantly work on improving the relationship between sellers and buyers in order to survive in the competition and achieve the goal.

Similar processes are characteristic of the B2B market of Uzbekistan, which is developing in tandem with the times in both domestic and foreign markets, both in the import and export sectors. In this process, of course, one has to work with a very large database (DATA). Before implementing customer-oriented marketing and applying the principles of personal selling to improve relations between sellers and buyers, it is necessary to study and analyze the database mentioned above. In industrial marketing, the sales process can be lengthy, as buyers conduct extensive research and analysis before making a purchase. There is also more personal communication and negotiation involved in the process.

Marketing strategies are often implemented through content marketing, i.e. technical articles, white papers and webinars. Digital channels, including corporate websites, social media and email marketing, are also widely used. Pricing is usually complex and customized, set individually for each customer and often based on contracts.

In order to improve the relationship between sellers and buyers in the B2B market in Uzbekistan, it is necessary to develop and implement new technologies, as well as make the most of IT technologies. One of the main tasks facing B2B companies today is to introduce new technologies and simultaneously improve the knowledge and skills of their employees.

To study the characteristics of industrial marketing, we need to examine the following questions: What is the main goal of marketing in industry, what marketing tools are used to make a first impression on partners and customers, what is the role of marketing in improving the quality and setting prices for products, what marketing tools are used to analyze competition in the market and assess financial risks, what strategies are there for communicating with customers and obtaining information about their requirements and desires, what methods do enterprises use to present their image to different market segments, what strategies are there for creating advertising campaigns for products, what is the role of marketing in improving product support and service processes, what information do enterprises use to determine the production of new products or services? These questions provide an opportunity to identify important points that help industrial enterprises successfully maintain their position in the market and develop product sales processes.

To find answers to the above questions and develop a marketing strategy for an industrial enterprise, it is important to carry out the following work:

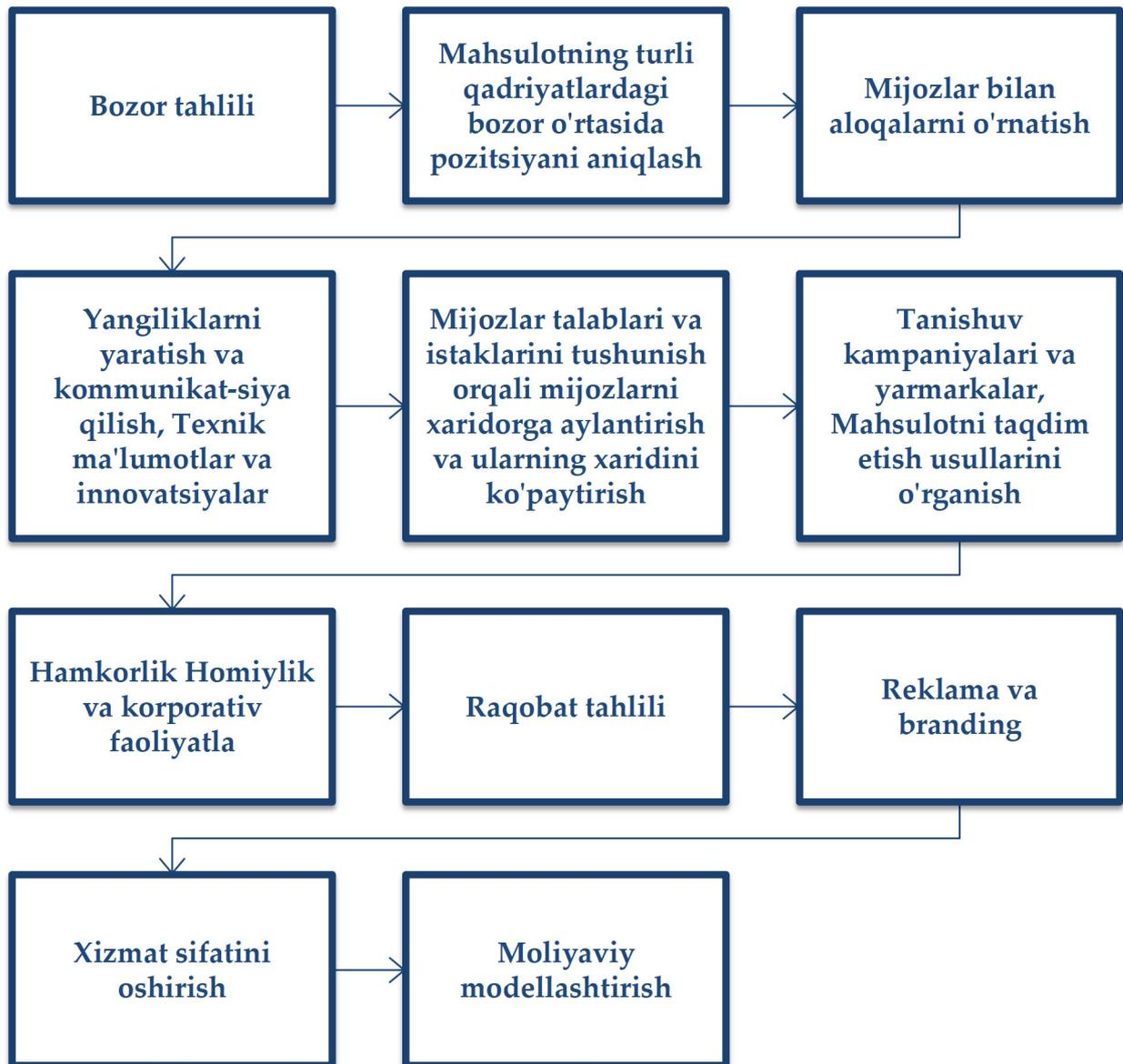


Figure 1. Actions to be taken in industrial marketing

In marketing, market analysis is the process of identifying market conditions, competitors, and consumer needs and demands. This analysis helps companies understand how to effectively position and promote their products or services.

Market analysis consists of several key elements. First, market size and growth rates are determined, which helps companies understand how large and promising the market is. Second, market segmentation is performed, that is, the market is divided into different groups, the specific characteristics and needs of each group are determined. This allows companies to develop targeted marketing strategies.

It is also important to analyze competitors. In this process, a company studies the strengths and weaknesses of its competitors, what strategies they use, and what position they have in the market. This information helps the company determine its competitive advantages.

Consumer analysis is also an important part of market analysis. In this process, a company determines who its target audience is, what their needs, behaviors, and purchasing

habits are. Based on this information, the company can tailor its products or services to meet consumer demand.

Market analysis also takes into account macroeconomic factors (such as economic conditions, technological developments, legislation, and social trends). These factors can affect a company's go-to-market strategy.

Overall, market analysis helps companies gain a deeper understanding of the market, make strategic decisions, and stay competitive. Through this process, a company can effectively position its products or services and successfully reach its target audience.

In marketing, the process of determining a product's position in a market with different value propositions is to determine how to position a product or service in market segments. This process involves determining how the product will stand out from its competitors and how to best present it to consumers.

To determine positioning, market segments are first analyzed. The needs, wants, and values of each segment are studied. For example, one segment may be price-sensitive, while another may place great importance on quality or brand reputation. The values that determine which product is suitable for each segment are determined.

Next, it is necessary to determine how the product will differ from its competitors. This process involves analyzing the product's unique features, benefits, and value proposition. The product's unique selling proposition (USP) is developed, which is the most important aspect that distinguishes the product from other products on the market.

The positioning process involves developing a marketing communications strategy to ensure that the product is received by the target market. This strategy involves how to communicate the product to the target audience in a clear and effective way. The product's values and benefits are communicated to consumers through advertising, PR, sales promotions, and other marketing channels.

In general, positioning a product in a market with different value propositions involves optimally positioning the product in market segments and highlighting its unique aspects to consumers. Through this process, a company ensures that its product stands out from its competitors and achieves success among its target audience.

In marketing, customer relationship building is the process of developing long-term, mutually beneficial relationships between a company and its customers. This process is essential to a company's success, as loyal customers are more likely to make repeat purchases, recommend the company to others, and become brand ambassadors.

To build relationships with customers, you must first understand the needs and desires of your customers. This is done through market research and collecting customer feedback. To build effective customer relationships, a company must adapt its products or services to meet customer needs and constantly update them.

It is also important to provide a high level of customer service. This is done through fast and efficient support, quick resolution of complaints, and answering customer questions. To maintain good customer relationships, a company must pay personal attention to each customer and help them solve their problems.

Digital marketing tools also play a big role in strengthening customer relationships. For example, you can strengthen customer relationships through social media platforms by constantly communicating with customers, informing them about news and promotions, and sharing useful content. Email marketing and personalized messages are also effective tools for maintaining close contact with customers.

You can also reward customers and encourage them to make repeat purchases through customer loyalty programs, such as bonus points, discounts, and special offers. These types of programs encourage customers to maintain long-term relationships with the company.

In general, to build and strengthen customer relationships in marketing, a company must understand its customers well, provide superior service, use digital tools, and implement customer loyalty programs. Through this process, the company will increase customer loyalty and succeed in the market.

Table 1

1	Interviews with customers	Industrial companies conduct customer interviews to obtain feedback on their needs, wants, service quality, and products. These interviews also allow for direct contact with customers and help them understand their thoughts and feelings.
2	Customer surveys and questionnaires	By conducting surveys and questionnaires, industries can help understand the average customer engagement patterns. Through these activities, companies can understand customer needs and wants and determine how to improve services and products.
3	Access to customer decisions	The process of entering customer decisions is an important strategy for industrial enterprises, in which the opinions, requirements, and wishes of customers are identified and accepted.
4	Focus groups	Focus groups are a good way for industrial companies to understand customer needs and wants, helping them to identify what products to develop and what their wants are through interactive conversations and visual interactions with customers.
5	Social media monitoring	Interacting with customers on social media and monitoring their opinions is useful for industrial enterprises to understand customer demands and desires, which helps them determine what actions companies can take to increase customer engagement.
6	Analytics and data application	For industrial enterprises, systematic analytics and data applications are essential to understand customer needs and wants. Based on this information, companies can develop strategies to develop new products and services and improve existing ones.

News Creation and Communication, Technical Information and Innovation:

When talking about creating and communicating news in marketing, as well as technical information and innovation, companies focus on the process of developing new products or services and effectively introducing them to the market.

The process of creating new things is related to the search for and implementation of innovations. Companies identify new opportunities through market research, customer feedback, and competitor analysis. In this process, they seek to strengthen their position in the market by introducing new technologies, product features, or service delivery methods.

Innovation communication is the process of communicating the value of a new product or service to a target audience. This process is carried out through marketing campaigns, advertising, PR and other communication tools. Companies attract consumers' attention by highlighting the innovative aspects of their products and encourage them to buy. With the help of effective communication strategies, the benefits and added value of new products or services can be explained to consumers.

Technical information and innovation play an important role in marketing, especially in industrial or technology sectors. Providing clear and detailed information about a product's technical specifications, how it works, and its technological benefits has a significant impact on

the customer's decision-making process. Technical information is often delivered through white papers, technical articles, demo videos, and customer presentations.

Innovation helps a company to increase its competitiveness and gain a leading position in the market. Innovative products and services offer customers new and valuable solutions, which improves the company's image and increases customer loyalty. To successfully implement innovations, companies constantly focus on research and development (R&D) activities.

In conclusion, marketing involves the process of creating and communicating news, technical information, and innovation to develop and effectively promote products and services that meet market demands and differentiate themselves from competitors. Through this process, companies build strong relationships with their customers and achieve success in the marketplace.

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