THE IMPORTANCE OF MARKETING IN AGRICULTURAL ENTERPRISES

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ABSTRACT

The article discusses the main functions of enterprise marketing and the possibility of creating competitive products for business, issues of modernizing enterprise management and marketing know-how, and ownership of marketing elements. Agricultural marketing is essential not only for boosting production and consumption, but also for accelerating the rate of economic growth. It is the most effective agricultural production multiplier. Because of the production surpluses produced by the transition from traditional to modern agriculture, marketing becomes the most difficult challenge.

Keywords: Marketing Activities, Strategic Management, Global Marketplace, Price Expectations, Agriculture Applications, Competitiveness.

I. INTRODUCTION

Agricultural marketing manifests itself in a wide variety of management forms whose activities are aimed not only at the organization of the final agricultural, but also at the sale of the final product, i.e. in this case, agricultural. The employee (farmer, peasant) is a manager, wholesaler, procurer, carrier, and product supplier.

As a person producing these goods, we had to sell our goods on the local market at a ridiculous price, in our time with most farmers, i.e. there is no agricultural sector for the private sector, equipment, transportation machinery. Therefore there is no access to foreign markets. To achieve high profitability of product promotion on the market, one should take actions with marketing approaches. Achieve high results and low unemployment; achieving the goals should be joining several private sectors, thereby creating a collective farm.

Currently, as a rule, in one local rural area, there are collective enterprises. But, many of them will create healthy competition, and other qualities follow from this.

II. MATERIALS AND METHODS

Agro-marketing differs from industrial, commercial, banking and other types of marketing. The characteristics of agriculture determine it: the dependence of the results on natural conditions, the role and importance of the product, the diversity of ownership, the mismatch of the working and the production periods, the seasonality of production, the variety of organizational forms of management and their dialectics, foreign economic relations, and the participation of state bodies in the development of agribusiness and its industries. Natural and economic processes in agribusiness are integrated and form special conditions for marketing and marketing.

The first feature – the agro-marketing service deals with essential commodities. Therefore, it is necessary on time, in the right amount and assortment, taking into account the age, gender, national traditions, health status of consumers to satisfy their needs and interests. The goods are usually perishable; therefore, prompt delivery, appropriate packaging, service and aesthetic maintenance are required.

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The second feature is the mismatch between the working period and the production period. For example, crop production is received once or twice a year, and the working period lasts a whole year. In this regard, marketing specialists should be able to predict the dialectic of consumer demand, have a good knowledge of the tendency to satisfy it, market conditions, etc., because the effectiveness of agro-marketing depends on this. Besides, a feature of agricultural production, such as seasonality, affects the forms and methods of agro-marketing and makes them different from the forms and methods of industrial marketing.

The third feature – the production of agricultural products is interconnected and determined by the main means and subject of production – land, its quality and intensity of use. There is also a close relationship between land use and the development of livestock industries. All this determines the volume, assortment and quality of products, gives agro-marketing a certain specificity in the process of its organization and conduct.

The fourth feature is the variety of forms of ownership in the agricultural sector on land, the means of production, the goods being sold. It determines multifaceted competition, which is controlled only by consumer demand and its satisfaction. Hence the variety of strategies and tactics, the desire to improve the forms and methods of agro-marketing, adapting them to the needs and interests of consumers. The situation is further complicated because Russia receives many food products from abroad, so domestic marketing support must successfully compete with foreign firms.

The fifth feature is a higher susceptibility, adaptability, self-organization and self-management of the agro-marketing system than other types of marketing.

The sixth feature is a lower level of science and the art of marketing in the agricultural sector than other areas since the science of agro-marketing has not yet been formed. Therefore, there are no scientifically sound recommendations for its implementation. However, recently the situation has begun to change for the better. For example, three or four years ago, agricultural educational institutions began to prepare agro-marketing specialists.

For practical activities in the agricultural market, it is necessary to know the functions of agricultural marketing to make scientifically sound and optimal decisions. All marketing functions in the agro-industrial complex should be classified according to two criteria: content and subject of influence. The former can be called general, and the latter species.

The general functions of marketing are management, organization, planning, forecasting and goal-setting, analysis, evaluation, accounting and control. And specific ones are market and consumer research, environmental analysis, implementation of product policy, infrastructure support, maintenance of product life cycle; pricing policy, product distribution and marketing, demand generation and sales promotion, commercial activities, foreign economic marketing activities, accounting and financial activities, marketing management.

In the process of marketing activities, general and specific functions are interconnected. In the implementation of any particular function, general functions are performed. And now we'll take a closer look at the general functions of agricultural marketing.

Management is a type of activity to maintain the marketing system in a given direction or transfer to a new one. It is operational and therefore includes operational coordination and regulation.

The organization is designed to create the integrity, unity, orderliness of the marketing service. All separate marketing systems, combined, create an optimally organized whole. So, the integrity of the economic, organizational, technical and other subsystems should be maintained. Simultaneously, specialization, cooperation, rhythm, synchronism and continuity of marketing action should be ensured.

Planning defines the target program, its proportions and the availability of necessary funds. With its help, the systematic production of management and marketing is carried out. An integral part of this function is forecasting, programming, design. Especially widely used modelling, various models of marketing procedures are drawn up. In the planning process should be provided scientific, systematic, unity of planning.
Forecasting and goal-setting provide a forecast based on economic and mathematical methods in-depth study of reality and its dialectics (market research, customer needs, and consumer interests). The forecast in marketing and business activities is important because many behavioural aspects of consumers are complex and sometimes impossible to plan. But if such forecasting is completed, then a target program, or a tree of marketing activity goals, is developed.

The analysis consists of collecting, processing, systematizing and studying information, identifying deviations from given programs, determining their causes, and understanding the possibilities. Also, it contains ways to eliminate these deviations, summarise analytical materials on marketing, present them to managers and specialists, and the effectiveness of marketing in the current environment.

The assessment summarizes the performance of the previous functions and allows us to determine whether the direction of marketing activity was chosen correctly or not.

Accounting and control are continuous functions. It is necessary to control the actual marketing process, the activities of managers and specialists. Control should be comprehensive, ongoing, timely and effective.

In agricultural and agro-industrial formations, marketing activities can be practically provided that all employees of the management apparatus are engaged in it, and all workers in the production sector contribute to it. For example, in cattle-breeding enterprises, a functional marketing impact is carried out by both the heads of the enterprise and the farm. Together with employees of the marketing service and livestock specialists, it is carried out by economists, technologists, etc. Simultaneously, as specialists in the management apparatus, marketing functions are also carried out by workers in the manufacturing sector. They produce products of the required quality, the established assortment, and create conditions for modern satisfaction of consumer demand.

From the point of view of the agricultural enterprise, the marketing environment can be considered as a combination of internal and external environments, the former being manageable, and the latter can only be discussed with great reservation.

The main tool for the impact of the head of the enterprise and his marketing service on the environment, including the target market, is a marketing mix. And here we are talking primarily about the innovative activities of the agricultural enterprise and the planning of production and product assortment, the formation of a pricing policy, the construction of a marketing communications system that includes advertising, public relations, sales promotion and personal sales.

Marketing at an agricultural enterprise is only part of the management system (directing, shaping, but part). If all other functions (production management, personnel, new product development, etc.) are not carried out, marketing is useless. The enterprise's income, which is provided by the use of marketing, presupposes its average profitability. The revenue for the products sold should cover all costs and give a certain profit for its further development and satisfy various other needs: from paying taxes to creating special funds. Otherwise, agro-marketing is ineffective.

Well-functioning enterprises have clear and simple structures, but any organization can turn into an unmanaged one, consisting of conflicting units. Therefore, managers should beware of both the inflexibility of structures and their complexity. Good managers give their wards enough autonomy so that they can most fully reveal their talent. But autonomy will not lead to anarchy if it is combined with sufficient control.

An agricultural enterprise should collect agro-marketing information to assess the situation in the external marketing environment objectively, analyze its activities, reduce financial risk, find the most profitable markets, determine consumers' attitude, and coordinate the work of its departments, gain a competitive advantage, etc. In addition to the large volume, agro-marketing information is diverse and complex. Making the right decisions depends on the choice of the necessary or helpful information, on the qualitative level of its analysis. Ultimately, all this requires the development of a unique marketing information system. Experts define it as a single complex of interacting and interconnected elements, and not as a combination of a mass of static, independent from each other, actions and operations to collect and process information.
III. RESULTS

The subsystem of agro-marketing research is designed to determine the range of data required by the marketing manager of an agricultural enterprise when making appropriate management decisions, their collection, analysis and report on the results.

The process of agro-marketing research is a series of sequential actions that can be combined in several stages: determining the problem (range of questions) and forming research objectives, preliminary analysis of the available information, selection of information sources, formation of an agro-marketing research plan, data collection, reanalysis, presentation report on the results.

Determining the research problem is one of its most critical stages. Foggy, vague wording may cause studies to fail to solve their tasks or collect unnecessary and expensive information. A clear definition of the problem directs the performers to the collection and analysis of exactly the necessary information for making an effective management decision.

The main types of research objectives are:

- Search – a collection of preliminary information and the development of a hypothesis;
- Descriptive - a description of certain phenomena;
- Experimental - testing a certain hypothesis, for example, a 10% reduction in the price of goods should increase the sale of goods by 7%.

In the process of collecting information, marketing specialists can use various methods, including observation, interviewing, experiment, survey, etc.

The final stage of agro-marketing research is presenting a report on the results and the development of recommendations for managers. As a rule, it is submitted in writing. In this case, it is advisable to avoid highly professional terms or, if necessary, define the terminology.

The report should be short and contain the main conclusions regarding the problem under study. Based on the above findings, recommendations are made by the agro-marketing manager on the appropriateness of making certain managerial decisions. Sometimes variants of forecasts of the development of the studied phenomena are given.

The concept of corporate culture includes a single system of values, norms and rules of activity, which should guide all enterprise employees. This system consists of the following elements:

- A clear focus on long-term prospects;
- Significant characteristics of the internal working environment (issues of subordination in the relationship of managers and subordinates, official relationships between them, requirements for the appearance of employees, etc.);
- The degree of centralization and decentralization of the management system, the importance of a creative approach to work;
- The level of informal contacts between employees;
- The use of candidates for their employees to fill vacancies for managerial positions;

All the goals of the agricultural enterprise must be realistic and achievable. Setting unrealistic goals leads to the failure of the entire management system. It is fraught with catastrophic consequences. Also, they should be ranked in importance, time-oriented (long-term, medium-term, short-term) and formulated.
IV. DISCUSSION

After the enterprise's mission is determined and its goals are set, managers must offer the main ways to achieve them. The choice of these paths depends on numerous factors that exist both in the enterprise itself and outside it. In the course of studying the external environment for enterprise managers, it is important to analyze what factors most affect the success of its activities. Simultaneously, the influence of factors both microenvironments (suppliers, competitors, marketing intermediaries, clientele markets, contact audiences) and macro-environments (economic, political, scientific, technical, demographic, climatic and cultural factors) is studied.

Particularly close attention is paid to the analysis of the dangers and opportunities for the agricultural enterprise. The danger may be a decision of the country's government to increase the tax on income of agricultural enterprises and enter a powerful competitor on the client market of the enterprise.

Examples of opportunities for an enterprise include deciding to hold a major international event in the country (Olympic Games, a representative international festival, etc.), remove previously existing tax restrictions, and leave the market or bankruptcy of a major competitor.

The temporary aspect in forming an agro-marketing strategy is implemented in decision-making regarding the beginning of its active implementation. The management of the agricultural enterprise, having conducted a situational analysis, should know how favourable the situation in the external environment is for the start of the planned actions. If it does not fully correspond to the developed plans (for example, due to the forecasted further economic recession), it is necessary to determine when the opportunity comes. Besides, it is required to determine the sequence and timing of the main agro-marketing events.

Agricultural goods are in demand today; the entire grocery market consists of agricultural goods and is the basis for food products.

V. CONCLUSION

The development of agro-marketing in our republic will increase employment, increase agricultural production, consumer goods, and overall socio-economic growth in the republic and Russia.

This industry is not significantly developed in our country. A professional approach is needed for the industry to grow, but it is impossible to attract highly qualified specialists to agriculture, negatively affecting the development itself.

Among the factors limiting the development of the industry, from the point of view of the producers surveyed, the most important is the deterioration of the material and technical base, high prices for material and technical resources and agricultural products, inefficient state support, lack of own financial resources, and high taxes.

Difficulties in obtaining and especially repaying loans, lack of funds for animal feed, fuel, seeds force farmers to look for other activities. As a result, only two-thirds of peasant farms are engaged in agricultural production, most of them at the level of self-sufficiency.

First of all, on the shoulders of local authorities lies in supporting, cultivating respect for work in general and peasant labour. Of course, the efforts of the regional and local authorities did not raise the village. We need joint, coordinated activities at all levels and all branches of government, a policy based on the support of domestic producers, a program of expert measures to support and develop the agro-industrial complex.

In conclusion, I would like to say that there is a lot of work of specialists in this industry to develop the economy. It is necessary to develop all types of industries with a professional approach.

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