



## MARKETING IN INCREASING THE COMPETITIVENESS OF FAMILY BUSINESSES RECOMMENDATIONS ON USING THE STRATEGY

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**Abstract:** The article focuses on increasing the competitiveness of family enterprises the main directions of marketing strategy implementation are described

**Key words:** service, economy, marketing, competition, strategy, family enterprise, efficiency.

**Annotation:** V state opisany osnovnye napravleniya realizatsii marketingovoy strategii v povyshenii konkurentosposobnosti semeynkx predpriyatii.

**Key words:** service, economy, marketing, competition, strategy, seed, enterprise, effectiveness.

**Abstract:** The article describes the main directions of marketing strategy implementation in increasing the competitiveness of family enterprises

**Key words:** service, economy, marketing, competition, strategy, family, enterprise, efficiency.

In the conditions of digitization of the economy, one of the important tasks facing family businesses operating in our country is the effective use of marketing principles. Marketing principles are a condition, a requirement that reveals the basis of marketing and its essence. Marketing is, first of all, a system of actions aimed at determining the needs and demands of consumers in the target market and organizing its satisfaction at a higher level and with productivity than that of competitors.

The essence of marketing is to always target the production of goods and services to the consumer, and the possibilities of production to the market demand.

The following basic principles come from the essence of marketing in family businesses

should come out.

Marketing principles in family businesses:

- to offer consumers what they need. Work with the means of solving consumer problems, not with the offer of goods and services to the market;
- analysis of buyers' motives, their behavior;
- study competitors, their strategy and tactics;
- analysis of competition in the market itself;



- knowledge of the consumer goods market, comprehensive study of customer demand for each type of product, making business decisions based on the received information

use in admission processes;

- the necessary amount of goods in order to fully satisfy consumer demand formation of reserves;

- ensuring targeted management of goods sales and service process;

- resolution of issues arising as a result of marketing research development and encouragement of an approach to creativity;

- late delivery of new, especially high-quality goods to consumers not staying;

- groups of residents living in the area served by the family enterprise segmentation (market segmentation) and work according to the capabilities of the enterprise;

- organization of delivery of goods after researching the needs of consumers;

- to use a comprehensive approach and a targeted program method to achieve the set goals, leading to the formation of a marketing program based on the use of marketing concept tools.

The main principles of marketing mentioned above are, in general, this consists of knowing the consumer market, adapting to it and influencing the market.

Marketing based on family business marketing principles

develop a strategy. Marketing strategy is the main program representing the marketing activities of the firm in the target market, and includes the processes of achieving its intended goal by developing and implementing a long-term marketing complex (marketing - MIKS). Separate product, price distribution, sales and communication policies are determined for each market segment. In the marketing strategy, it is determined which product (service) the company should enter, which market and when. Thus, the marketing strategy determines the way to achieve the goal of the enterprise in the environment (market, macro factors, etc.) using its capabilities.

Based on the results of our research, the general requirements and scientific-practical recommendations for the use of marketing strategy for family businesses are as follows:

- honest assessment of the market and own opportunities;
- clarification of set goals;



- to ensure the flexibility of actions (quick adaptation of the situation to change in case of influence of any factor), etc.

If the main goal of family businesses is to make a profit by satisfying consumer demand, to achieve it, it is necessary to increase the sales of profitable goods and increase their contribution. Increasing the sale of such goods entails a number of tasks, such as finding sources of goods and choosing the most effective among them. These tasks are marketing tasks and require the development of a marketing strategy. This includes market research, study of the sources of supply, study of the situation for each product belonging to the enterprise and the process of drawing a conclusion is carried out.

A marketing strategy is a family business's action plan to achieve its goals. Strategic planning determines what the family business produces, what services it provides, their customers, pricing, advertising, sales, etc.

The purpose of planning is to reduce the risk of trading. Family businesses need to follow the following steps in order to start operating on the basis of a business plan:

- study of the market situation;
- analysis of the internal environment;
- forecasting the company's future prospects;
- future risk study;
- economic justification of the development concept and strategy;
- creating a business plan;
- determination of material resource supply;
- determination of financial results;
- determining sources of financial resources;
- cost control means designing activities. The use of marketing strategies in family businesses includes:

On the ground

- the market is not the same, it consists of specific classes (segments);
- the enterprise can consider the requirements of one or more segments in the market. But it is always necessary to think about achieving more success in attracting selected market segments (segments);
- a family enterprise can operate independently or in cooperation with other enterprises in the market;



- when choosing a marketing tool, it is necessary to consider the use of those that are more compatible with each other and complement each other with mutual tasks. For example, it is recommended to use the product package (wrapping) with the price, the place of sale with the movement of the product, and the communication with consumers;

- it is necessary to take into account the economic situation in all respects when the family business enters the market. For example, the state of the service industry, its position with competitors, etc.

The most important challenge in the development of a marketing strategy is to direct the family business to profit, based on the satisfaction of consumer demand. Today, it is possible

to observe that the culture of service in family enterprises operating in the centers of cities and districts of our country is increasing more and more:

- availability of wide and stable types of services at service stations;
- application of advanced methods of service;
- provision of additional services to consumers;
- high professional skills of the employees of the family enterprise, the fact that they are polite and attentive to customers;
- about certain service procedures (plastic cards about the possibility of purchasing through the means) to inform buyers.

It should be noted that, along with the positive results of family service delivery, there are also some problems: for example, family businesses their service premium based on the volume and quality of services not setting, in some cases setting high prices for services based on various rumors, etc.

The results of our research show a number of shortcomings in the provision of family business services to rural residents. In particular, it shows that the low quality of service, the decoration of shops and the unsatisfactory organization of the location of goods are still preserved.

Internet, marketing and other services in the territory of the republic effective use of species is the demand of the times.

Ways to ensure the success of advanced methods of service in family businesses are to provide more variety of services to the customer and to lower the price of goods. It is appropriate to use these in family businesses.

It is known that the majority of the population of our country lives in rural areas.



However, the culture of izmats shown to the population in these places is much lower than in urban areas. For this reason, in order to improve the provision of services to rural residents, increase the service culture and create a competitive environment, it is appropriate to implement the following:

- to create a competitive environment among the business entities of the family enterprise and to ensure the implementation of the correct price policy and strategy. For this purpose, to revive the activity of the regional offices of the Republic of Uzbekistan "State Committee for Assistance to Privatized Enterprises and Development of Competition";

- practical assistance of regional regional branches of the Chamber of Commerce and Industry to entrepreneurs in finding national and foreign partners (negotiations, conclusion of contracts) in order to form service resources in family enterprises;

- establishing the services of consulting firms specializing in marketing services that provide advice to family business employees and have sufficient qualifications;

- organization of seminars and training courses for the purpose of improving the skills

of family business employees in information technologies and advanced service technologies;

- to organize acquisition of small cargo transport vehicles through leasing from leasing companies in order to develop the material and technical base of family enterprises, etc.

It should be noted that now in the rural areas of our country, there are travel agents (traveling service providers) who are engaged in the services provided by the family enterprises of our country (bridal salon, household services, etc.). They are also, to some extent, creating a competitive environment.

In recent years, special business-seminars (Forta Business Education) in Uzbek have been organized in the regions of our country for employees of small businesses and private enterprises. It is clear that it plays an important role in improving the skills of family business employees. In our opinion, in these seminars, it would be appropriate to study issues such as increasing the competitiveness of family enterprises, determining the planning of the minimum volume of service turnover that can ensure their undamaged operation.

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