



## MEASURING DAILY MARKET DEMAND

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**Annotation:** To have complete information and detailed understanding of daily market need

**Keywords:** market need, marketing, need indicators, modern statistical methods, product assortment.

Usually, products are compared to the market demand price from three points of view: from the point of view of the set of market demand, regional market demand, actual sales in the market segment.

Types and main methods of foreknowledge. The fulfillment of a number of conditions of the buyer based on the price of future extiyoyoys, offers is carried out in the future by the method of foreknowledge. A step-by-step workflow is used to compile demand data. First information about the company's environment, then network information, and finally the company's external information. One of the methods of predicting customer behavior is to study the customers' answers to questions and their expectations based on customer inquiries. A clear, purposeful request from buyers is a valuable request. If the desired answers from the customers during the interviews do not work, then the company can perform anticipatory work. That is, based on the information received from the sales staff. As a rule, the association asks its sellers to evaluate its products on the market, and then offers a separate group of products.

They exchange ideas and come up with a team estimate, or the association's analysis team enters an average estimate. At the same time, they justify their evaluations and proposals and give them to the analysis group of the association for study. After that, the next stage of preparation of assessments begins. If buyers are not careful about their purchase plans, such buyers will not be able to attract expert teams, and the price will not be reliable. Marketing is divided into long-term (1 to 5 years), short-term (1 to 3 years) and short-term (1 year) forecasts. A long-term forecast will be developed in small business on new product range, and it will be filled with new solutions in investment and marketing strategy, occupying new market shelves. Medium and short-term information depends on product and



material, labor resources, finance, production plan in marketing tactics. Marketing professionals focus on data to plan marketing in business.

A. According to Hosking, long-term planning is based on the following: the demand is determined on the basis of external factors, changes in the economy, socio-technological environment. As seen from the marketing association complex, they make their plans based on the long-term information that the plan precedes the information. Before that, statistical analyzes are used based on the situation of the exigency. The relationship between the previous level of exposure and the reasons that caused the result are studied, and the dependence on the level of exposure in the future is determined in advance. Time-based analysis categories divide the previous exposure level into 4: trend, cycle, season. This content may be subject to subsequent revisions to compile the partners' exclusive data. A trend in property and technology that increases or decreases demand based on changes in long-term critical demographic conditions.

Short-term economic indicators indicate the type of economic and competitive activity of the market. It is difficult to predict the structure of the cycle. Even if you keep in mind that cyclical fluctuations are not constant, you should predict. Seasonality shows patterns of change in demand throughout the year. The seasonal term shows the pattern of demand that repeats hourly, weekly, monthly, and quarterly. Seasonal content can be related to the weather, holidays and traditions. The seasonal structure serves as a basis for predicting short-term demand. Unreasonable behavior and decisions of customers, strikes, natural disasters, landslides, fires, disruptions of social order and other unimaginable situations and events are combined with the concept. In forecasting the demand, many associations act on the basis of one or several indicators, which change in the direction corresponding to the level of the association's demand. Statistical analysis of demand is a sum of statistical measures used to reveal specific factors affecting demand and each other.

According to the association, the data collected using the marketing system should be carefully analyzed. Some managers have received information. They need help in identifying and solving their problems. Data are analyzed using modern statistical methods to verify the completeness and reliability of the data set. But information has no real value until it is used to make optimal decisions. All collected information should be delivered to the manager in a timely manner.

The marketing department solves the issue of the need and prospects of the product produced in the organization as a result of studying the market, the state and



change of social demand, the conjuncture. Management of the organization by means of marketing is very difficult and requires a large amount of accounting books, retraining of personnel, and a fundamental change of management tasks and methods. It is possible to apply the marketing trend only on the basis of the fundamental restructuring of the organization, the entire economy, and the economic mechanism. Otherwise, the organization cannot cope with the competition without being able to adapt to the rapidly changing demand. This causes the organization to be unprofitable and other consequences arising from it. Because only the organization that takes into account the needs of consumers and is able to use the achievements of scientific and technical development can benefit from the sale of its product. In this sense, it is necessary to emphasize the opinion of the American car magnate G. Ford. When asked how he became a millionaire, he answered: "Very easy. I sold my cars cheaper than others in the market and paid more to my workers than others." In this case, he should have gone broke, but he became a millionaire because he took over the market by squeezing his competitors out of the market. Commodity-money relations are invaluable because they arm society with a mechanism of self-management. A regulated market requires focusing economic activity on the consumer, restructuring organizational systems, principles and methods of management, and changing the goals and objectives of the organization.

Identifying and evaluating market opportunities usually generates many new ideas. The main task is to select the best ones that meet the goals of the organization. For example, as a result of the assessment of market opportunities, the organization found that the most interesting is the "children's bicycle" market. The management may consider that the inclusion of children's bicycles in the list of manufactured products corresponds to the purpose and resources of the organization. This type of product corresponds to the existing marketing scope. But the organization must be able to work well with the representatives of the children's bicycle market, establish good relations with consumers, and believe that it can produce a buyer's bicycle from the bicycles produced by competing organizations. It is necessary to study each of these possibilities from the point of view of the size and characteristics of the market. This process consists of four stages: measuring and forecasting demand, dividing the market into segments, dividing the target market segments, determining the position of the product in the market. In order to evaluate the scope of the market, the organization identifies the children's bicycles sold in it and evaluates the sales volume of each model. It is also important to know the future size of the children's bicycle market if the organization wants to capture the market. Segmenting the market is dividing consumers into groups based on differences in their needs, characteristics, and behavior. There is a segment of buyers who buy the best bikes



regardless of price. In the first case, price-conscious people form another segment. It is necessary to describe each segment of the market, based on the study of their characteristics, to assess whether each of them is interesting for the organization from the point of view of marketing opportunities. an organization may decide to enter one or more segments of a market. Buyers should compare the main features of the goods in order to better understand why they are buying the goods. The results of the comparison can be presented in the form of a product positioning scheme. Thus, developing a market strategy is important for product development. Data on the research of most US companies shows that the formation of demand for this or that product and its delivery to the consumer are more important than production and technology. according to them, it is much easier to solve the issues of the technology of mass production of new goods compared to the issues of being able to sell them on the market. The creative use of the marketing theory in economic practice should ensure that the organization's economic mechanism is shifted to the direction of cost systems, and that production management is linked to the vital interests of consumers and society.

Summary:

- The enterprise is an independent economic entity with the right of a legal entity.
- Business contracts concluded with buyers and consumers constitute the activities of the enterprise.
- The main objective of the enterprise is to meet the demand of society in its work, services and products.
- The activities of the enterprise are carried out on the basis of the charter approved by the founders of the enterprise.
- The enterprise constitutes the fixed and working capital of the enterprise's property, which has the right to dispose of it independently.
- The economic mechanism of an enterprise is its economic form, style and principles.
- The formation of a new economic mechanism is impossible without reforming the entire management system.

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