

MARKETING IN UZBEKISTAN.

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Anotation.

Every day there are more and more businesses and organizations that are slowly but surely growing. However, every business is a huge risk. Will the Business be able to pay off? Will the company be able to become famous? These are the questions that young and aspiring businessmen have. Even though the government of Uzbekistan helps small businesses and startups develop, there are still global risks.

Where does a business start? - With an idea.

How does a business grow? - With the help of all branches of marketing.

How does a business stay in the market? - Branding.

In other words, the entire business is built on marketing.

Marketing is a set of processes to create and promote a business, product or service to customers and manage the relationship with them for the benefit of the organization.

Keywords:

Marketing, Management, Social media marketing, Digital marketing, Branding, Development, Uzbekistan, Enterprise, Organization, Business, Training, Economics, Process. Promotion.

Marketing is the most important part of business and the economy as a whole. Without Marketing, there would be no companies. Perhaps there would be companies, but none would be world-class. Why? Marketing includes a huge number of branches, such as:

- Public relations
- Social media marketing
- Digital Marketing

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- Brand-management
- Advertising
- Content-management
- Business administration and much more.

All of the above components are very important for business. SWOT analysis is also not a small thing. That is, it's strength, weakness, opportunities, threats. Each brand has its own SWOT analysis, it's unique. It should be noted that the 4Ps are also unique, that is Public relations, price, products, place. All of them strongly influence marketing and the company as a whole. In Uzbekistan Marketing is developing every day. We all know such companies as Korzinka, Makro, Selfie, BellStore, Yaponamama and so on. Why are they so popular? Simply because they have many branches? It's much more complicated than that; they've chosen the right strategy. Each of the companies covers all ages, genders and financial situations.

Growing a company is not an easy endeavor and every organization goes through the same number of stages, namely:

- Conception;
- Infancy;
- High activity;
- Youth;
- Blossoming;
- Stability;
- Early bureaucracy;
- Bureaucratization;
- Death.

Marketing is relevant at any stage of a company. However, in the beginning it is essential. Have you noticed the fact that we are all brand dependent? If we need windows, which company do we go to? Of course to Akfa. And if we want to buy products, we almost always choose retail chains such as makro and korzinka. Why is this the case? People want a guarantee of quality and they trust only those brands that have won their trust.

Any company needs marketing. Even if it's a regular grocery store, concrete plant, or bookstore. Why? It's simple, if the store, plant or shop does not work for the state and is not the only one in the market, they definitely need marketing.

Such meaning as marketing appeared in Japan in the 17th century, when the first department store opened. Marketing evolved gradually, with all of its branches also appearing over time:

- advertising;

- differentiation;
- corporate image;
- market segmentation;
- marketing-management;
- marketing audit;
- 4P;
- digital marketing;
- social marketing;
- strategic marketing;

Marketing is also developing gradually in Uzbekistan. Young people are increasingly choosing such a direction as Marketing, working and developing in this field.

Conclusion:

Economics is changing every day, with new terms appearing and replacing old ones. Marketing is an ancient direction, which people began to study fully recently. Marketing in Uzbekistan is now at the peak of its development. The majority of overseas businessmen try to develop their business with the help of marketing in our country. Because of the favorable economic situation, which the state provides us.

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