

Peculiarities of Marketing Activities of JV "Pulsar"**Musayeva Shoirazimovna**

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

ABSTRACT: The article discusses the analysis of enterprise performance can serve as a basis for improving enterprise productivity, since opportunities and benefits need to be expanded and strengthened, minimizing the impact of threats and disadvantages, eliminating their negative impact or turning it into advantages. This analysis allows for a comprehensive internal and external marketing environment and effectively leverages its results.

KEYWORDS: Enterprises, market, spectrum, channel, branch, production, assortment, beer, drink.

Currently, the consumer market of the republic is changing for the better. The strength of the domestic market creates a wide range of opportunities for those who have the necessary production and raw material base to process the product. Taking into account the specifics of beer products, certain sales channels have been formed through the creation of branches in the regions for the sale of products

Table 1**JV Pulsar - regional branches selling their products.**

	Branches	The address
1	Tashkent	Koshbegi, 18
2	Tashkent	Karimov, energeticheskaya, 5
3	Jizzakh	Imam's power. sixteen
4	Buxoro	Eshonova, street, 30
5	Buxoro	Solomon, Migration, 1
6	Navoi	Student st. Shohbed, 80
7	Navoi	Navoi, street, 22
8	Against	Karshi; Voice of Uzbekistan,6
9	Against	Book sh. S. Raksimova, 3 A
10	Turtkul	Turtkul city; Kroshilova, street, 13
11	Nukus	Turtkul city; Kroshilova, street, 14
12	Urgench	Turtkul city; Kroshilova, street, 15
13	Zarafshon	Zarafshon city; 6 microdistricts
14	Denau	Council of Villagers of Uzbekistan, restaurant Moscow
15	Samarkand	Free East Street, 2

As you can see from this table, beer and soft drinks of the joint venture "Pulsar" are sold in all regions of the country.

But the dramatic change in the situation due to the pandemic had a huge negative impact on the 2020 harvest and led to a reduction in the raw material base. At the same time, a sharp drop in production was undoubtedly the main reason for the drop in sales.

The presence of large juice companies in Samarkand and Tashkent creates a number of problems for the Pulsar JV, but the activities of these companies are limited to mineral water and juice products, since the company has a number of advantages:

- Wide range of products
- workers and employees know their job well and have extensive work experience;
- price flexibility and relatively low cost;
- The range of goods is designed for all segments of the population.

It is well known that customers are a key element of the marketing microenvironment. It should be noted that the buyers of JV LLC "Pulsar" are mainly men aged 25 to 45 years, in connection with which advertising messages will be directed specifically to this segment of the market.

In addition to the above, any enterprise must be aware of its advantages and disadvantages, as well as its opportunities and threats. Because with this in mind, the company can improve its prospects for the future. You can find out about

this using SWOT analysis. This analysis is a common method in Western practice. We analyzed the activities of the Pulsar Group Brewery LLC JV and used this method to find out how powerful the company is.

Thus, a SWOT analysis of enterprise performance can serve as a basis for improving enterprise productivity, since opportunities and benefits need to be expanded and strengthened, minimizing the impact of threats and disadvantages, eliminating their negative impact or turning it into advantages. This analysis allows for a comprehensive internal and external marketing environment and effectively leverages its results.

The SWOT analysis carried out by JV "Pulsar" in the form, gave the following results.

Advantages:

- Availability of space required for production;
- Provision with heat and power resources has been established;
- Creation of new jobs;
- The breadth of the product range;
- Modernization of equipment;
- Availability of technical documentation and technological instructions;
- Availability of experienced specialists;
- Points in areas close to suppliers of raw materials
- availability;
- High quality products compared to competitors;
- Company specializes in brewing,
- Beer formation of a network of points, i.e. having your own well-organized network;
- Has a long history and regular customers;
- Low manufacturing cost;
- Company his many years of rich experience;
- Popularity in the world market.

Flaws:

- obsolescence of technological equipment;
- Unfinished production capacity;
- Lack of raw materials;
- the complexity of financing;
- insolvency of consumers;
- the cost of products;
- Do not use output channels;
- Lack of a brand protection system;
- Lack of production of new mineral water products;
- Weakness of the marketing department.

Capacity:

- Equipment upgrade;
- Expansion of production and sales;
- Expansion of the range;
- Increased flexibility in pricing policy;

- Opportunity to occupy the market of neighboring provinces. There are real opportunities for developing the markets of Jizzakh, Navoi, Bukhara and Kashkadarya regions;
- Launch of new products, i.e. personnel, technology and capabilities to create new beverages;
- Increase in the volume of foreign trade, taking into account the political and economic situation, export of Samarkand beer to Central Asia;
- Expansion of the sales system. Liberalization of the sales system will increase the number of customers and, as a result, increase the range of services on the market;
- Availability of marketing activities;

Threats:

- Changing of the climate;
- Decrease in sales;
- the risk of small producers entering the beer and soft drinks market;
- obsolescence of trademarks produced by the company, i.e. the risk of new proposals emerging;
- Changes in the structure of production as a result of political and economic development.

It should be noted that the opportunities and risks that the Pulsar JV can also realize after choosing a special strategy, the strengths and weaknesses of which are realized when planning certain actions.

Currently, the Pulsar JV is seriously trying to overcome its shortcomings, trying to eliminate threats to it. For this, of course, it is necessary to organize well marketing activities. In this case, it is very important to thoroughly study the market and correctly determine the product and price policy.

The Pulsar JV was engaged in the sale of beer and soft drinks. The main task of the company is to deliver the goods to the consumer. Considering that the sale of products is mainly carried out through a network of branches, we completed the task of analyzing the position of these branches in the enterprise .

Table 2.

Change in sales by branches in 2019-2020, Dal

T / p	Name of regions	Dec 2019	Feb 2020	Edit, +, -
1	Samarkand	1,513,770	1,325,419	-188351
2	Tashkent	1,081,263	777 168	-304,095
3	Denov	14325	19656	5331
4	Bulungur	0	17842	17842
5	Bukhara	123 915	140616	16701
6	Jizzakh	180,013	229,522	49509
7	Zarafshon	25,000	87,998	62,998
8	Ishtiksan	0	23890	23890
9	Karshi	130 436	146,059	15 623
10	Navoi	138,828	130,334	-8494
11	Nukus	33,056	50501	17445
12	Turtkul	59,000	64714	5714
13	Urgench	309	1814	1 505
14	Fergana	0	8 467	8 467

Table 3.

Change in sales in branches in 2019-2020,%

T / p	Name of regions	Dec 2019	Feb 2020	Edit, +, -
1	Samarkand	45.87	43.83	-2.04
2	Tashkent	32.77	25.70	-7.07
3	Denov	0.43	0.65	0.22
4	Bulungur	0	0.59	0.59
5	Bukhara	3.75	4.65	0.9
6	Jizzakh	5.46	7.59	2.13
7	Zarafshon	0.76	2.91	2.15

8	Ishtiksan	0	0.79	0.79
9	Karshi	3.95	4.83	0.88
10	Navoi	4.21	4.31	0.1
11	Nukus	1.00	1.67	0.67
12	Turtkul	1.79	2.14	0.35
13	Urgench	0.01	0.06	0.05
14	Fergana	0	0.28	-2.04

These data show that the Samarkand branch is the leader in sales. In 2019, the industry accounted for 45.87% of product sales and 43.83% since 2020. It can be concluded that in other regions competitors are trying to bring out the products of the Pulsar joint venture.

Packaging is one of the important factors for Pulsar JV products. The fact is that there is no universal packaging for thirst-quenching products - consumers themselves choose packaging for a variety of drinks.

Research in this area has been carried out by many manufacturers in our country and abroad. The survey showed that the focus is on the type of drink. However, according to the survey, plastic packaging is the most popular type of packaging for a wide variety of drinks.

In addition, plastic bottles, unlike aluminum cans, are sized for both individual and group use. This explains the significant advantage of plastic packaging, which was preferred by 90 percent of respondents, rather than 6 percent of respondents who chose aluminum cans.

The same is with ordinary drinking water - carbonated and non-carbonated. Most consumers buy it in plastic bottles, which is probably again due to the wide range of sliding properties of this type of packaging. Only 8% of respondents prefer to buy these drinks in glass bottles.

As for iced tea, plastic packaging remains the most popular - 81% of consumers prefer to buy this drink in such a container. Only 13% of respondents often buy iced tea in aluminum cans.

And the last category of drinks, the most convenient type of packaging in a plastic bottle, is sweet soda. The majority of consumers of these drinks - 78% - prefer to buy them in such a container, since manufacturers offer a small substitute for individual consumption and two-liter bottles for group or long-term consumption.

In the category of medicinal water, tradition seems to prevail: despite the fact that manufacturers fill these drinks in plastic bottles of various sizes, most consumers prefer to buy them from bottles rather than from plastic bottles - 62% of respondents versus 36%. ...

Fruit juices and nectars are often bought in thin packages - 78% of respondents answered this way. One of the reasons for this choice is the range of thin containers of different sizes.

Most energy drinks are bought in aluminum cans - they are preferred by 89% of respondents. About 10% of consumers cited plastic bottles as their preferred packaging, possibly mixing energy drinks with other foods.

Undoubtedly, the reason for the high demand for plastic bottles is a wide range of containers of different sizes - from 0.33 to 2, 3 and even 5 liters.

The majority of energy drink consumers believe that 0.5 and 0.33 liter bottles are suitable for this category - 39% and 36% of respondents, respectively, answered so. The smallest possible volume - 0.2 liters - was named by 8% of respondents as the most suitable for energy drinks.

As a result of the survey, a number of categories of soft drinks were identified, for which the most optimal one-time volume is 1.5 liters. These categories include medicinal table / medicinal mineral water and iced tea - 57 and 53% of the respondents, respectively, found the 1.5 liter capacity the most suitable for these drinks.

Liter packaging for juices is traditional - 56% of consumers called it acceptable for this category of drinks.

Table 4.

In 2020 JV Pulsar. Composition of sales of beer products in containers

T / Y	Container Type	Min Gave	%
1	Beer in a bottle 0.5l	207	5.75
2	Beer in PET 1.5L	2625.12	72.92
3	Beer in keg barrels	752.76	20.91
4	Beer in an aluminum can	15.48	0.43
	Total	3024	100%

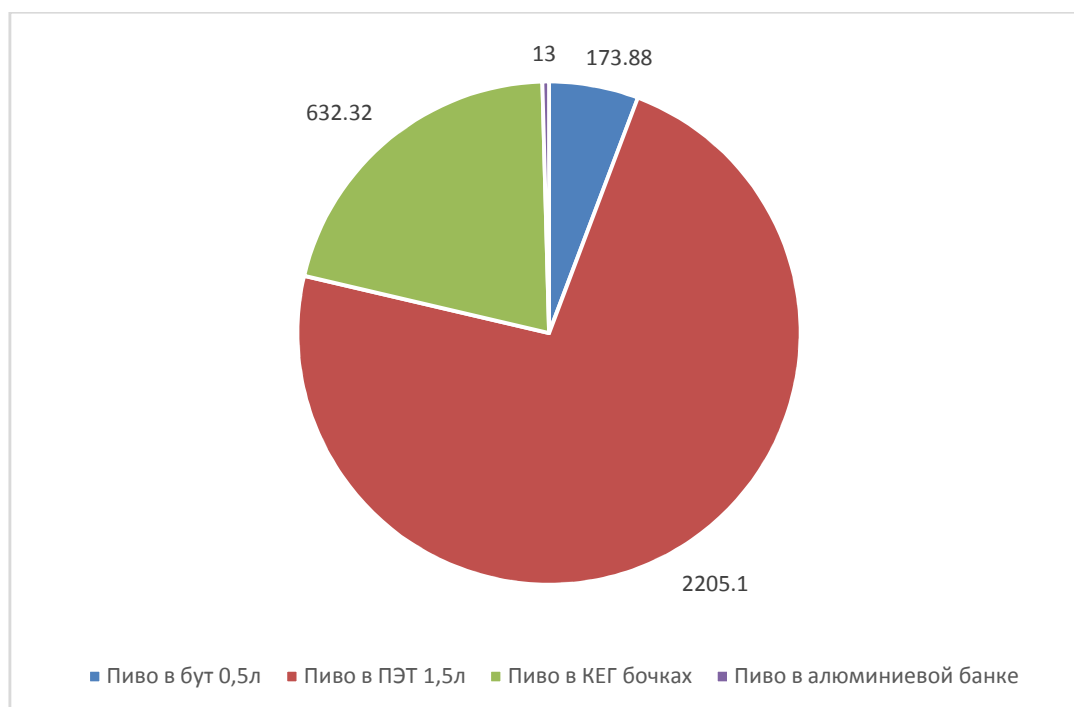


Figure 1. SP Pulsar Composition of sales of beer products in containers

Apparently at the moment 1.5 liters Products with the capacity of PET containers are in great demand. Studying the requests of buyers, JV LLC "Brewery Pulsar Group" in 2014.1.0 liter and 0.6 liters He sees the possibilities of production in PET containers.

To analyze the volume of sales by assortment, we use the following table data

Table 5

Assortment structure of beer sales in JV Pulsar in 2020

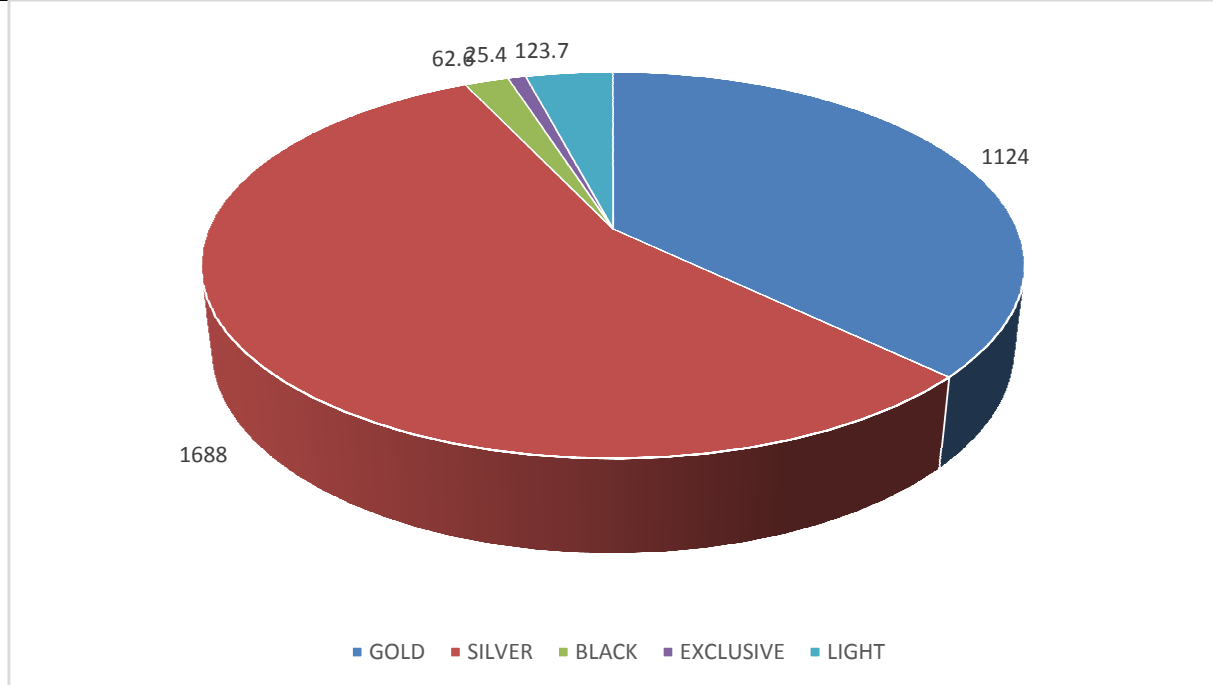
	Name of product	2020 size	
		Min gave	%
1	Silver Pulsar KEG boch	545.53	18.04
2	Golden Pulsar KEG boch	86.49	2.86
3	Black Pulsar KEG boch	0.30	0.01
4	Golden Pulsar 0.5l	56.85	1.88
5	Golden Pulsar 1.5 L PET	967.68	32.00
6	Silver Pulsar 1.5 L PET	103320	34.16
7	Black Pulsar 1.5 PET	62.29	2.06
8	Light Pulsar 1.5L PET	118.54	3.92
9	Exclusive PET 0.5 l	23.28	0.77
10	Silver Pulsar 0.5l a	109.77	3.63
11	Exclusive Pulsar 0.5l no	2.12	0.07
12	Gold Pulsar aluminum can 0.33 l	13.00	0.43
13	Light Pulsar 0.5l a	5.14	0.17
14	Jami	3024.0	100.00

Table 6

Composition of varietal beer products in JV Pulsar in 2020

T / Y	Type Of Product	Dec 2019		Feb 2020		Change	
		Min Gave	%	Min Gave	%	Min Gave	%
1	GOLD	1110.2	40.05	1124.0	37.17	13.8	101.2
2	SILVER	1267.9	45.74	1688.0	55.82	420.1	133.1

3	BLACK	105.6	3.81	62.6	2.07	-43	59.3
4	EXCLUSIVE	11.1	0.40	25.4	0.84	14.3	228.8
5	LIGHT	277.2	10.00	123.7	4.09	-153.5	44.6
	TOTAL	2772.3	100.00	3024.0	100.00	99.7	106.21



2 - Figure. Composition of varietal beer products in JV Pulsar in 2020

As can be seen from Table 2.8 above, the greatest demand is observed for PULSAR-GOLD and PULSAR-SILVER beer. The Uldar attachment is 93% of the milking volume. Compared to 2019, PULSAR-SILVER beer has strengthened its position. The new beers PULSAR-LIGHT and PULSAR-EXCLUSIVE are produced in small batches and are designed for a relatively small consumer segment. The fact that PULSAR-BLACK has a unique taste and color also limits the range of its consumers.

The uniqueness of the beer products influenced the content and forms of advertising activities of the Pulsar JV. Advertising activity in 2020 is mainly aimed at attracting affiliates. The marketing department of the company holds mass events and promotes new types of products, mainly in the field and with the indirect participation of intermediaries. One of the most successful events was participation in competitions for beer products, as well as a high rating of PULSAR-GOLD beer.

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