

Activities of marketing service in the enterprise: product, price, sales and marketing communications policy.**Musayeva Shoira Azimovna,**

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E-mail: musaeva_shoira@mail.ru**Abstract**

This article examines the use of a wide range of information by consumers when purchasing furniture products, i.e., analyzing various information, finding the optimal purchase option, taking into account financial, technical, time loss, and psychological risks when the consumer buys a long-term product.

Keywords: Enterprise, product, market, consumer, demand, supply, income, information.

Development of the Republic of Uzbekistan 2022 - 2026 Development Strategy of New Uzbekistan for years of rapid development of the national economy and ensuring high growth rates in **the third priority direction** "...creating conditions for the organization of business activities and the formation of permanent sources of income, the share of the private sector in the gross domestic product to 80% and the share of exports to 60% deliver Improving the activity of existing structures for supporting entrepreneurship, reducing unemployment and poverty in the regions"¹ such priority tasks are also one of the guarantees of small business and private entrepreneurship development.

"HAVAS COMFORT MEBEL" LLC's marketing activities are similar to all furniture manufacturing enterprises in the region. In this case, market research, product policy organization, pricing and sales promotion schemes depend on the enterprise's own initiative and capabilities. We can see this from the data of the table below (Table 1).

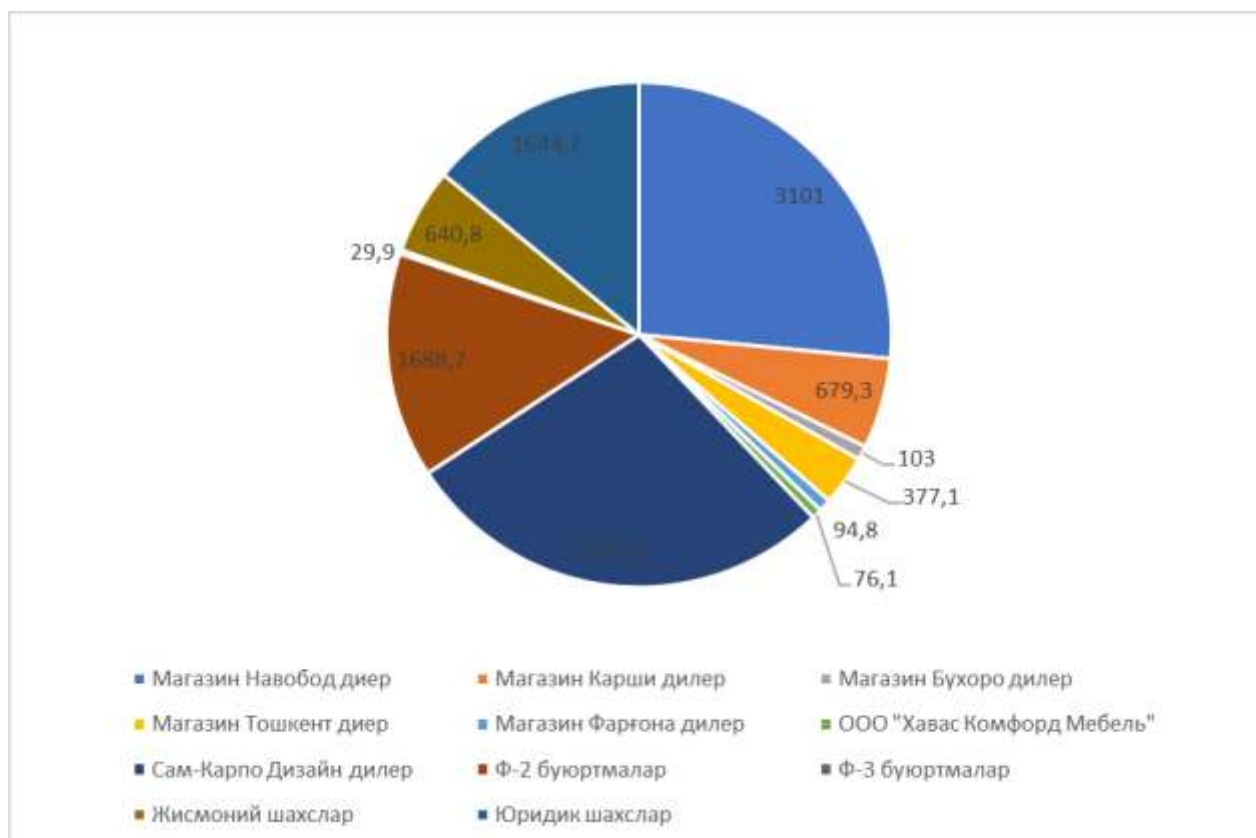
Table 1

Analysis of the sales network at HAVAS COMFORT MEBEL LLC in 2021

t/r	The name of the points of sale of goods	Sales volume, pcs	Sales volume, million soums
1	Store Navabad dier	2339	3101.0
2	Shop Karshi dealer	324	679.3

¹Decree No. PF-60 of the President of the Republic of Uzbekistan dated January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026".

3	Magazin Bukhara dealer	46	103.0
4	Store Tashkent dier	128	377.1
5	Magazin Fergana dealer	11	94.8
6	ООО "Khavas Comfort Furniture"	108	76.1
7	Sam-Carpo Design dealer	2328	3260.3
8	F-2 orders	5836	1688.7
9	F-3 orders	129	29.9
10	Individuals	201	640.8
11	Legal entities	2740	1644.7
	Total	14190	11695.8

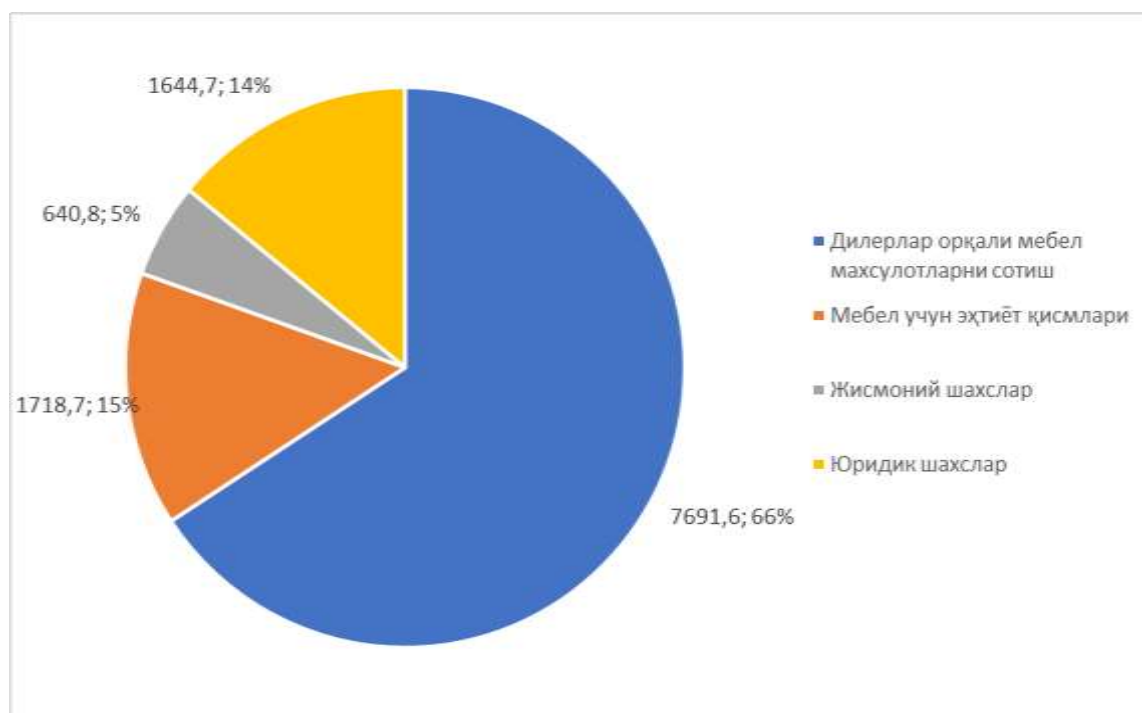


Picture. In 2021, the general structure of the goods distribution network at HAVAS COMFORT MEBEL LLC

Table 2

Composition of the sales volume in "HAVAS COMFORT MEBEL" LLC in 2021

t/r	The name of the points of sale of goods	Sales volume, pcs	Sales volume, million soums
1	Sale of furniture products through dealers	5284	7691.6
2	Spare parts for furniture	5965	1718.7
3	Individuals	201	640.8
4	Legal entities	2740	1644.7
	Total	14190	11695.8



Picture. In 2021, the composition of sales volume by channels at HAVAS COMFORT MEBEL LLC

According to the results of the research, it was necessary to study some of our national characteristics in the marketing of furniture products. That is, it turned out that the possibility and effectiveness of marketing application significantly depends on the type of market, the products produced and sold, and the scale of competition in the market. In particular, the absence of universal, standard, unified recommendations in the application of the marketing concept plays an important role, and in practical marketing, everything depends on external and internal factors, consumer characteristics.

In Uzbekistan, 5-6 years ago, the "gross" approach prevailed in the application of the marketing concept, while at the same time, the differentiated approach is widely used. If we analyze the manufactured furniture products according to the types of content, 58 percent are household furniture, 39 percent are organizational furniture, and 3 percent are other furniture. In this regard, a significant share is made up of office furniture and special furniture for educational institutions, shops, hospitals, restaurants, stores, warehouses, barbershops, etc.

The regional analysis of the production structure of furniture products showed that the main part of the furniture produced in 2021 was sold in Samarkand city and region. The region's share in sales was as follows: To Tashkent -377.1 million soums, to Fergana region -94.8 million soums, to the city of Karshi 679.3 million soums, to the city of Bukhara -103.0 million soums..

As mentioned above, the sustainable development of any industry is directly related to the production and sale of goods that are in demand. This, in turn, requires effective organization of marketing activities of network enterprises, regular study of the furniture market, consideration of consumer wishes, detailed analysis of purchasing process factors. Technological change, the increasing role of social media, demographic changes, and the increasing purchasing power of women are key aspects that must be considered in the marketing efforts of furniture manufacturers and retailers. We found it appropriate to segment the furniture products based on their history, culture, customs, traditions, and the characteristics of the furniture products in our country.

The establishment and operation of "HAVAS COMFORT MEBEL" LLC is closely related to "GULABAD MEBEL" LLC. First of all, the founders of the studied object and "GULOBAD MEBEL" LLC, as well as their location, show their interdependence. The emergence of "HAVAS COMFORT MEBEL" LLC is related to the wide segmentation of the furniture market and the increasing competition in it. Practice shows that the production of a wide range of products does not always give creative results. The difference in technologies leads to a sharp increase in production costs.

The main reason for the specialization in furniture production is that the brand and product policy occupy a large place in the market of furniture products. Buyers associate a certain type of furniture with a particular brand, so it is necessary to abandon universality in order to select and maintain a target segment.

If we observe the activities of "HAVAS COMFORT MEBEL" LLC, from the time of its establishment until today, soft furniture, kitchen furniture and mattresses occupy the main part of the assortment. Analysis shows that new modern "Luxury" and "Exclusive" category furniture is

hardly found in the company's assortment. Most of the kitchen furniture is occupied by "Tashkent" furniture collection.

Therefore, it can be concluded that these two furniture manufacturing enterprises are using certain differentiation strategies in terms of specialization. (Table 3)

Table 3

**Features of the product range of "HAVAS COMFORT MEBEL" LLC and
"GULOBAD MEBEL" LLC**

"HAVAS COMFORT MEBEL" LLC	"GULOBAD MEBEL" LLC
It is aimed at middle and low income customers	It is aimed at middle and high income buyers
The assortment includes mainly kitchen and soft furniture	A wide range of goods has been formed
Furniture is made on the basis of standard technology and has a low level of differentiation	The furniture is made in a modern individual form, guaranteed to fulfill all types of samples in the catalog
Orders for the repair of any furniture are accepted	Does not repair furniture (except during the warranty period)
The ability to produce components and orders is available	Components are not manufactured
Individual items of the furniture collection are also produced	Only aggregates are made to order
The trademark has not been formed.	Produces products based on the "MONDELUX" trade mark

As can be seen from the above analysis, "HAVAS COMFORT MEBEL" LLC and "GULOBAD MEBEL" LLC specialize in different segments of the furniture market and try to cover the market together.

When buying furniture, consumers use a wide range of information, that is: they analyze various information, try to find the optimal purchase option, choose the product according to their lifestyle, taste and opportunity. Also, the consumer takes into account financial, technical, time loss and psychological risks when purchasing a durable product.

The buyer performs the purchase and use of home appliances only after clarifying his need, which consists of several interrelated steps to make the purchase decision. That is, the general need is focused on solving the following problems:

- determines which type of furniture fully meets his needs;
- buys goods from the market, company store or through the Internet;
- what are the advantages of the product, what kind of warranty does the seller provide, how long can this product be used?

To what extent does the media influence the purchase of furniture: the analysis shows that 52.5% of people buy home furnishings from TV shows, 43.1% from newspaper and magazine ads, 49.7% from visiting company stores, 50.6% from catalogs and uses brochures.

Furniture manufacturers need to improve the positioning process in order to achieve a competitive advantage and ensure a stable place for their products in the target market and in the minds of consumers, clearly different from the products of competitors. Enterprises in this field direct their significant efforts in the implementation of marketing activities to the formation of a marketing complex. As a result, there is a lag in the process of positioning, which plays an important role in the systematic and effective marketing activities of enterprises. When positioning the product, attention should be paid to developing the consciousness of customers and modernizing it.

Failure to properly organize the positioning process of furniture manufacturing enterprises can cause the following negative consequences:

- If the manufacturer does not determine the position of the goods in the market, in this case, the consumer can perform this task himself, and the enterprise may not be able to have the position it expects, and may even lead to the formation of a negative image;

- Marking of a position that is close to the position of a competitor's product, which does not clearly indicate its unique characteristics, different from competitors' products - can serve to have the opposite effect, rather than to motivate the consumer to buy the product;

- Failure to provide a clear position of the product may interfere with the formation of the marketing complex and ensure its sequence, and may even cause conflicting strategies for the formation of each element of the marketing complex.

- Even if the position is clearly chosen, however, if it is narrowly defined, such positioning can act as an obstacle to expanding the market of the existing goods of the enterprise and introducing new goods to the market. The main reason for this is the use of a common brand strategy in the industry.

Based on the above, furniture manufacturers should focus on two main areas in the positioning process:

- Determining the point of compatibility or, in other words, the matching point of the product being positioned. That is, on the basis of research, it is intended to determine which category of goods the company's product is equated with in the minds of consumers, or rather, in which category it is included. This, in turn, provides an opportunity to identify its direct competitors on the basis of revealing the specific characteristics of the product category.

- Determining the point of differentiation of the product being positioned. It consists in showing the competitive advantage of the product on the basis of identifying one or more specific characteristics that are clearly different from the products of competitors.

- Furniture manufacturing companies should take into account the following specific features of the network before positioning in the highlighted areas:

– The complexity of the product production process and the high impact of technology. The production of modern furniture requires complex technologies, which ultimately leads to an increase in the market price of goods.

- The length of the period of launching the production of a new type and model of furniture. The average duration of the production of a new model of furniture by large furniture manufacturing enterprises is 7-15 months.

- High demand for product quality. Since furniture is a type of goods that require prior selection, consumers expect long-term service from the product. In order to maintain the quality of their products at a high level, industry manufacturers use high-quality fittings in their production, while maintaining its functional nature. Therefore, many companies use the words "quality", "solid" in positioning their products.

Warranty service. Usually, the cost of warranty service and post-warranty service is not high, but in some cases it can be 20-25% of the cost of the product. Also, after-sale furniture collection service can be equal to 10% of the product cost.

The consumer spends a lot of time on the product selection and purchase process. Marketing research shows that in the consumer goods market, a consumer can spend up to 4 weeks choosing and purchasing furniture.

The above problems and the specifics of marketing activities in furniture production push forward the need to develop a strategic and tactical program for a separate marketing service for enterprises.

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