

Forecasting and Optimization of Marketing Activities in the Market of Construction Materials Produced in Samarkand Region**Musayeva Shoirazimovna**

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Abstract

This article examines the development of construction materials, the type of construction materials being produced, the number of enterprises involved in the production of construction materials, and the types of factors affecting the competitiveness of construction materials.

Keywords: *Entrepreneurship, enterprise, building materials, competition, efficiency, process, factor, forecast.*

Today, the most urgent issues facing construction materials manufacturing enterprises are to fundamentally improve productivity, increase the quality of construction materials, and increase the competitiveness of construction materials.

In our country, in addition to paying great attention to raising the standard of living of the population, solving social issues and ensuring economically stable development, supporting young families materially and spiritually is also considered as one of the priority tasks. Different strata of the population, especially the youth, are socially supported. In the process of further liberalization and deepening of economic reforms in our republic, effective construction services are being formed and developing

Successful management of investment flows and determination of their alternative directions in the development of business activities depends on the identification and evaluation of factors affecting them in the use of investment. Identifying them requires conducting marketing research among entrepreneurs who do business in the area. For this purpose, the author conducted marketing research on the topic under study in cooperation with Samarkand Region "Chamber of Commerce and Industry" and small business representatives (-table).

1- Table determining the level of influence of the factors affecting the construction materials produced in the development of business activities.

Naming of influencing factors	It has an effect	No effect	I hesitate to answer	Don't know about other influencing factors
Creation of jobs	1300	150	50	-
Expansion of production	1350	100	50	-
To develop the export volume	1400	75	25	-
To the income of the population	1460	35	5	-
To the growth of the population's lifestyle	1250	50	200	-

To the freedom of market access	280	950	270	-
To trade policy	360	700	440	-
Establishing a government order	500	420	580	-
Tax rates	1050	450	-	-
Trade policy	850	450	200	-
Infrastructure support	235	600	665	-
To the type of manufactured product	1400	75	25	-

1,500 entrepreneurs and small business representatives participated in this marketing research and expressed their opinions. It was found out from the researches that in the development of entrepreneurship and small business activities, it is necessary to take into account the demographic, economic, ecological and geographical characteristics of the region.

When conducting marketing research, we considered the following types of factors affecting the competitiveness of manufactured construction materials:

- creation of new jobs;
- expansion of production (service);
- developing (increasing) export volume;
- income of the population;
- lifestyle of the population;
- freedom of market access;
- trade policy;
- Government enforcement.

From the above analysis of marketing research, we can draw the following conclusion. We found it appropriate to include the following 7 factors in the main factors affecting the competitiveness of construction materials produced in the development of entrepreneurship and small business in Samarkand region:

- creation of new jobs;
- expansion of production (service);
- developing (increasing) export volume;
- income of the population;
- lifestyle of the population;
- types of manufactured products;
- Number of enterprises.

We include the factors affecting competitiveness in the production of construction materials in separate tables for each sector and conduct correlation analyzes to assess the extent to which they affect the production of construction materials in Samarkand region. For this, we will use the indicators of the region for 2020-2022. These indicators are presented in the table.

2- Table Information on the factors affecting the construction materials produced in Samarkand region (for 2020-2022)

Year The	Produced gan product of value (thousand sum)	Factors affecting competitiveness						
		Product under development of (x-1)	Cor Rooms the number (X-2)	Worki ng emplo yee s the numbe r (X-3)	Export authority developme nt (x-4)	Expansi on of producti on (X-5)	People of income di (X-6)	Lifestyle of the populati on
2020	5887.2974	15.0	62.0	1565.0	25.0	40.0	20.0	34.0
2021	38536.632	30.0	252,	3670.0	30.0	52.0	35.0	46.0
2022	49645.120	37.0	426	4730.0	40.0	65.0	51.0	61.0

When we made a correlational analysis of the influencing factors in the development of construction materials, the influencing factors were studied through the following relationship:

➤ linear;

In EHM the resulting calculations are presented in the appendix. By analyzing the degree of influence of each factor influencing these correlations, the following were determined.

1. Factors X-1, X-2, and X-3 have the greatest influence on the production of construction materials. We present it in Table 3.

3- Table Information about the factors affecting the construction materials produced in Samarkand region

Year s	Produced gan product value of (thousand sums)	Factors affecting competitiveness		
		Types of manufactured products (x-1)	Enterprises number of (X-2)	Number of employees (X-3)
2020	5887.2974	15.0	62.0	1565.0
2021	38536.632	30.0	252,	3670.0
2022	49645.120	37.0	426	4730.0

Based on the above analysis, we can say that as a result of the analysis, it is possible to determine the alternative (optimal) issue of the development of construction materials and its quantity with the help of all types of influencing factors.

Therefore, the influencing factors in the development of building materials are determined by correlational relationships, that is, more it is necessary to study the influencing factors and evaluate them. We use multiple correlation analysis (-table).

When we conducted a multiple correlation analysis, and when we conducted an analysis of the correlation coefficients that represent the relationship of the factors that have a particular influence

on the development of construction materials for the development of entrepreneurship, it is clear from the results that the combined effect of the factors is also very large.

Using the conducted correlation analysis, we will create regression equations to determine the amount of production value of each manufactured building material in the directions of developing business activity in future periods.

Indicators representing the competitiveness of the enterprise and ways to identify them

1. The share of the company's product in the same products in the market (Kmbu)

$$K_{MBV} = \frac{K_M}{B_{KM}} = 0.07$$

2. Share of the company's product (Kmu) compared to the share of the company's product (Ekmu) of the strongest competitor in the market

$$K_{MY} = \frac{K_{MBV}}{\partial K_{MY}} = 0.57$$

3. The growth rate of the sales volume of the competitive product (Rmo's)

$$P_{MVC} = \frac{P_{MX}}{P_{MAH}} = 0.98$$

4. The ratio of the price of the company's product to the price of such a product in the market (Kbak)

$$K_{BAX} = \frac{K_{MB}}{B_{MMB}} = 0.83$$

5. Certification level of the company's product (Xer)

$$K_{PEK} = \frac{P_{EK\Phi}}{P_{EKX}} = 0.97$$

6. The ratio of the profit from advertising the company's product to the advertising costs (Crack)

$$K_{PEK} = \frac{P_{EK\Phi}}{P_{EKX}}$$

7. Profitability level of competitive goods of the enterprise (Rrb)

$$P_{PB} = \frac{P_{T\Phi}}{P_T} = 11.0\%$$

8. Total profitability in the enterprise (R)

$$P = \frac{C_{\Phi}}{Q} = 18.0\%$$

9. Current liquidity level of the enterprise balance sheet (Lj)

$$J_{\mathcal{K}} = \frac{\mathcal{K}_A}{\mathcal{K}_M}$$

10. Generalized indicator representing the competitiveness of the company's product (Mruk)

$$M_{PVK} = \frac{M_{III}}{M_{III}} = 0.61$$

During the analysis, absolute and relative quantities such as the difference, changes compared to previous years, dynamics of these indicators are determined, each of them is considered to be the factors affecting the change. Several factors affect the competitiveness of the enterprise. They can include:

1. The level of service provided during the shelf life and warranty period of the enterprise's competitive product
2. The level of advertising of the product by various means and its effectiveness.
3. The level of service organization of the enterprise and its efficiency.
4. The reputation of the company's brand and trademarks.
5. The share of the enterprise's packaged, wrapped part of the goods and their efficiency compared to goods sold without packaging.
6. Changing (changing) the price of the company's product depending on the demand and supply in the market.
7. The art of using tools to entice the customer to buy more.
8. Establishment of marketing service in local, regional, country and international market.
9. An increase in the share of products exported abroad in the total volume of products (this indicates the breadth of the market), etc.

In the process of analysis, the impact of each of them is considered and we believe that they will make appropriate management decisions.

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