

MARKETING ANALYSIS THROUGH MARKETING STRATEGIES OF A CORPORATE RETAIL INDUSTRY OF UZBEKISTAN: AN EVALUATION OF MARKETING PRACTICES

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Abstract

In today's world, marketing concept outlines as information and art of exploring, generating, and delivering cost to please the needs of a target audience market at a profit. Marketing classifies unfulfilled and desired needs of customers. It measures, and enhances the size and profitability of the recognized market.

This article examines the Uzbekistan organization's environmental marketing practices and marketing strategies. At the same time, improving the quality of service based on an attractive pricing policy, marketing strategy, in this regard, reinforces consumer confidence. Through conducting marketing according to the company's marketing plan, the company's business is going to grow and develop production and volumes. In addition, the study highlights the importance of consumer education, digital marketing, loyalty programs, and strategic partnerships with other corporations and provides an answer to the question of why Uzbeks choose retail trade markets to build sustainable consumer behavior and strengthen brand loyalty. (Philip, 2000)

Keywords: marketing research, microenvironment, microenvironment, SWOT analysis, competitors, marketing mix, evaluation, customers, positioning, target audience.

Annotatsiya

Zamonaviy dunyoda marketing konsepsiyasi bozordagi maqsadli auditoriyaning ehtiyojlarini qondirish uchun daromadlarini tadqiq qilish, ishlab chiqarish va etkazib berish ma'lumotlari va san'ati sifatida tavsiflanadi. Marketing mijozlarning qondirilmagan va kerakli ehtiyojlarini tasniflaydi. U tan olingan bozor hajmi va rentabelligini o'lchaydi va oshiradi.

Ushbu maqolada O'zbekiston xizmat ko'rsatish korxonalarining ekologik marketing amaliyotlari va marketing strategiyalari ko'rib chiqiladi. Shu bilan birga, jozibador narx siyosati, marketing strategiyasi asosida xizmat ko'rsatish sifatini oshirish, bu borada iste'molchi ishonchini mustahkamlamoqda. Marketing rejasiga muvofiq faoliyatni olib borish orqali kompaniyaning biznesi o'sib boradi va natijada ishlab chiqarish hajmlarni rivojlantiradi. Bundan tashqari, tadqiqotda iste'molchilarni

o'qitish, raqamli marketing, sodiqlik dasturlari va boshqa korxonalar bilan strategik hamkorlik muhimligi ta'kidlangan. O'zbekistonlikda barqaror iste'molchilar xulq-atvorini shakllantirish va brendga sodiqlikni mustahkamlash uchun chakana savdo xizmatlarini takomillashtirish bo'yicha takliflar ilgari surilgan.

Kalit so'zlar: marketing tadqiqotlari, mikromuhit, mikromuhit, SWOT tahlili, raqobatchilar, marketing aralashmasi, baholash, mijozlar, joylashishni aniqlash, maqsadli auditoriya.

Аннотация

В современном мире понятие маркетинга определяется как информация и искусство исследования, производства и доставки доходов для удовлетворения потребностей целевой аудитории на рынке. Маркетинг классифицирует неудовлетворенные и желаемые потребности клиентов. Он измеряет и увеличивает признанный размер рынка и прибыльность.

В данной статье рассматриваются практика экологического маркетинга и маркетинговые стратегии предприятий сферы услуг Узбекистана. В то же время повышение качества обслуживания на основе привлекательной ценовой политики и маркетинговой стратегии усиливает доверие потребителей в этом отношении. Осуществляя деятельность в соответствии с маркетинговым планом, бизнес компании растет и, как следствие, развиваются объемы производства. Кроме того, исследование подчеркнуло важность просвещения потребителей, цифрового маркетинга, программ лояльности и стратегического партнерства с другими предприятиями. Выдвинуты предложения по совершенствованию розничных услуг в Узбекистане в целях формирования устойчивого потребительского поведения и укрепления лояльности к бренду.

Ключевые слова: маркетинговые исследования, микросреда, микросреда, SWOT-анализ, конкуренты, маркетинг-микс, оценка, клиенты, позиционирование, целевая аудитория.

INTRODUCTION

Today, all companies involved in manufactured goods are retailers. The wide range of retailers and products from around the world ranges from grocery stores, convenience stores, discount and independent stores to electronics and specialty stores. The stability of the fast-growing industry has been especially evident in the last few years. By 2024, retailers are rethinking their long-standing processes and tactics that have shaped the sector for many years. Recent research shows that consumer awareness of retail stores in Uzbekistan has increased significantly.

Without a strong and effective positioning strategy, the establishment's production and distribution will decline. If retail owners clearly figure a strategic positioning, it will influence the value of the business, consumer perception and aid determine the

existing position in the market. As of July 1, 2024, the amount of retail trade enterprises in Uzbekistan extended 88,541 units, consisting of 324 large enterprises and micro firms and 88,541 small creativities. (UzDaily.uz, 2024)

Consequently, Uzbekistan's main trade retail market namely Korzinka.uz utilizes majority of tools for correct positioning and making the right decisions. Since in the business sphere, building the right decisions is a more essential part of the management development of any association. Therefore, this study will study the environmental analysis, customer analysis, competitor analysis and marketing mix assessment for Korzinka.uz.

LITERATURE REVIEW

According to Bernard Meyer 2024, retail marketing is a tactical combination of in-store and digital retail methods to attract customers and drive purchases. Factual retail marketing creates an exclusive brand identity, engages customers through multiple tactile experiences, and enables timely responses to market trends and customer preferences. (Omnisend, 2021) The Global Retail Outlook 2024 report shows that retailers have the opportunity to build profitable loyalty through personalization, co-branding, and data monetization. The Uzbekistan Retail Outlook 2024 shows that retail sales will increase by 2.5-3.5% in 2024 to between \$5.23 trillion and \$5.28 trillion. This compares to last year's 3.6% annual sales growth of \$5.1 trillion. (Michael Porter, Harvard Business School) Today, marketing or a company begins and ends with customers. Korzinka.uz strives to take better care of its customers than ever before and build strong relationships with them by meeting their needs and desires. (National Retail Federation, 2023) As a result, the trade retailer Korzinka.uz with partner firms is immersed in work to provide customers with high-quality new fresh products by mutual agreement. In Uzbekistan, Korzinka.uz has taken one of the first places in trade, because the desire of Korzinka.uz has been appreciated and won the satisfaction of its customers. The relationship between suppliers and the organization embodies the equation of power between them. As well, the COVID-19 pandemic has accelerated the shift to multi-channel retail and online shopping, especially in shopping malls, particularly Korzinka.uz supermarkets, forcing retailers to innovate and adapt in response to changing customer preferences and needs. Sustainability and social responsibility have also become key areas for retailers as consumers increasingly seek ethical products and eco-friendly practices. Retailers are improving their supply chain operations to meet growing consumer demands for greater efficiency, lower costs and faster delivery. (Mordor intelligence, 2018)

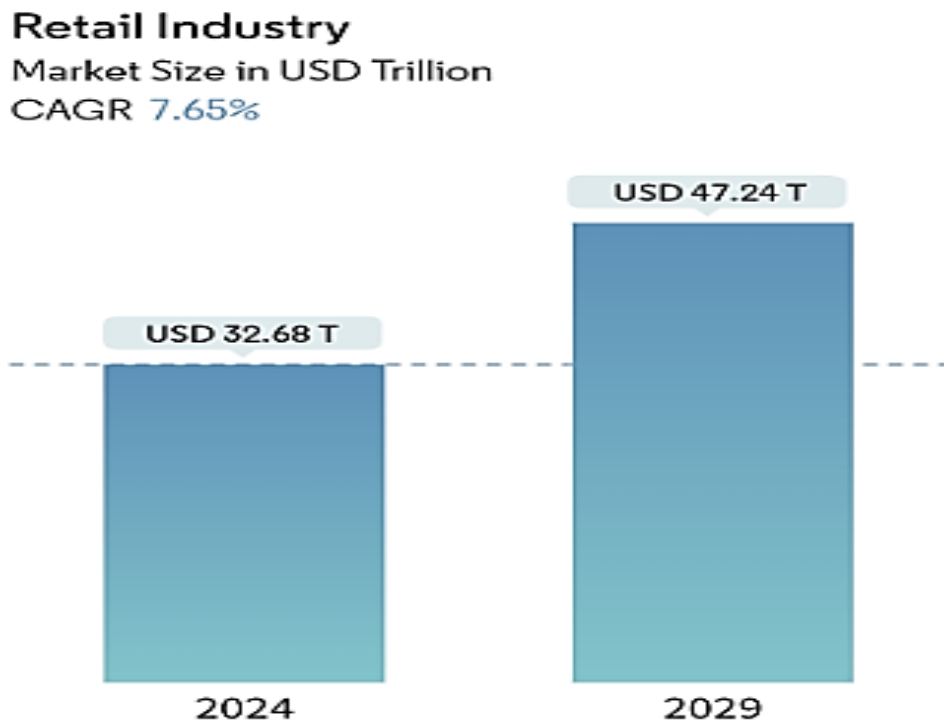
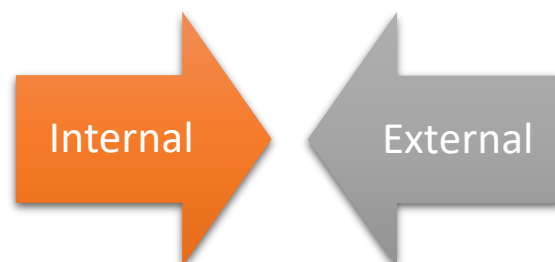


Figure 1: The retail industry forecast from 2024 to 2029

METHODOLOGY

Examination of the Kozinka.uz marketing environment helps to identify business opportunities, threats, use of useful resources, helps in planning and recovers overall performance, development and business profitability. In addition, the marketing environment in the retail industries such as Korzinka.uz, Havas, Makro supermarkets includes a microenvironment and a macro-environment.



3.1 Overview of Corporate Retail in Uzbekistan

These days, Korzinka.uz supermarkets are trying to attract more customers and satisfy their needs wants. Therefore, it provides magnificent customer price and satisfaction to customers than competitors and gain strategic advantage by positioning. Facing strong competitors like Macro supermarket, HAVAS, Baraka market and open-air markets in the retailing trade, Korzinka.uz advances its approach by providing a variety of goods and services at very suitable low prices. Moreover, Kozinka.uz plans to open new branches in convenient places to people also spread throughout the whole Uzbekistan.

Today marketing or firm begins and ends with customers. Korzinka.uz, Havas and Makro supermarkets aspire to care their clients better than before and build a tough relationship with them by satisfy their needs and wants. Especially, Korzinka.uz with partner firms immerse in work to provide customers with high quality new fresh products by mutual agreement. In Uzbekistan, the Korzinka.uz took one of the first in the trade, because the striving of Korzinka.uz was praised and won the satisfaction of customers. Presently the main retail supermarket suppliers are main part of the supply chain, which sees valued-added at all steps from conception to consumption. Korzinka.uz especially build a good connection with the suppliers as providers play significant important role in company's general customer value delivery system which provides fresh products and services to them. The relationship between suppliers and organization epitomizes a power equation between them. (Michael Porter, Harvard Business School) . Figure 2 illustrate quality of department in supermarkets in Tashkent in 2024.

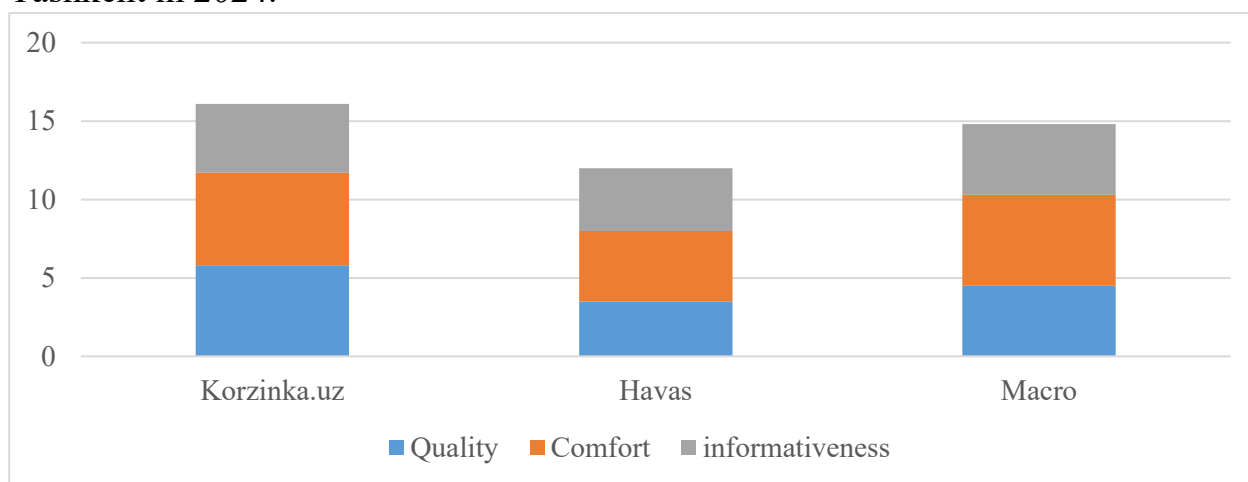


Figure 2. Quality of department in supermartkets in Tashkent 2024

Marketing Strategies Used in the Retail Industry.

According to Neil H. Borden, the marketing mix is the set of marketing tools that local supermarket Korzinka.uz utilize to pursue its marketing objects in the target marketing. Four main mixed variables shape a company's marketing mix. The 4Ps of marketing concentrating on product, promotion, price and place. In Korzinka.uz, employees focus on these variables and tailor them with respect to the target market.

As shown in figure 3, Korzinka.uz provides variety of product sections and brands. These products give many choices and opportunities to customers. For example, If customer seeks quick ready foods or products, customer can find them in frozen foods section where it is easily found. According to David Schwartz, price is the money, which customer pay for any product or service.



Figure 3: Korzinka.uz Product sections

Korzinka.uz provides accumulative cards for its customers to save money and utilize it on a product, which they need it. In addition, Korzinka.uz ensures its customers enjoy buying products with lower price.

Korzinka.uz often provides sell products by height and size. Besides, Korzinka.uz thought that, not all people from wealthy families and not all people could buy many products with huge size. Moreover, they agreed to offer goods in small packages and make discounts if customer has a discount card. As per Louis Stern and Adel Ansary, advertising places are sets of associated associations engaged with the way toward making an item or administration accessible for use or utilization. Korzinka.uz opened many branches in area of Uzbekistan. The strategic locations of supermarket branches are in stunning locations where customer can easily find in each place. Promotions also known as integrated marketing communications, where company attempts to integrate all its communication efforts to get maximum returns on their promotional expenditure. Nowadays, In Korzinka.uz, customers are communicate through various communication channels like print advertisement, TV commercials, sales meeting, fairs, websites and telemarketing because it is very effective and useful way to communicate with customers.

In Uzbekistan, Korzinka.uz is largest local supermarket that has about 100 branches all over places that makes them well known in Uzbekistan. By having so numerous branches, Korzinka.uz are realized one of the major supermarket chains in every regions of Uzbekistan. They also provides a wide range of products at low prices except to their close competitors like HAVAS, Macro supermarket and Baraka hypermarket in the retailing industry. Korzinka.uz has introduced their own home products such as breads, cookies, cakes and other daily use products like soap, oil and others, which can increase customer valuation and promote their own brand name

among the customers. This is very good for market positioning and advertisement, which can provide brilliant customer value. (See a Table 1)

Table 1. SWOT ANALYSIS: Korzinka.uz

<u>Strengths</u> • <u>Marketing Strategy</u> • <u>High quality products and services</u> • <u>More branches</u> • <u>Provide some sales.</u>	<u>Weaknesses</u> • <u>Low performance</u> • <u>Communication gap between the consumers.</u>
<u>Opportunities</u> • <u>Franchising</u> • <u>Build more branches</u> • <u>Perfect customer service process</u>	<u>Threats</u> • <u>Destruction</u>

Problem Statement

The retail trade markets also sometimes facing a pricing issue that can get confused for the price for the products and it makes difficulty for people or customers to see the price of the products. The problem also may confuse people, when they saw the price for a product is dissimilar. Sometimes, clients afraid to buy some products and can cause the customer to change direction to another supermarket because of the price tag.

As well, Korzinka.uz offers low price goods and products that people do not need to go other stores to buy products. By this way, Korzika.uz will get more clients and customers become faithful to them. The Korzinka.uz have also perfect customer service that upgraded with new technologies to serve quickly to customers and it improve efficiency of Korzinka.uz's workers operations as well fascinate new customers. Now, people live in 21 century of technologies and innovations, which they will utilize the smartphones and laptops to organize our regular tasks and works. Thus, individuals practically do all by using smartphones such as payment of taxes, money transfers from card to card, pay for bills or do online shopping. There are many online shopping websites such as Tovar.uz, Pro Uniform, Abad.uz, and ABD.uz. These websites can lead to Korzinka.uz failure.

ANALYSIS AND DISCUSSION

Competitor Analysis of Uzbekistan's retail industries.

According to Professor Michael Porter, rivalry is more unpredictable than tug of war between rivals. It is not about who is the greatest, It is about who is the most productive. Korzinka.uz supermarket use competitor analysis to attempt to define and develop a deeper understanding of their industries, identify, and target existing, as well as potential, competitors, determining their strengths and weaknesses and anticipating

their strategic and tactical moves. To be useful, Korzinka.uz must provide trustworthy information about the goals and plans of a firm's competitors, as well as their ability to achieve.

Table 4.

SWOT analysis results of supermarkets

				
Strengths	About more than 100 branches	High performance 103 branches	More than 100 branches	In every corner of Uzbekistan
Weaknesses	No bargain The received product cannot be returned.	No bargain The received product cannot be returned.	No bargain Low product quality.	Bargaining is possible Low performance

Positioning of Uzbekistan retail Market industries.

Initially, Korzinka.uz uses demographic segmentation in terms of income. Every day Korzinka.uz offers many discounts, promotions and sales that can attract new customers with low and low income. Usually, several people go to places or stores where there are discounted or discounted products. For this reason, Korzinka.uz branches often have to offer products at low prices. The range of products is important to attract new customers. Currently, Korzinka.uz is one of the largest supermarkets in Uzbekistan. In addition, this supermarket chain provides everyday products, quality products, fresh products, new products and products for its best customers. It should be noted that Korzinka.uz not only focuses on products, but also supplies other sectors such as products specialized for the kitchen, stationery, children's range, furniture and clothing.

It can be said that Korzinka.uz uses psychological segmentation in terms of lifestyle and personality. Korzinka.uz is interested in learning about the lifestyle of people in Uzbekistan and their interests. Therefore, Korzinka.uz needs to organize some kind of event or platform to collect feedback to attract more customers. In addition, Korzinka.uz needs to organize a huge sale and help those in need. As a result, Korzinka.uz segments its market by the lifestyle of people. Korzinka.uz branches in Uzbekistan offer everything from clothing and good products, products at a good price to satisfy their best customers. Market positioning is well defined as establishing a strong, distinctive and meaningful position for a product or service in the minds of target customers compared to competing products. Korzinka.uz has a positioning that is consistent with targeting a less price-sensitive customer. (See a figure 4)

In addition, Korzinka.uz organizes various promotions, discounts and gift coupons for customers every day. Moreover, this will enchant everyone and people will never go to other supermarkets, they will want to go to Korzinka.uz. Korzinka.uz

also positions itself as “Your Low Price Supermarket”. As a result, the culture and internal operations of Korzinka.uz are structured to meet customer needs. (Phillip Kotler, 2020)



Figure 4. Strategic Options Of Supermarkets.

CONCLUSION AND SUGGESTION

In this article, the local retail supermarkets of Uzbekistan namely Korzinka.uz, their strengths, weaknesses, opportunities and threats in SWOT analysis have been analyzed. This can be a sign that in the retail industry of Uzbekistan, all the employees are experienced and skilled professionals. In addition, the article has provided marketing strategies and analysis that can help the marketing managers and retail owners to restore the speed of their business. Further, the article has analyzed the competitor analysis that can be useful for setting goals and business. In addition, all the variables of the marketing mix have their own places in the business places that the marketer or owner can use to create a great business marketing.

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