

MARKETING STRATEGIES TO INCREASE THE COMPETITIVENESS OF SMALL AND MEDIUM BUSINESS

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Abstract

The article highlights the importance of using innovative marketing strategies of small business entities producing industrial products. He studies the theoretical aspects of the management of the market activity of small industrial enterprises and the introduction of innovations into the production process. Innovative marketing strategies aimed at increasing the competitiveness of small business entities will be systematized.

Keywords: economics, marketing, competition, innovation, innovation marketing, industry, technological innovation, product innovation, game fiction, marketing evangelism, storytelling, crowdsourcing.

Annotatsiya

Maqolada sanoat mahsulotlari ishlab chiqaruvchi kichik biznes subyektlarining innovatsion marketing strategiyalaridan foydalanish dolzarbligi asoslanadi. Kichik sanoat korxonalarining bozor faoliyatini boshqarish va ishlab chiqarish jarayoniga innovatsiyalarni joriy etishning nazariy jihatlarini o'rganadi. Kichik biznes subyektlarining raqobatbardoshligini oshirishga yo'naltirilgan innovatsion marketing strategiyalari tizimlashtiriladi.

Kalit so'zlar: iqtisod, marketing, raqobat, innovatsiya, innovatsion marketing, sanoat, texnologik innovatsiyalar, mahsulot innovatsiyasi, o'yin fantastika, marketing xushxabari, hikoya qilish, kraudsorsing.

Аннотация

В статье подчеркивается важность использования инновационных маркетинговых стратегий субъектов малого предпринимательства, производящих промышленную продукцию. Он изучает теоретические аспекты управления рыночной деятельностью малых промышленных предприятий и внедрения инноваций в производственный процесс. Будут систематизированы инновационные маркетинговые стратегии, направленные на повышение конкурентоспособности субъектов малого предпринимательства.

Ключевые слова: экономика, маркетинг, конкуренция, инновации, инновационный маркетинг, промышленность, технологические инновации, продуктовые инновации, игровая фантастика, маркетинговый евангелизм, сторителлинг, краудсорсинг.

INTRODUCTION

In the face of intense competition in the global markets, the development and improvement of economic relations further complicates the market mechanism. This is due to changes in consumer demand, demand, taste and outlook, as well as proportional behavior of manufacturers in relation to market laws. In addition to the intense

economic competition between producers, there is also a distinctive competition between the seller and the buyer to match the price and quality of the product. It is precisely this kind of competition that requires the use of innovative marketing strategies to effectively meet consumer needs in developed markets.

High market share is considered as a key factor for innovative development in the world. Innovative developments in the world have increased by 7.8% over the last five years, and innovation costs account for 2.1% of global GDP [1].

In Uzbekistan, as an important sector of the economy, it is strategically important to expand production at industrial enterprises and to compete in international markets.

In our country, there is insufficient scientifically researched problem of the need to use modern methods of modernization and innovative management of industrial enterprises, lack of innovative approaches to form theoretical-methodological foundations of marketing strategies of enterprises, conceptual and practical problems.

Thus, in the current conditions of global economic instability and increased competition, the sustainable operation of industrial enterprises in the economy is largely dependent on a well-chosen innovative marketing strategy.

LITERATURE REVIEW

Strategy of actions for development of the Republic of Uzbekistan for 2017-2021 "further modernization and diversification of the industry through the transition to a qualitatively new stage aimed at accelerated development of high-tech processing industries, first of all with the deep processing of local raw materials. "[2] has been identified as one of the key areas.

The effective implementation of these tasks, in particular, the effective use of modern marketing strategies at industrial enterprises, the conduct of marketing research, the development of high-tech industries, and the promotion of innovative activities Innovative marketing strategies should be used effectively in industry to address these issues.

The evolution of views on the interconnectedness of the economic categories under consideration shows that initially the competition was given a stimulating function in creating innovations: introducing new technologies, releasing new products, improving product quality (A. Smith, A. Marshall, J. Clark, J. Schumpeter). Later, innovative factors moved to the center of the mechanism of competition, turning into an integral tool of radical change (M. Porter, G. Hamel, K. Prahalad).

The turbulence of the external environment of the company, characterized by economic, political disasters, general uncertainty, a rapid change of technology, globalization and other trends, forces firms to revise the traditional rules of doing business. In addition, as consumer demands become more complex, firms are faced with a lack of resources to independently support their core activities.

The limited resources of firms that are forced to fight for the consumer have led to the fact that competitive rivalry has partially been replaced by competitive cooperation¹, in which competing enterprises, not ceasing to fight for the client,

¹ Хэмел Г., До И., Прахалад К.К. Сотрудничайте с конкурентами и побеждайте // Стратегические альянсы. М.: Альпина Бизес Букс, 2008. С. 9-32.

cooperate in various areas (creating new developments, reducing the costs of current activities, ensuring more wide market coverage, increasing competitiveness, etc.)¹.

The introduction of innovative marketing strategies for industrial enterprises will have a positive impact not only on the competitiveness of national and world markets, but also on the organization of the economy on the basis of innovation and the achievement of high ratings.

The first research on marketing innovations was introduced by Theodore Levitt in 1960, showing its impact on the effectiveness of the enterprise. Regardless of marketing innovations, many businesses now focus on product and process innovation.

In his research, T.Livitt says that "while innovating in enterprise management, as well as producing new products, it deliberately strives to create and take into account the effectiveness it sees through the introduction of new marketing systems" [3] highlights. In his view, marketing innovation is seen as a process that is ignored by businesses and occurs spontaneously or by accident.

Currently, many studies have widely recognized that economic productivity cannot be achieved only through product innovation. [4]

In general, the main issue is the development of multi-system approaches to which marketing innovations should be widely studied. It can be seen that these conceptual approaches, along with a comprehensive analysis of innovation marketing and the relevance of studying it as a separate area of marketing, are important to the sectors of the economy.

ANALYSIS AND RESULTS

During the years of independence, Uzbekistan has achieved significant development in the oil and gas, chemical, automotive, construction materials and pharmaceuticals, light and food industries, as well as other industries. Industry share in Uzbekistan's GDP is over 25.0%, about 38% of total investments in fixed assets, the economy has grown by an average of more than 8.5% over the last 2005-2018, accounting for 14.0% of total employment in the economy. However, the impact of global competition on global markets dictates that all countries must effectively use innovation in the development of industrial markets. Therefore, effective introduction of marketing innovations in the development of industrial enterprises, assessment of their formation and development, complex research on theoretical and methodological issues, development of innovative marketing activities in industrial enterprises, identification of specifics, innovative features of industrial enterprises in the republic the development of mechanisms to improve the organizational and legal framework of marketing activities .

The diversity of consumer needs and new forms of competition that create and execute their own market strategies based on the principles of innovative marketing strategies for industrial enterprises can help the company grow unprecedented growth opportunities.

¹ Котляров И.Д. Маркетинг конкурентов и связи с конкурентами // Практический маркетинг. – 2010. №4. С. 15-16.

The impact of marketing innovation on enterprise development is evaluated first and foremost on the impact of product and technological innovation on marketing innovation. The introduction of continuous marketing innovations in conjunction with product innovations is an urgent issue as the old methods of marketing new products are ineffective. The use of old marketing techniques to enter the market with a new product does not ensure sufficient sales volume for the new product. [5]

When developing an innovative marketing strategy, there may be some differences in different markets, for example:

- The individual emotions of a particular consumer play a key role in making the purchase decision in the B2C (business-to-customers' business for the consumer) market;

- In the B2B (business-to-business) marketplace, the buyer's choice is based on rational thinking. The following key features of B2B marketing are:

- focusing on the impact of rational factors on consumer motivation;
- Impact on individual motivation of employees (salary increase, promotion, positive evaluation by the management, achievement of certain employment achievements);

- Procurement decision-making through gradual and multilevel processes;

- prolonging procurement processes for a certain period;

A number of targeted strategies for innovative development of industrial enterprises abroad have been implemented. In recent years, marketing innovation has been a major factor in enhancing the competitiveness of industrial enterprises in countries around the world. To provide long-term industry development, countries have invested a lot of money in science and development. The fact that the national innovation system, created in developed countries, accelerates economic growth is clearly reflected in today's socio-economic indicators.

Innovative development of the industry means the intellectual potential of industrial enterprises, the creative potential of workers and employees, knowledge, all stages from the creation of the product to the consumer. Innovation in these areas is a key resource for the strategic development of an industrial enterprise. In today's conditions, the economy is competitive, creating an industry with high science intensiveness that is based on innovative, intellectual knowledge and a skilled workforce.

Foreign companies have developed and implemented various strategies, organizational and economic principles that encourage innovative marketing strategies of industrial enterprises.

Large corporations and companies have extensive experience in the use and application of innovative marketing technologies in various fields.

Sub Way, a fast-food retailer in India, launched its DART strategy in selling sandwiches in 1956. The main approach of the DART strategy is that the consumer creates the product for himself, that is, the buyer is directly involved in the product creation from start to finish.

DART - communication, accessibility, risk assessment and information transparency (dialogue, access, risk assessment, transparency) operating system

Prahalad and Ramaswamy [6] view DART as a key way to create value for innovative marketing that facilitates communication with consumers, transparency, open communication with the consumer, consumer impressions, innovation and effective communication.

DART planners say adding new bus stops along rural Sussex County roads is difficult because there is no place for a bus to safely pull over. They also say new stops must be Americans with Disabilities Act compliant, which can cost as much as \$100,000. DART officials say areas like Oak Orchard will have to wait until infrastructure catches up¹.

Gamefication (USA) is an innovative marketing strategy that is used effectively in US businesses as a gaming approach to customer engagement. Its main focus is on attracting new customers to the market effectively through its various mobile games.

Marketing evangelism is an innovative marketing strategy used to increase the loyalty and use of company products by providing technical information, developing diverse teams and consumers, relying on independent experts and creating a feedback channel.

"Marketing evangelism" refers to the process of building up a new market and enhancing the market potential by introducing a new image of a particular consumer in the minds of consumers.

Storytelling is an innovative marketing technology that is actively used in developing brands, especially new ones. This technology is based on a holistic brand history. Its main purpose is marketing strategy to attract consumers through praise-worthy slogans. Leading companies provide the consumer with a variety of tools and distribute video clips that tell them about their accomplishments.

Market Map is a reflection tool for all intuitive market participants, as well as product promotion processes for end users, so that interest groups, distributors, information channels and products of the company can also reflect the actions of their competitors and market participants. Market Maps provide the framework to collect the necessary data and conduct the analysis. Market Maps come in many different types (competitive, value, product, technology, positioning, partnerships & acquisition, etc.). The type of map you build is based on the questions you need answered. The key is to remember that you are analyzing the current competitors that play in and around your space to identify ways you can be more competitive. The completed map allows you to zoom in to view a specific competitor and to zoom out to determine ways to increase your competitiveness and create a Go-to-Market strategy².

Crowdsourcing is an innovative marketing strategy aimed at reducing the commercial risk of innovative products by engaging consumers in news creation and testing. Meaning of crowdsourcing(English crowdsourcing, crowd - "public" and sourcing - "use of resources") - solving problems and creating new brands based on the creativity, experience and knowledge of ordinary people.

¹ <https://www.capec Gazette.com/article/dart-strategies-miss-mark-sussex/197897>

² <https://www.goldbergstrategy.com/blog/tag/Market+Map>

Crowdsourcing is the transfer of certain functions to create consumer values, and then, in connection with this, with other marketing functions to an indefinite number of people from among real and potential consumers on the basis of a public offer (offer) from the manufacturer. At the same time, it is not intended to conclude any formalized labor contract or its unformalized analogues. This latter crowdsourcing differs from the competition for filling a vacant position, during which the applicant must perform certain work in the interests of the potential employer (in some cases, such competitions are a fraudulent form of crowdsourcing). There are exceptions of a different kind: for example, it has become customary for Procter & Gamble to publish problems that they cannot solve themselves on a special site, offering large monetary rewards to more than 160 thousand “solvers”, which make up the park-panel of P&G freelance researchers¹

CONCLUSIONS

With the foregoing, marketing strategies that are now prevailing as a result of market access, such as guerilla marketing, guerilla marketing, macromarketing, megamarketing, green marketing, and internal marketing, are not only achieving global competitiveness. should be considered as an important vector for the development of countries.

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