



**THE PLACE OF MARKETING IN THE ACTIVITIES OF SMALL
BUSINESSES IN THE REPUBLIC OF UZBEKISTAN.**

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Abstract

The relationship between marketing and business is essential to the success of any company. Marketing plays a key role in the process of getting products or services to consumers and selling them. Business encompasses the resources and processes needed to implement marketing strategies and achieve the overall goals of the company. This article analyzes the relationship between marketing and business, their key elements, and successful strategies.

Keywords

small business, customer, 5P model, Seth model, brand marketing, supply and demand balance, competitiveness, efficiency, internet marketing, fluency marketing.

Small businesses are an important part of economic development, playing a significant role in job creation and innovation in many countries. However, small businesses often have to operate in a competitive environment with limited resources. Therefore, effective marketing is a pressing issue for small businesses.

For small businesses, marketing is essential to getting their products or services to consumers and increasing their competitiveness. Small businesses need to develop effective marketing strategies to attract their customers. This will help them win new customers and strengthen relationships with existing customers. Small businesses can increase their market penetration by creating and developing their own brands. Brand awareness is important in gaining consumer trust. Marketing strategies help small businesses differentiate themselves from their competitors and market their products or services effectively. Small businesses often have limited financial and human resources. Therefore, it is important to consider efficiency and cost-effectiveness when developing marketing strategies. Small businesses often have to compete with larger companies. They need to know how to offer their products or services at competitive prices and how to attract consumers. Consumer needs and behavior are constantly changing. Small



businesses need to constantly update their marketing strategies, taking into account market research and consumer opinions. The Internet and digital technologies have transformed marketing processes. Small businesses need to take advantage of new opportunities such as online marketing, social media, and digital advertising.

Consumers and competitors play a key role in developing marketing strategies. Through market research, small businesses can determine which segments to offer their products to. Social media is a convenient platform for small businesses to promote their brands and establish relationships with customers. Being active on platforms like Facebook, Instagram, and Twitter can help you reach a wider audience. Small businesses need to offer their products with features that set them apart from their competitors. This shows consumers the uniqueness of the product and attracts them.

Small businesses may have limited budgets for advertising. Therefore, it is essential to plan advertising strategies effectively and target them to the right audience. Strengthening relationships with customers is essential for increasing their loyalty. Small businesses can increase loyalty by improving customer service and listening to their opinions. The urgency of organizing marketing in small businesses is due to limited resources, a competitive environment, and changing consumer needs. Small businesses can develop their brands, increase their competitiveness, and expand their opportunities to attract customers by developing and implementing effective marketing strategies. Strategies such as market research, leveraging social media, and strengthening customer relationships are essential for successful marketing for small businesses.

Small businesses are an important part of the global economy, contributing significantly to job creation, innovation, and economic growth. However, small business owners often face difficulties in formulating a marketing strategy. For this reason, scholars and their research devoted to the study of marketing activities in small businesses are of great importance.

Professor Michael E. Porter is best known for his Five Forces Model of Competition, which helps small business owners assess the competitiveness of their businesses. The model suggests analyzing the following factors:

- a) Bargaining power of suppliers: What influence do suppliers have on pricing?
- b) Bargaining power of buyers: What influence do buyers have on price setting?
- c) Threat of competitors: What is the level of competition in the market?
- d) Threat of new competitors: What is the likelihood of new competitors entering the market?



e) Threat of substitute products: What is the impact of substitute products on existing products in the market?

Helps small business owners identify the strengths and weaknesses of their businesses, build competitive advantages, and shape their strategy.

Professor Philip Kotler is known for his 4P model of marketing, which helps small business owners market their products effectively. The model includes the following factors:

f) Small business owners need to shape their products to meet customer needs.

g) Small business owners need to price their products competitively and attractively to customers.

h) Small business owners need to ensure that their products are sold in locations that are convenient for customers.

i) Small business owners need to effectively promote their products to customers.

j) Kotler's model helps small business owners make the right decisions and achieve success when bringing their products to market.

Professor Seth Godin is known for his research on reinventing marketing, branding, and audience engagement. His research helps small business owners make their businesses unique and compelling. Godin emphasizes the following points:

k) Small business owners should focus on creating a clear brand identity to make their businesses unique and attractive.

l) Business owners need to understand the needs and wants of their target audience in order to effectively market their products.

m) Small business owners need to engage customers by effectively communicating the story of their business .

Godin's research helps small business owners position their businesses in the marketplace and achieve success.

Small business plays an important role in the economy of Uzbekistan. It not only ensures economic growth, but also plays a significant role in creating new jobs, increasing social stability, and strengthening competitiveness. Small businesses account for more than 30% of the country's economic activity.

Through marketing strategies, small businesses can better promote their products and services, attract customers, and compete with competitors. Through research, small businesses can identify consumer needs and market demand. Marketing activities help to increase brand awareness and gain consumer trust.



By 2023, more than 400,000 small businesses will operate in Uzbekistan. Small businesses provide more than 2 million jobs, which is a significant part of the country's employment. The small business sector contributes more than 20% to the growth of the Uzbek economy. The costs of small businesses on marketing activities usually make up 5-10% of their total expenses. This indicator shows how much attention small businesses are paying to marketing.

Marketing activities in small businesses in Uzbekistan play an important role in economic growth and increasing competitiveness. Statistical indicators show the importance of small businesses in the country's economy and the need for marketing activities. Small businesses can effectively market their products and services by choosing the right marketing strategies. They can achieve success through advertising.

Small business is an important part of the economy of Uzbekistan, contributing to job creation, increasing competitiveness and economic growth. In modern conditions, the importance of marketing activities is increasing. For small businesses, the need to organize marketing strategies using modern methods, adapt to market demands and establish effective relationships with consumers is considered a pressing issue.

In modern marketing, it is very important to pay attention to the needs and desires of consumers. Small businesses should take into account the opinions of consumers when developing their products and services.

Organizing marketing activities in a modern way is a pressing issue for small businesses, which will not only increase competitiveness, but also allow for stronger relationships with consumers. By applying modern marketing principles, using digital platforms, and implementing innovative approaches, small businesses can successfully develop their activities. Modernizing marketing activities for small businesses in Uzbekistan is considered an important factor for economic growth and sustainable development.

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