

Efficiency of Marketing Management in Textile Enterprises

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Abstract-This article examines the effectiveness of marketing management in textile enterprises. Also, the content of marketing management in textile enterprises is described, the components of the marketing complex, the main functions of marketing management, the main types of activities of marketing service departments in marketing management.

Keywords: Textile industry, spinning mills, knitting mills, raw materials, marketing activities, management efficiency, marketing complex, marketing functions, marketing services.

I. INTRODUCTION

Today, marketing activities play a special role in increasing the competitiveness of textile products. Even if the enterprise is well-organized and the products meet world standards, there are no consumers of the products in the market, such an enterprise will face a crisis. Therefore, it is dangerous to operate in the textile industry without studying marketing activities.

Resolution of the President of the Republic of Uzbekistan dated 16.09.2019 No PP-4453 "On measures to further develop the light industry and stimulate the production of finished products" Target tasks for the production and export of knitwear, leather footwear and fur products for 2020-2025. It is obvious that the introduction of such strategic tasks in the textile industry means that the issues of management of marketing activities in textile enterprises are relevant today.[1]

II. LITERATURE REVIEW

The empirical research on causal relationship between export and foreign investments in the economy of Uzbekistan based on granger test were made by Mustafakulov, S. I.[3], econometric model of production capacity usage of textile enterprises in Uzbekistan were researched by Tursunov B.O. [4;7], Modernization and intensification of agriculture in the republic of Uzbekistan were investigated by Yuldashev, N. K., Nabokov, V. I., Nekrasov, K. V. [5;8], regional features of industrial production dynamics in the research of textile enterprises financial security in Uzbekistan were studied by Zarova E.V.[6] and et.al.

III. ANALYSIS AND DISCUSSIONS

First of all, in assessing the effectiveness of marketing management in textile enterprises, we analyze the current state of the textile industry in the country.

We know that the role of investment in the development of the textile industry is great. According to the analysis, in 2019, 792.5 mln. Investments worth \$ 269.1 million were disbursed. doll. (37.4% share) of foreign direct investment, 51 new and modernized light industry enterprises were launched, mainly in rural areas. As a result, compared to 2018, the production capacity of yarn - 166.5 thousand tons, fabric - 132.2 million square meters. meters, knitted fabric - 27.2 thousand tons, finished products - 62.6 million. pieces and hosiery products - 16.3 mln. doubled.[9]

In addition, the industry processed more than 720,000 tons of cotton fiber, industrial production increased by 115% (14.9 trillion soums) and consumer goods by 119% (8.8 trillion soums) and their share compared to 2018. By the end of 2019, it had grown by 2% (from 57% to 59%).

In addition, more than 780 enterprises in the sector have invested 1.9 billion soums. The share of finished products in 2019 increased by 5% (from 46% to 51%) compared to 2018. Together with foreign designers with well-known "brands" from Korea, Italy, Turkey and Bulgaria, 120 new types of products, 229 different assortments and models have been mastered. The export geography of the industry has been expanded, new consumer markets have been found, the network enterprises have participated in international exhibitions and fairs in the CIS, EU, Caucasus, Iran, Turkey, Korea, China and Russia, and new trading houses have been established in potential markets.

At present, in order to ensure the supply of a wide range of products to foreign markets, the participation of enterprises in fairs and exhibitions abroad is provided. In the first quarter of 2019, about 90 companies participated in events in Germany, the United Kingdom, the United States, Bangladesh, Russia and other countries. dollars worth of additional contracts were signed. In the first half of 2019, this figure was 650 million and a total of \$ 2.3

billion. USD (or 120% of the annual export plan) guaranteed export contracts. In addition, by increasing the share of textile products with added and high added value in the structure of exports and attracting new enterprises to export activities in 2019, 200 mln. dollars in additional foreign exchange earnings.

In addition, in order to expand the export of local products, practical work was carried out to bring them to online stores, including the online trading system "Amazon" and the delivery of goods to customers by mail. As a result, in 2019 alone, the annual export volume of finished products will reach about 32 million tons. dollars. Based on the program of localization at enterprises (special textiles, chemicals, fittings and haberdashery, some technological equipment) and the development of cooperation, 68.1 mln. dollars worth of import-substituting products were produced. The quality management system has been introduced in more than 100 enterprises, bringing their share to 74% of the total number of enterprises. 210 international standards have been introduced in the network enterprises.

According to the "Program for further development of the textile and garment industry in 2017-2019" set out in Resolution No. 2687 of December 21, 2016, 132 projects planned to be implemented in 2017-2019 have been fully launched in all regions of the country. In 2019, more than 15,000 new jobs were created as a result of modernization of existing enterprises, creation of new capacities, work under the programs "Localization", "Home-based work", "Prosperous village and neighborhood".

The cost of production due to the replacement of technological processes, consumption of raw materials and energy resources, modernization of technological equipment amounted to 49.08 billion soums. soums, or 5.2%. In particular, energy audits were conducted at all large enterprises and energy consumption was reduced by 3%. 1227.6 billion soums will be spent on the creation of innovative ideas, technologies and developments in the industry through joint research institutes. Soums worth of innovative work was carried out.

One of the newly established systems in the textile industry In clusters, in 2019, another 48 cotton textile production and clusters were established, and 63 project initiators carried out their activities on 531,000 hectares of land. These projects accounted for 51.4% of the country's cotton fields and produced a total of 1,317,000 tons of raw cotton, of which 454,000 tons of cotton fiber. Today, 35,000 tons of mineral fertilizers have been created to increase soil fertility, and work is underway.

Above we have analyzed the current state of the textile and light industry of the republic. It is obvious that a lot of work is being done in this area in our country. It should be noted that the role of textile and light industry in the development of the economy of the republic is great. At present, 1/3 of the total number of employees in the light industry of the country are employed in the light industry, the share of light industry products is 13.4% of total industrial output, and 55% of consumer goods.

Now, we will try to reveal the essence of the system of management of marketing activities in textile enterprises. The first thing we need to know is what marketing is, how marketing is organized in the textile industry, how it is managed, and how marketing research is conducted in the markets.

Marketing is a type of market-related activity in which the value of a company increases as a result of the exchange of goods, products or services between the seller and the buyer.

Marketing management is a set of all material, financial, normative and other resources necessary for the implementation of marketing activities, which in the process of its implementation consists of directing, organizing and coordinating the activities of all employees. In doing so, economic, technical and other laws are consciously used. This activity is a complex system that requires tremendous knowledge and effort from marketers. The components of the marketing management system in textile enterprises will consist of: purpose principles, tasks, organizational structure, methods, management techniques and technologies, personnel and others.

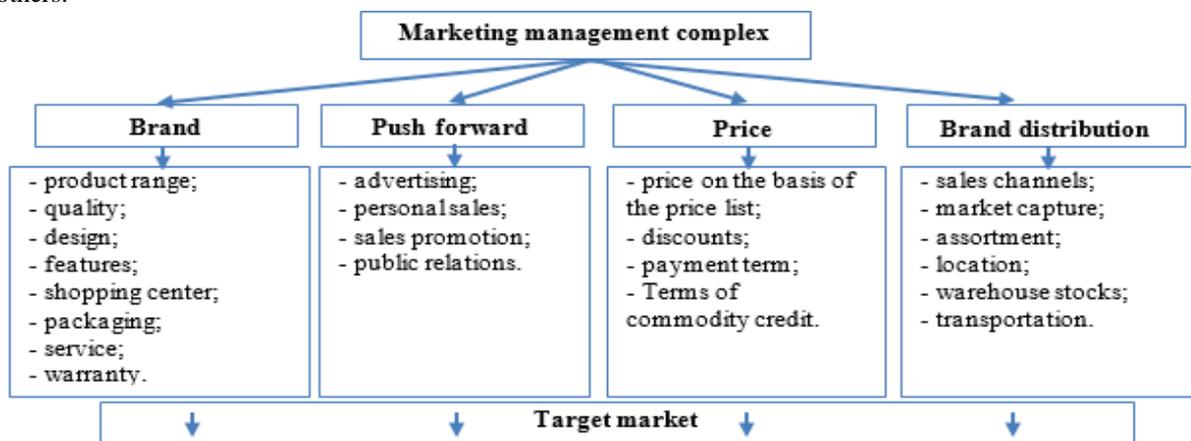


Figure 1. Components of the marketing mix

Therefore, the following issues are of great importance for business marketing activities:

First, data collection and processing:

- information about the external environment;
- information on production, financial and other internal restrictions;
- information on the effects of different devices in different environmental conditions;
- information on the existing opportunities to influence the market and create an advantage for customers.

Second, the use of marketing tools is important. Knowing the truth about the market allows you to create a product and choose the time of its sale in order to achieve the planned quantity of goods sold under favorable conditions. To do this, the seller will have the following problems with the product:

- product features;
- product quality;
- brand name.

Also:

- industrial production program and commercialization of varieties, development of new products, provision of technical and sales services to customers;
- pricing policy, including pricing and pricing, opportunities for price leveling, discounts;
- creation of a distribution-sales system, selection of sales prices, application of sales methods, development of a decision on readiness for delivery, size and location of the enterprise;
- communication - includes elements of advertising types, includes sales support.

Businesses or organizations can take **5 competing concepts** as a marketing framework:

- production-oriented concept;
- product-oriented concept;
- sales-oriented concept;
- marketing-oriented concept;
- The concept of socially responsible marketing.

When analyzing the issues of marketing management in textile enterprises, it is expedient to consider its methodological basis. The methodological basis of marketing management is, according to F. Kotler, the process of marketing management consists of the following [2]:

- analysis of market opportunities;
- selection of the target market;
- development of marketing complex;
- implementation of marketing measures.

In the analysis of market opportunities, marketing research is carried out by analyzing marketing information, marketing environment, market structure, wholesale and retail. In the selection of the target market: the process of market segmentation, which measures the volume of demand. The measurement of demand volume and its forecasting are multilevel in nature. The marketing research process involves a number of operations. For example, secondary information is not studied until the enterprise has identified the problem or issue that needs to be investigated, and primary information is not collected until the secondary has been thoroughly examined.

Table 1: Marketing management in textile enterprises basic functions

Marketing functions	Type of activity
Comprehensive market research	Identify key market indicators. Market development prospects. Consumer research, consumer attitude to the product, reasons for purchase, methods of purchase. Analysis of competitors 'positions and operational practices. Market segmentation. Identify "success factors".
Product range planning	Development of the assortment structure of production. Traditions of product development. Establishing a relationship between consumer and technical performance of the product, the policy of innovation. Assessing the competitiveness of the product. Rating policy.
Demand formation and sales promotion	Develop relationships. Advertising. Specialization of sales staff. Forming an enterprise image.
Planning and organization of trade activities	Selection of sales and brand movement channels. Commodity turnover, planning by assortment positions. Determining the optimal conditions for selling the product. Sales forecasting.

Domestic and foreign experience in the implementation of marketing in enterprises shows that the organization of marketing is not a separate department, but includes those who have not yet performed or briefly performed the assigned tasks assigned to it. The organization of marketing services can be done in different ways. However, it should be noted that such a service, as a rule, is formed by combining all the main functions of marketing, which are gradually distributed to different divisions of the enterprise. At the same time, the marketing service of the enterprise can be provided by several divisions, not together.

The purpose of marketing is to adapt production to the needs of the customer and to bring high profit to the organization, the price of which is formed by achieving a balance of supply and demand. To achieve this, marketing must address several important tasks.

Table 2: In marketing management in textile enterprises the main types of activities of marketing service departments

Sections	Type of activity
Department of Market Research	Identify key market indicators. Forecasting market development prospects. Consumer research. Identify the “Key Factors for Success”. Analysis of competitors' performance.
Product range planning department	Development of the assortment structure of production. Establishing a correlation between consumer and technical performance of the product.
Sales Department	Selection of sales and brand movement channels. Product turnover planning. Determining the optimal conditions for the sale of the product. Sales forecasting.
Firm shops	Study customer demand. Encourage customers. Incentives for sales channel operators. Forming the reputation of the enterprise.
Advertising Bureau	Product promotion. Forming the reputation of the enterprise. Development of information exchange.

In this case, all marketing tasks need to be clearly coordinated. Current marketing objectives include:

- comprehensive market research;
- Variety planning;
- demand generation and sales promotion;
- planning and organization of trade activities.

From the above considerations and considerations, it can be concluded that a step-by-step approach to the implementation of marketing services in textile enterprises, taking into account the specifics of the industry, is appropriate.

IV. CONCLUSION AND SUGGESTIONS

- To the Ministry of Foreign Affairs - to ensure the short-term issuance of visas for delegations of enterprises formed by the Association "Uztextile Industry" to travel abroad in an organized manner;
- to Uzbekistan Airways - export of finished goods formed by the Association of Textile Industry to Korea, the United Arab Emirates, Israel, the United States, Korea and other countries at the rates applicable to agricultural products (from \$ 0.9 to 1.55). up to \$ / kg) delivery;
- To the State Quarantine Inspectorate of Uzbekistan - further reduction of the time for registration of relevant documents for the export of textile products;
- Achieving full processing capacity of cotton fiber grown in the country by the end of 2020, including the production of 608.2 thousand tons of yarn by the end of 2019, and 754.3 thousand tons by the end of 2020;

In our opinion, the main objectives of marketing control in the textile industry are:

- Setting the level of achievement of goals;
- Identify opportunities for improvement;
- Determine the extent to which enterprise flexibility is compatible with the required environmental changes.

The rule also includes control over marketing activities:

- Sales and control over its capabilities;
- Profitability control and marketing cost analysis;
- Strategic control and marketing audits.

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