



MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC  
SOLUTIONS

IMPROVING MARKETING ACTIVITIES IN SMALL  
BUSINESSES

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**Abstract:** *This article discusses the improvement of marketing activities in small businesses, as well as the organization and improvement of marketing services in the activities of small businesses. Important points are also made about the role and importance of marketing in managing small businesses.*

**Keywords:** *Small business, marketing service, marketing complex, market, commerce, economic growth, product, marketing technologies, marketing activities, enterprise, client, marketer.*

**Introduction:** Today, the concept of marketing has become a business philosophy, and it allows modern companies to anticipate and satisfy consumer needs. The use of marketing technologies is not only a way to organize and manage work in a company, but also a creative approach to management processes. In conditions of increasing competition in the market, the success of small business entities is determined by the effectiveness of their marketing activities and marketing programs. Knowing the necessary marketing tools today and putting them into practice helps companies achieve success in the market. It is difficult to develop the economy without a thorough study of the specifics of marketing activities in small businesses in connection with the elements of the market mechanism, its principles and functions. Marketing is an important basis for managing small businesses, since its intended purpose is to identify consumer needs and mobilize the resources of a small enterprise to meet these needs. In the face of intensifying competition in the economy, the development of a marketing concept is becoming increasingly important. Due to the effective use of marketing in the commercial sector, this term was formed as a concept for managing an enterprise in competitive conditions. Each small enterprise operates in its own conditions and solves its own specific problems, and therefore the marketing system also looks different depending on where and in which industry it is used. This is one of the reasons why marketers need to take into account the specific characteristics of economic sectors in the process of coordinating resource capabilities and consumer demand in the market environment. It should be noted that in Uzbekistan, in the context of ensuring socio-economic stability from year to year, increasing the well-being of the population, the level of consumption, employment and income, filling the domestic consumer market with local goods, ensuring the competitiveness of our national goods in foreign markets, small business entities play a special role. From the first days of our independence, great





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attention has been paid to ownership relations. As a result of the reforms that have been gradually implemented over the years, today small business is becoming the backbone of our country's economy. These results are achieved through state support for small business entities, ensuring economic freedom, creating a legal framework for their activities, and strengthening financial and economic assistance. Small business and private entrepreneurship have been identified as a priority area of our country's economy. Over the past five years, nearly 2,000 laws, decrees, and resolutions have been adopted to develop this sector.

Also, small business and private entrepreneurship are currently recognized as a priority area of our country's economy. Over the past five years, about 2 thousand laws, decrees and resolutions have been adopted aimed at developing this sector. On August 20, 2021, the President of the Republic of Uzbekistan Shavkat Mirziyoyev held an open dialogue with entrepreneurs. At the meeting, a number of innovations were announced, including the fact that loans will now be issued only in soums, concessions for microfinance organizations, reducing the tax burden for businesses, land sales and privatization, creating infrastructure, supporting exporters, developing the transport and logistics system, and simplifying procedures for entrepreneurship. In short, now small businesses are fully supported by the state. The only issue that remains is the skills of entrepreneurs to conduct their own business activities. In particular, our local entrepreneurs are facing the challenges of studying the market, offering goods and services that meet consumer demand, competing, and strengthening their position in the market, that is, establishing a marketing service.

The use of marketing services in the development of small businesses, which are an important and supporting point of economic growth in Uzbekistan, is becoming increasingly relevant. In order to shed light on the problems of organizing a marketing service in the activities of small business entities, monographic observation, abstract-logical thinking, scientific observation, synthesis, induction and deduction methods were used. In accordance with the principles of marketing, all aspects of the economic activities of modern small businesses should be planned and implemented taking into account market demands and consumer needs. It is advisable for small business entities in Uzbekistan to plan their production and sales activities, taking into account, first of all, market demands and consumer needs. It should be noted that the great achievements of modern small businesses in the field of production and sales activities, the diversity and quality of their manufactured goods, their penetration into foreign markets, the creation of production that is optimal for the scale of foreign trade operations are all the results of the use of marketing. Elements of the marketing complex are also used in small business activities. The elements of the marketing mix are unique to small business operations.

The development of a marketing mix involves the use of a combination of marketing tools that will best ensure the achievement of the set goals. The formation of a marketing mix is primarily influenced by the state of demand in the selected target market segment







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(developing, negative, irrational, etc.). The formation of elements of a marketing mix is extremely diverse, depending on the market situation and the capabilities of the enterprise. Their diversity is due to the presence of many strategic methods for solving marketing tasks, changing consumer needs, a variety of competition methods, etc. The experience gained by small business entities in using marketing, including the experience of managing it, also plays an important role in this process. The success or failure of the creative use of marketing in a small business entity depends on the depth of their knowledge of marketing, its capabilities, and, most importantly, on the ability to achieve the set goals. Therefore, small businesses should make their strategic decisions based on the nature of the market situation, as well as a specific combination of marketing tools that suits their capabilities. It should be noted that the leading marketing scientist Kotler F, who has also conducted extensive research on the issue of organizing a marketing service in small enterprises, emphasizes that the marketing service in small enterprises depends on the entrepreneur's own preparation, that is, his marketing skills and abilities. Or he emphasized that the marketing service can be established by other well-prepared, knowledgeable and qualified specialists dealing with economic issues.

**Conclusion:** In conclusion, in the conditions of an innovative economy, a prerequisite for the operation and development of small businesses is the development and implementation of a marketing strategy based on the use of marketing technologies. Marketing work (research, planning, implementation of tactical and strategic plans, organization of sales, analysis, control, etc.) is carried out in parallel by one employee, without subordination to others, which indicates a “horizontal” form. It is also no secret that knowing the necessary tools of marketing today and putting them into practice can greatly help companies achieve success in the market.

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