

THE ROLE OF MARKETING IN SMALL BUSINESS AND ENTREPRENEURSHIP

Abstract. This article describes the role of marketing in the field of small business and entrepreneurship in Uzbekistan.

Key words. Marketing, small business, entrepreneurship, organization.

INTRODUCTION

If you want to have consumers, you cannot do without marketing, even if you are a small business. Despite all the difficulties, it is possible to organize marketing in a small business. Marketing by itself cannot be organized. It has to be organized. You have to do two things: build a marketing system and also develop a marketing program. At the same time for each of the approaches, independent, imperial and confederative need to build their systems and develop their programs. It is clear that the system and the program will be individual for each particular business, but it is possible to highlight the common points that need to be taken into account when organizing marketing in a small business. If a small business has decided to engage in consumer creation on its own, then it will need to have a proper marketing system in place. This marketing system must ensure that every customer who comes to him not only remains his customer but also brings other customers. He may bring them directly, or he may bring them indirectly through motivating his acquaintances, friends and relatives to buy a particular product or service.

RESEARCH

The marketing system in this approach must include all the elements, and they can be called subsystems in this context, which will eventually produce the desired result.

Their list is as follows:

- Customer research subsystem;
- A client processing subsystem;
- an emotion creation subsystem;
- a sub-system for the creation of new products;
- A new product presentation subsystem;
- a brand building subsystem;

If we talk about what a sub-system is, it is a set of instructions on how to organize the relevant business processes, as well as everything you need to make them happen. If a small business builds a marketing system that contains the listed subsystems, the results will not be long in coming. If a small business has decided to engage in consumer creation through the use of a metropolis, it will need an appropriate marketing system. It should ensure that the metropolis generates the maximum number of consumers for the small business. The marketing system in this approach must have all the elements, which in this context can be called subsystems, that will produce the desired result.

Their approximate list should look as follows:

- A system for collecting information about customers;
- The system of analysis of the collected information;
- a system of perspective creation;
- system of prospect transmission to the metropolitan area;
- a system for creating prospect implementation plans;

The article above uses a term whose meaning may not be clear to everyone. The term is perspective. Perspective, in the context of this article, refers to a product created by a small business. It is an information construct in text, visual or audio format that shows the metropolis the future if new consumers are created. The purpose of the perspective is to motivate the metropolis to spend its money on creating consumers for small businesses. The perspective is a tool through which the representatives of the metropolis are shown the future that can come if they put some effort into it. The advantage of

small businesses is that they can get reliable information about the market. It is this information that is the raw material that a small business can transform into a product - a prospect. If you don't create a prospect, the metropolis will have no motivation to invest in marketing and in creating consumers. In fact, with this type of marketing, the prospect is the only product that is created by the small business, everything else is just aimed at either creating it or passing it on to the metropolis. If a small business has decided to create consumers through participation in a confederation, it too will need a marketing system. But it will be configured accordingly. This marketing system must be structured in such a way that the outsourcing center can create as many consumers as possible. In this approach, the marketing system on the small business side must have all of the elements necessary to produce the desired result.

The following subsystems will help ensure this result:

- A system for collecting information from customers and analyzing it;
- The system to receive and process information from the outsourcing center;
- A product development system;
- The system of development of distribution policy;
- pricing policy development system.

In nonfederal marketing, the small business organizes only the business processes listed above, and all other business processes are organized by the outsourcing center. The essence of such marketing organization in a small business is that the small business produces a particular product or service and the outsourcing center organizes all the business processes aimed at maximizing the consumption of this product or service as well as creating new consumers. In this case the role of the small business is actually to create a competitive product based on the information received from the outsourcing center and to set the right price for it, again based on the information from the outsourcing center. All other business processes are conducted within the framework of the outsourcing

center, which provides: gathering information about the market, macro environment, searching for new opportunities, making prognoses, development of creative ideas, in general, it does everything needed to reach the maximum number of customers. Thus as well as in case of imperial marketing, structure of marketing system of small business can be different and depends on what business processes of business cycle it leaves behind.

The special features of marketing in small businesses are as follows:

- the market is constantly changing;
- constant advertising once a week for 3 months is necessary,
- competition does not stop;
- marketing is necessary for survival and growth
- marketing provides the key to customer relations.

CONCLUSIONS

Small businesses play an important role in shaping the market infrastructure. It allows flexibility and agility to fill niches in the nascent market space. The share of small businesses has been growing steadily. When a small firm enters the market, it has two goals: survival and profitability. The core of small business marketing is product quality.

A firm's position on a product is determined by the following criteria.

- is there really an advantage that consumers want?
- is it really a fair advantage?
- is it unique and/or repeatable?

When developing an advertising strategy, small firms rely on inexpensive but effective advertising: mail, stationery, telephone, packages, business cards, matchboxes, clothing and anything else that helps sell.

In small businesses, word of mouth advertising, brochures and leaflets have a good effect.

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