

## **DEVELOPMENT OF COMPETITIVE MARKETING STRATEGIES FOR THE SALE OF FRUITS AND VEGETABLES**

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**Annotation:** Taking into account the urgent task of supplying natural fruits and vegetables for human consumption for four seasons, it can be said that competitive services are important in the business of a large contingent. In this case, entering the competition without a well-thought-out marketing strategy is tantamount to entering the war unarmed.

**Keywords:** Competition, marketing, strategy, fruits and vegetables, advertising, strategy, profitability, market, agriculture.

In recent years, the country's agricultural reform, in particular, improving the system of public administration in the sector, the widespread introduction of market relations, strengthening the legal framework of relations between producers, processors and sellers of agricultural products, attracting investment in the sector, resource-saving technologies , some work is being done to introduce and equip agricultural producers with modern equipment.

At the same time, the lack of a long-term strategy for agricultural development hinders the efficient use of land and water resources, attracts large-scale investment in the sector, high incomes for producers, and increased product competitiveness.

The specialized foreign trade company Uzagroexport, established in 2016, has significantly intensified its activities to export local fruits and vegetables to foreign markets and develop new markets, as a result of which more than 230,000 tons of fruits and vegetables have been exported since the beginning of this year.

At the same time, the analysis of activity in the field of fruit and vegetable exports shows that the huge untapped potential remains and there is a bureaucratic barrier for fruit and vegetable producers to participate in export activities on a large scale.

In this regard, the Resolution of the President of the Republic of Uzbekistan "On measures to further support domestic exporting organizations and improve foreign economic activity" adopted on 21 June this year, first of all, to support the independent supply of vegetable products to foreign markets and on this basis to abolish the monopoly of JSC "Uzagroexport". To this end, from July 1, 2017, all business entities have the right to export fresh fruits and vegetables, grapes and melons on the basis of direct contracts, subject to 100% prepayment.

It should be noted that these measures, along with the expansion of exports of fruits and vegetables, will help farmers to increase production of products in high demand in foreign markets, efficient use of land resources, including the cultivation of secondary crops. Stimulates the productivity of dairy products. This, in turn, will increase the competitiveness of fruit and vegetable products in foreign markets in terms of price and quality. Most importantly, as the real owners of the products grown by farmers, they will be able to use them at will, export independently, increase their income, increase the material well-being of their families, and additional foreign exchange earnings. It will provide an opportunity to expand the production of dairy products and invest in new projects for their deep processing.

At the same time, the export of domestic fruits and vegetables requires the implementation of systematic work to ensure compliance of products with the norms and standards adopted abroad. To this end, the President instructed the Ministry of Agriculture and Water Resources to develop and approve a specific action plan for the implementation of international quarantine rules in national legislation within a month.

John Yanch, the creator of a practical marketing system, will show you how to develop and implement a marketing plan that will attract new customers and increase the company's revenue in a new edition of his best-selling book, Diploma-Free Marketing. Marketing strategy - you need to clearly explain how to get from point A to point B, and you don't know exactly where point B to go or where it is located. The essence of an effective marketing strategy is to clearly articulate an approved action plan to achieve goals. Goals, tasks are great. But it is important that you plan how to implement them.

This is a strategy. Combined with a logical set of tactical moves, it will pave the way for you to succeed. Perhaps it is better to choose a very narrow place to be the market leader and give it an advantage. To serve your customers with respect and dignity, the best strategy is to start with these employees. To double the number of new customers, it is effective to create a formal network of strategic advisory partners. Each of these strategies has its own list of tactical steps. But for all plans and campaigns, the strategy you approve becomes a filter in decision making and planning. Based on my experience working with thousands of small business owners, I developed a three-step process to create a marketing strategy. I have to warn you that in the process, a “joke” can turn into market conditions, a competitive environment, and new opportunities. A company that implements its marketing strategy in a mature market with experienced players is in a completely different position than those who are trying to introduce new technologies in the market with undeveloped rules. The following factors should be considered when developing an incentive strategy:

1. Determine who is important to you.

For a strategy and a set of appropriate tactical actions, they need to be addressed to someone specific. First you need to determine the location. Your marketing strategy should primarily focus on a narrow target group of ideal customers. Even this step can become your strategy - to be the best in a particular place in the market. Using an ideal customer portrait as the basis of your advertising strategy will allow you to address the question of how you can serve people and what tactics you can use to attract them. Otherwise, your marketing strategy will not be in the spotlight.

2. Stand apart from the rest.

Once you've identified your ideal client's portrait, it's time to find a way to engage her. In my experience, one hundred percent the only way is to find or create an approach or product that clearly sets you apart from other players in the market. Consumers need criteria for comparison and contrast, and if you don't provide them, people will choose based on price. You need to examine the situation from the inside and find a way to do everything so that customers understand it. What bothers people in your professional field

and causes dissatisfaction? How can you turn dating into an opportunity for innovation? Sometimes you do something really unique, but you can't deliver your marketing message effectively. If you don't take this step seriously, then everything will be less effective. It is really important to be different from the rest.

### 3. Put everything together.

In the final stage, you need to combine everything you have done before and turn it into a proven strategy. When I developed the practical marketing concept, my strategy was to create a well-known marketing brand for small businesses by turning small business marketing into a system and product. There was an ideal customer and a unique feature clearly defined. I have tried to radically change the concept of marketing by small business owners, and the "marketing as a system" strategy has answered the question of how to do it. As in most cases, gaps in proposals and location have become a clear possibility. Your strategy should also include a careful study of your competitive environment - your own industry and other things that have nothing to do with it. The existing need must be met with an innovative idea or unique feature. Again I quote Sun Tzu's pamphlet, *The Art of War*: "All warriors know the form of the [forces] we will win, but no one knows the form of the [forces] we control." So before you choose the best one for your business - Facebook or LinkedIn (or it can be easier to use direct mail), most importantly - start with a strategy! The term "strategy" refers to a method or plan of action presented in general terms for an important period of time. It can be developed in any direction. The main thing is that pre-planned actions help to make efficient use of available resources and lead to the goal. As for the marketing strategy, it is one of the components of the overall strategy of the company. At the same time, it includes a description of the methods that should be used by the company to increase sales revenue in the long run. It should be noted that the marketing strategy does not offer users any specific actions. He only describes them.

### Value marketing

Any economic plan allows you to get an idea of the prospects of the company's development in the market, as well as the theoretical and practical aspects of its activities. And this can be done through marketing, that is, methods of setting goals and objectives,

achieving them, and identifying solutions, as well as overcoming organizational problems in all types of products over a period of time. Why is such a strategy necessary for the enterprise? This allows you to reach the maximum agreement between the available resources and the resulting economic situation. This is what helps the company to run its financial and production activities successfully. What are the features of a marketing strategy and what should be considered when choosing the most optimal one?

The essence of advance planning

What is the essence of a marketing strategy? If we take into account a particular market environment, then creating the right direction will allow the company to grow as efficiently as possible. In formulating such a strategy, an implementation plan is developed that allows the organization to carry out its activities, taking into account the chosen policy.

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