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МАРКЕТИНГ В РЫНОЧНЫХ УСЛОВИЯХ

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***Аннотация.** В современных условиях, с внедрением в нашу жизнь разных методов сбыта продукции и снабжением материально-техническим обеспечением предприятия, происходят разные виды изменений в процессе развития рыночных отношений. Данный процесс приводит к изменению структуры рынка. И в итоге возникают проблемы правильного использования инструментов маркетинга, позволяющие анализировать состояние рынка и его развитие.*

***Ключевые слова:** маркетинг; снабжение ресурсами; сбыт.*

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MARKETING IN MARKET CONDITIONS

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***Abstract.** In modern conditions there happened different types of changes in the process of development of market relations with introduction of different methods of sales of products and supply with material support of the enterprise in our life. This process leads to changing the structure of the market. And as a result there appear problems of correct use of instruments of marketing allowing analyzing a condition of the market and its development.*

***Keywords:** marketing; supply with resources; sell.*

Introduction. Analysis of market development trends allows considering that at present there are changes connected with the effective use of new methods of procurement resources, both individual users and corporate entities, small and medium enterprises. In modern dynamically developing market an ability of competent interaction of marketing and logistics departments is

becoming more important.

Marketing system is an instrument in the struggle for the market, and studying market needs and customer requests performed to win the competition. Therefore, success of any enterprise depends not only on its production capacity and capabilities but an experience in the issues of resources supply for production.

Materials and methods. Logistics service works closely with marketing department, as the last one provides recommendations for favorable communication channels of organization purchases. Marketing service is created in order to study thoroughly market of material resources and organization of effective marketing communications. Any enterprise that buys raw materials wants to see a wide range of stock. Market research of raw materials is one of element of planning of material and technical maintenance of the enterprise.

In different countries of the world material resources are distinguished according to existing classification:

- raw materials are products of extractive industries;
- basic materials are objects of labor, that make a main basis of finished product;
- auxiliary materials are objects of labor, that play a supporting role in production process;
- component parts and purchased semi-finished products are objects of labor which are included in finished products and require further processing at the enterprise and labor costs for assembly.

Marketing department specialists having studied all this information should transfer it to purchasing department. And then supply department having studied market of raw materials allow itself to answer the questions such as: who and what supplies to domestic and foreign markets, what are potential suppliers, on what prices supplier sells raw materials, how big is competition among buyers, who among buyer acquires the same kind of material resources at cheaper price, if there any possibilities of effective replacement of one kinds of raw materials to another, what are the potential channels of acquisition of material resources, what are possible means of transport for delivery of raw materials and whether new technologies are available. After that, we can say a concept of rational purchase of material resources includes a possibility to purchase them of right quality and required quantity, at rewired time from reliable supplier and at reasonable price.

Thus, it is possible to note that a concept of studying raw material market technology and materials involves systematic collection, processing, analysis and evaluation of information about specific types of material resources at the market of potential suppliers, portfolio of material resources, new technologies of manufacturing the most important materials, raw materials prices, products, fuel, semi-finished products and production of clear procurement strategy for consumer. Further, it is necessary to note that market research of raw materials the enterprise should give first of all quantitative estimation that volume of supply i.e. volume of supply of necessary material resources for it. Here, volume of proposals is meant as an amount of goods that manufacturer wants to sell to customers under these conditions at this time.

Prices of material resources are also particularly important at the analysis of proposals. Depending on the form of sale or sectors of economy material resources price in the conditions of market are divided into global, contractual, wholesale, procurement and retail.

Results and discussion. After studying the market it is necessary to make specifications for types of material resources. Then, there made a list of possible suppliers for each type of material resources. What number of suppliers should be involved in implementation of order for each material solves department of material and technical maintenance of enterprises. It depends on

importance of material, market conditions and required amount of material. If the enterprise buys material from one supplier, it is possible to establish close business contacts and establish mutually beneficial forms of business trade relations connected with granting discounts customers with prices and additional forms of service.

In conclusion it should be noted that basic obligations of stability of supply that are emerging in relations between economic entities should characterize a set of formally fixed rules and agreements, and numerous informal agreements and maintaining mechanisms of reputation of each other.

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