
Theoretical Fundamentals of Using Marketing Activities to Set a Goal and Achieve it in the Activity of Supply Enterprises

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Annotation: Today, it is important to set goals in supply companies, to have theoretical and practical skills in decision-making, to organize management in international economic relations on the basis of scientific theories. This article analyzes these aspects.

Key words: international market, economy, attitude, organizational bases of management, management methods, international market, marketer, management purpose.

INTRODUCTION

It is well known that American managers provide the following 100 tips in order to constantly encourage employee initiative. [1] Setting a goal in the activities of supply companies and using marketing activities to achieve it is a multifaceted concept. Therefore, it is necessary to study them by categorizing them according to important characteristics. The study of the nature, classification, and content of management functions is critical to regulating the entire management process, because, as noted above, the content of management is reflected in its functions as a process.

LITERATURE ANALYSIS AND METHODOLOGY

In setting goals in enterprise management, today's modern theory prioritizes the following main (general) functions in the classification of management functions:

- planning;
- organization;
- regulation and coordination;
- control;
- Motivation.

These functions are performed at all levels and stages of enterprise management in the following sequence.

This means that management begins with planning, continues with the organization of activities, its regulation, coordination, and ends with control. Here the stimulus is reflected in the process of all functions. [2] These functions have common features that are specific to all stages of management and are present in the activities of all managers and specialists of the management apparatus. They can also be said to be functions that cover all aspects of management, as they cover the management system both vertically (vertically) and horizontally (horizontally). [3] In this case, a whole system of specific functions is separated. For example, in modern western firms there are no less than 20-25 production-related functions. These are:

- basic production management;

- additional production management;
- production management serving production;

- marketing management;
- financial management;
- quality management;
- labor management;
- personnel management;
- innovation management, etc.

In this case, some types and areas of production management activities stand out. We will discuss in more detail the main functions of management listed above because their role in the production management process is so important and necessary.

DISCUSSION AND RESULTS

In enterprise management, to the main functions of management, first of all, planning is the main and primary function of management. Any management starts with making a plan. This plan: defines the goals and objectives of management, deadlines for their implementation; methods of implementation of tasks will be developed; the interconnections of the links of the national economy are established; A common feature of planning is that each manager plans his or her own work, develops performance indicators for his or her workplace, and organizes control over how the plans are implemented. It is also important to organize the management of the enterprise. In this sense, organization means improving the structure of the existing system or creating a new one, depending on changes in internal and external conditions. This function is the first step in ensuring the implementation of current and strategic plans. Coordination and regulation should also take into account the following aspects: While planning is a management strategy, coordination addresses tactical management issues. The main function of this function is to ensure coherent operation between the type parts of the system, which is managed by establishing reasonable connections. Coordination will eliminate parallelism and duplication in management in order to save resources. In addition, it establishes proportions and proportions, the relationship between production and consumption, through the distribution of resources between different sectors. Regulation is also a continuation of coordination, which aims to implement production processes by eliminating deviations that occur. With its help, the deviations that are likely to occur are prevented. The purpose of this function is not to "catch", blame, "hang", but to take into account, check, analyze the processes taking place in the control object, and in a certain order to regulate the activities of the object in a timely manner. [4]The control allows to determine the deviations from the established normative documents, plans, their location, time, cause and characteristics. Every enterprise belongs to some network (sector). Currently, it is part of a local production-territorial complex, as it is located in one district. In the management process, this function should take into account both regional and sectoral interests. Network-related management functions are required. Without it, the network will "disappear", it will be difficult to implement a single technical and technological policy and solve other issues related to the entire network [4]In the field of international economic relations, special attention is paid to the development of marketing of various goods in a specific market, [5] the creation of which is entrusted to the product manager. Its task is to obtain information about the market size of a particular country, population, population composition, family composition, income and their distribution, expected changes in competition, and more.[6] A particularly important aspect of marketing programs and plans is their versatility, taking into account the different directions of change in market processes. For example, the Dutch concern Royal Pejing Industries Van Leer produces 7 different options for monthly operational plans: 1 for normal conditions; 3 for cases when the turnover exceeded the plan by 10, 20, 30%, respectively; 3 of them are designed for use in cases where the plan is not fulfilled 10, 20, 30%.

Conclusion:

According to the results of systematic and situational analysis of enterprises, it is advisable to make rapid changes to plans, not to cover their non-fulfillment, but to take into account the changing conditions in the world. Depending on changes in energy prices, and other economic changes in the Economic Planning Department, it would be appropriate if plan options are developed in advance.

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