

## Develop a Strategy and Tactics for the People, Sales Process and Environment in Managing the Carpet Market

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**Abstract:** This article discusses the behavior of buyers and sales technology of carpets, traditional sales processes have been replaced by sales based on information technology in the globalization of the international market.

**Key words:** Market, process, strategy, tactics, sale, buyer, concept, behavior, information.

In the conditions of increased competition for JV SamAntepGilam LLC, we see the expediency of switching from the 4R concept to the 7R concept in marketing management. The results of the analysis show that the main focus of JV LLC "SamAntepGilam" on domestic production processes is not effective enough today. The main reason for this is changing consumer behavior. Firstly, carpet sales technologies are radically changing all over the world. Traditional sales processes have been replaced by information technology based sales.

Secondly, the globalization of the international market requires the consumer to obtain information about the product. At present, there is not enough information about the functions and safety of the product, the buyer also wants to have special information.

Third, it is no exaggeration to say that the sales industry has completely separated from the manufacturing industry. Trading companies, ramia dealers, and other intermediaries already have their own strategies and tactics, and this may not be in the best interests of the individual manufacturer.

The influence of these reasons on the sale of carpets requires SamAntepGilam JV to pay special attention to three additional elements of marketing management. The data obtained in the course of our study, the experience of local and foreign manufacturers and the tasks of SamAntepGilam JV LLC showed that the following innovative measures can be used in enterprise marketing.

It is necessary to pay attention to the main areas of work with consumers in JV LLC "SAM ANTEP GILAM" in the direction of taking into account the behavior, desires and needs of consumers, which is the fifth element of marketing management:

- Expansion of retail space, where you can explore the individual needs of consumers. When developing this proposal, we did not intend to expand the area of retail stores, but to cover the area for the sale of carpets. Today there have been changes in the areas of demand for carpets. These may be new areas where demand for products is formed, such as new microdistricts, rural district centers, urban building materials hypermarkets. In addition, the appearance of carpet products as a partner product with furniture products makes it possible to identify additional points of trade organization. In our opinion, marketing research of SAM ANTEP GILAM LLC should take into account the differentiation of demand for carpet products.

Expansion of signs of segmentation of the consumer market. The reason for our proposal is that the division of consumers of carpet products into groups is very different from traditional consumer goods. In this regard, it is advisable to include segmentation marks that are typical for carpet products. In order to identify new segments, first of all, it is necessary to conduct in-depth marketing research in shopping centers. An attempt is made to find out the root purpose and interests of the visit of the consumer. Only after clear data has been collected can the new segmentation marker be applied. For example, in the youth market, segments of premarital youth, newly formed families, families expecting their first child, families who have recently given birth to children can be distinguished. In the adult consumer market, it will also be possible to introduce separate segmentation characters.

- Organization of marketing research outside of sales processes. When we studied the marketing activities of SAM ANTEP GILAM LLC, in particular promotion activities, it became clear that the sales department, i.e. stores and dealers, used as a marketing research center. This is also taken into account in the marketing research budget. In our opinion, marketing research should be carried out not only at points of sale, but also where demand is formed. Our suggestion is that the company should create market research rooms where demand is formed. For example, the formation of a consumer identification center in the area under construction in Samarkand. The difference from the sales office of this center is that its main goal is not to sell carpets, but to build relationships with consumers;
- Implement a procedure for studying the wishes of potential consumers. Based on this proposal, SAM ANTEP GILAM LLC does not regulate consumer research procedures and activities. As a result, the level of training is low, and in addition there is no clear data processing procedure. In this regard, we propose to develop a Regulation on the conduct of marketing research, data analysis, execution and application of conclusions at the enterprise. This will clearly indicate the procedure for conducting the study, the responsible person, cost and result.

The sixth element of marketing management is the development of techniques and technologies for the sales process. The main areas for improving the sales process at the SAM ANTEP GILAM joint venture are:

- Creation of specifications for carpet sales technology. It is known that in Uzbekistan there are rules for the provision of trade services in retail organizations. In addition, the Consumer Protection Act specifically addresses the right of consumers to be served in commerce. At the same time, in accordance with the procedure and mechanism for implementing the requirements set forth in the above documents, it will be necessary to develop special rules, i.e. specifications, for each trade enterprise and each type of goods. In the service sector, a specification is a document that clearly spells out the procedure for providing a service, technology, equipment, and rules for communicating with a consumer. In the service industry, specifications play an important role in the standardization and evaluation of services.
- Increasing the role of the consumer in sales processes. The main reason for our offer is that the buyer is often lost in front of a wide range when it comes to the sales floor. Making the decision to buy an expensive and expensive item, especially a carpet item, is a much more complex process. Consequently, SAM ANTEP GILAM LLC should take measures to increase the service time on the trading floor. It is advisable to create conditions for the client, such as a recreation area, information stands offering a cup of tea. Creating a favorable environment for self-balancing potential buyers who come to meet people is also an effective adaptation tool.;
- Removal of sales processes from retail stores. As mentioned above, consumer behavior is different from that of other consumer products. Therefore, it is necessary to increase the number of shopping procedures convenient for the buyer. It is advisable to develop various additional methods for the implementation of carpets in the enterprise. Based on world experience, there is a wide range of opportunities for organizing sales at the consumer's place of residence. The essence of this method is that the buyer LLC "SAM ANTEP GILAM" invites

a representative (usually a designer and marketer) to his home. Experts not only give advice on choosing a carpet, but also help to design the interior of the room. Price conditions are also agreed there, and the customer orders the option that suits him to the production workshop. Most importantly, such additional services are offered completely free of charge or at very low prices. We believe that it is possible to offer various online shopping options for regions where there are no foreign consumers or dealers. As a result, you can get closer to your customers while saving on sound fields.;

- Trade advertising improvement. Trade advertising is an important type of advertising complex in general and usually involves the process of turning a consumer into a buyer. The importance of trade advertising in the sale of carpets lies in the fact that most of the potential buyers who come to the store do not make a purchase. According to some studies, up to 70% of shoppers leave a store without making a purchase. In this connection One of the main directions in the sales policy of LLC "SAM ANTEP GILAM" should be to pay more attention to the advertising of purchases. If you pay attention to the elements of trade advertising, then they include such important features as confirmation of the need for a product, demonstration of superiority over others, proof of high benefits, demonstration of the socio-economic and psychological impact of shopping. Confirmation of the need for a product is associated with demonstrating to the buyer the place of this product in meeting real needs. For example, you need to help the customer feel that there is an important need in the decision to buy a carpet. At the same time, the purchase you advertise must clearly prove that it is more effective than other products, saves money and brings more than you think. when the office is at home, others can both praise and condemn the product. In this case, the buyer must be able to prove the advantage of the goods he bought with concrete facts. Then the socio-psychological significance of shopping will be high.;
- Trade communication, development of post-purchase processes. These aspects of marketing management include services provided after the purchase of a product. These services can be observed both on the sales floor and during the delivery and use of the product. If such criteria are put forward as saving the buyer's time on the trading floor, taking into account his wishes, it will be important to take out the goods after leaving the trading floor, install them, give the necessary recommendations and other types of services.
- The carpet trade market cannot be called oversaturated; today, even in relatively large cities, there are not so many stores specializing in the sale of such products. In this regard, an entrepreneur can even be the first market participant, especially when it comes to this small town. The consumer needs a product that will become an interior decoration, will be in harmony with the environment, and perform not only a practical, but also an aesthetic function.
- A carpet store can occupy a different area, but you should pay attention to buildings with a sales area of at least 50 square meters. The height of the ceilings should also matter, since the huge spaces, all the walls are occupied by carpet products that are exhibited to buyers. By the way, 50 square meters is not enough to simultaneously accommodate a fairly wide range of goods belonging to different categories, which is the minimum for a very small store, because most of these stores have an area of 200-300 square meters. Also, the space must be adequately lit, the right lighting must stimulate choice, and customers must see the product in all its splendor.
- An important point is the arrangement of the premises, because, as mentioned above, the store should be well lit. No matter how good the store is, you need to take care of purchasing special lighting equipment and fixtures to demonstrate your products. If the carpet is not fully opened in the store, the carpets are hung on the walls and special stands, and the rugs can only be laid horizontally, then it is almost not for sale.

- If you follow the fashion, the carpet shop can work successfully. In our time, the purchase of carpets is increasing, not because they want to hang on the wall what it is a pity to collect for dust and bugs, but because they plan to design their buildings, not by themselves, but imagining themselves to be Mongolian nomads. In this case, the carpet fits perfectly into the interior and really serves as its decoration, and not as a bright spot with the same decorative patterns. There are so many styles out there and it would be great if the entrepreneur (or his employees) could understand them and know what is in fashion now - this will allow them to form an assortment that interests many clients. If you now have just beautiful, but "not fashionable" rugs,
- Services such as individual selection of carpets among the population may also be in demand. In this case, the entrepreneur must offer not only the product that was available at that time, but also the product that will be delivered quickly on a personal order. This applies to shops of the middle and upper class. In some cases, the customer wants the carpet to fit exactly into the developed design project, and sometimes it is even recommended to create a design project immediately with the consumer. Therefore, when the store sends the customer to the designers, and the designers to the carpet store, which is an indispensable attribute of the interior, it is worth considering the option of cooperation with design studios. So you can sell your product, and in the end everyone will be satisfied - the buyer, the store owner and the partner design studio.
- It is worth noting the possibility of carpet cleaning from additional services; on the basis of the store, you can organize a small salon for cleaning carpets. Of course, there are companies that specialize in this, but sometimes it is easier for the buyer to go to where he bought the carpet and know how to work with it. Store employees, in turn, are required to follow the rules for caring for carpets, and some of them stay in the store for a long time.

seventh element, i.e. managing the trading environment. The environment created in the sales process requires the buyer to easily access the necessary information about the product. In this regard, we believe that the main areas of increasing demand for products at the SAM ANTEP GILAM JV should include:

- Helping customers differentiate carpet products. The free choice of customers is of great importance in managing the environment in a retail store. Therefore, it is necessary to train sales personnel in the culture of trade, to constantly improve their skills. It is especially important to ensure that the buyer does not interfere in the process of choosing a product. There should be a consultant who will explain which of the rugs on the counter is suitable for which room, for which furniture it is suitable and for what purpose it is suitable for use;
- Demonstration of color matching in products. Another type of buyer attention is a demonstration of the brightness of the carpets. A separate place for the exhibition of the carpet should be allocated in the sales area. The lighting and location of this zone should help to understand the correct choice of color, texture quality and other product properties;
- Explain consumer properties of carpets. Another aspect of the sales environment is gaining the buyer's trust. The buyer must trust that he will be treated properly, and if the buyer believes that he was deceived or acting in the interests of the enterprise, he will certainly stop buying. In this regard, the buyer must be shown the rules for the consumption of each carpet. For example, tips such as explaining the difference between acrylic carpets and carpets made from natural fibers should become an integral part of the sales process; pay attention to the order in which they are washed (cleaned);
- Liberalization of conditions for making purchases in retail stores. This line requires customers not to be divided into expensive and cheap. It is necessary to explain why cheap carpets are cheap, how long they last and in what conditions they are used. In general, selling a cheap carpet is more difficult than its cost and requires more skill from the seller, since the buyer's funds are limited. Any misbehavior may result in the customer leaving the store;

- Separation of introductory advertising from promotional advertising. In the sale of carpets, it is necessary to use advanced technologies in the presentation of goods. For example: put an electronic label on the carpet. It is possible to use a QR code that provides direct information about the product. The QR code can be used to provide information about when the carpet was woven, its dimensions, fabric, raw materials, weaving technology, and more. In addition, modern information technologies allow real-time video recording of carpet weaving ordered in retail stores. Demonstration of the execution of an individual order will help to gain the trust of customers.

The inclusion and implementation of the above measures in the marketing management plans of the SAM ANTEP GILAM joint venture will further improve marketing activities.

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