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## MARKETING STRATEGY AS THE BASIS OF EFFICIENT DEVELOPMENT OF THE ENTERPRISE

**Abstract:** *The development of the service sector plays a huge role in today's economy. In services such key factors of economic growth as scientific knowledge, intangible forms of accumulation, information technologies, as well as integration of business activities are formed. The service industry, like any other industry, has its own peculiarities of functioning and strategic planning. From this postulate, there is an interest of managers in developing a business development strategy adapted to this area and meeting the requirements of the modern market process.*

*In this article some theoretical and methodological questions and peculiarities of development of service sphere are considered. The world tendencies and perspectives, negative and positive factors of service sphere development, as well as peculiarities of this sector development in the Republic of Uzbekistan are analyzed.*

**Key words:** *services, sectors of services, factors of economic growth, GDP growth, traditional services, high technology services.*

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### Introduction

The world economy nowadays is increasingly characterized as a service economy. This is primarily due to the increasing importance and share of the service sector in the economies of most developed and developing countries. In fact, the growth of the service sector has long been considered as indicative of a country's economic progress [1,2,3,4,5,6]. Economic history tells us that all developing nations have invariably experienced a shift from agriculture to industry and then to the service sector as the main stay of the economy. This shift has also brought about a change in the definition of goods and services themselves. No longer are goods considered separate from services. Rather, services now increasingly

represent an integral part of the product and this interconnectedness of goods and services is represented on a goods-services continuum. Services get more importance as there is a requirement of keeping the customer delighted to sustain and grow in the industry. There has to be speedy response to the customer expectation [7,8,9].

The importance of the services sector in the national economy is undeniable. Moreover, as a result of the rapid development of the services sector, the world economy is undergoing significant changes in its history, with many far-reaching consequences. The new era of service is characterized by the predominance of jobs in services, which require professional knowledge as well as new skills and

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qualifications, especially in the field of customer service [10,11,12,13]. The traditional blue-collar work is gradually being replaced by professional, managerial and administrative work done in offices and service outlets. As personnel working at the front line are critical to service delivery and have a significant impact on client satisfaction, employees have been treated as a valuable asset of the company. Therefore, more emphasis was placed on appropriate human resources policies, including training and staff empowerment [14]. Other changes associated with the development of the service economy include the use of new technologies that stimulate innovation in service products and facilitate service delivery, as well as the use of new systems such as customer relationship management and quality of service information system to improve service quality and customer satisfaction.

### Literature review

In the context of the transition to market relations, the relevance of the development of marketing management functions has increased. It is necessary to use, as far as possible, effective and recognized elements of the market economy, as well as to apply tools that ensure the profitable work of market participants. At present, the role of marketing is increasing with the development and complexity of enterprises. The main reason for the popularity of marketing is that "thanks to it, all the resources of the enterprise are brought into line with the requirements and opportunities of the market for profit"[15]. It should be noted that an important aspect of marketing is its focus on the future, it gives reason to consider marketing as an economic category that is far from being known, despite the wide variety of points of view on this issue. Now about 2000 definitions have been put forward, each of which considers one or another side of marketing, or makes an attempt to comprehensively characterize it. However, considering marketing "as a principle of enterprise management, as a means and as a method", many economists believe that there is no precise and concise definition that would be suitable for any individual enterprise and at the same time applicable to all types of economic activity. As a result, each head (manager) of the enterprise, planning the final result of its activities (developing a strategy), uses one or another tool and proceeds from the surrounding market conditions and its own capabilities. This makes it

possible to "combine theory and practice" and organically implement a marketing strategy in the overall program of the enterprise (business plan).

Today, after a massive "rejection of planning", many enterprises are again returning to the idea of the need for coordinated actions to achieve results in the future. And if an enterprise conducts a marketing policy, it means that all its structures and all its links are focused on this, and the planning process is conducted through the "prism" of marketing. As a result, we get a "marketing mix and target market selection, matching which will help ensure the maximum effect of selling the product and service", or a marketing strategy. The basis for strategic marketing planning is not a specific time interval, but the content of the plan.

It should be noted that this sequence allows the head of the enterprise to recognize in the current or expected situation invisible, at first glance, potential opportunities and the results that can be achieved with purposeful actions. Planning and monitoring allows the mobilization and allocation of limited resources within a specific action plan selected from a number of possible alternatives, as well as the evaluation of the results achieved through these actions. If, as a result of such a sequence, the original problem remains unsolved, the entire cycle must be repeated again, this will make it possible to approach the final solution by successive approximation and correction.

Thus, the economic meaning of using a marketing strategy is to accelerate the return of production assets of enterprises, increase the mobility of production and the level of competitiveness of goods, timely creation of new products and accelerate their promotion not just to markets, but to those where the maximum commercial effect can be achieved.

The size of the service industry is increasing in many countries around the world. Most developed and emerging economies have seen the growth of many services sectors that contribute significantly to national economies. The services sector accounts for two thirds of the value of GDP worldwide, and for many countries it is an important source of employment and exports [16]. Table 1. shows the relative size of the services sector in individual countries as a percentage of GDP. In the European Union, the United States and other developed countries, the services sector accounts for over 70 per cent of their GDP.

**Table 1. The estimated size of major sectors in selected countries as a percentage of GDP**

	<b>Agriculture</b>	<b>Industry</b>	<b>Services</b>
World	3.5	25.4	68.3
European Union	1.8	25.0	76.1
The United States	1.1	22.1	78.8
China	12.2	50.9	44.1
Japan	2.1	24.9	75.8

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Uzbekistan	7.4	17.7	65.8
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Source: World Economic Outlook Database, International Monetary Fund, 2017, The State Committee Of The Republic Of Uzbekistan On Statistics, 2019

The same figures are recorded for employment in the services sector. In addition, employment in manufacturing and agriculture is projected to decline further, while job creation in many services sectors is expected. Knowledge-based industries such as professional and business services, health and education are considered to be the fastest-growing service industries in the world [17]. In addition, employment in manufacturing and agriculture is expected to decline further, while job creation is expected in many service sectors. However, other services industries, such as travel, tourism and hospitality, also have significant growth potential and have become major industries in many developing countries. Growth in the services sector is not only driven by the development of traditional services such as leisure and hospitality, health and education, financial and insurance, professional and business services. Many manufacturers are now turning to the service aspects of their activities in order to gain a competitive advantage in the market as well as additional income for their companies. They focus on the service elements of their market offer, such as extended warranties, low-interest financing, free insurance, customer service, free shipping and others [18].

The growing interest in the services sector has attracted considerable attention to the debate about what is a service and whether marketing of services is a separate topic to be studied. Many authors have developed definitions for a service; however, given the diversity of services, it is difficult to find any agreed definition that can be applied to all services. Most definitions focus on the fact that a service is intangible in nature and does not lead to anything.

According to A. Payne, "a service is an activity that has some element of immateriality associated with it, which implies some interaction with clients or with property owned by them and does not result in a transfer of ownership". A change of state may occur and the service may or may not be closely related to a physical product"[19]. Lovelock and Wirtz stated that "a service is an economic activity offered by one party to the other [20]. Often, time-driven results produce desired outcomes for recipients, facilities or other assets for which buyers are responsible. In exchange for money, time and effort, buyers of services expect access to goods, labor, skills, facilities, networks and systems; but they usually do not take ownership of any of the physical elements involved".

P. Kotler suggested that "a service is an activity or benefit that one party may offer to another, which is essentially intangible and does not give rise to ownership of anything. Its production may or may not be connected with a physical product". He identified four categories of proposal, ranging from a "pure commodity" to a "pure service" [21]:

- pure material goods such as soap, sugar, tea,
- a tangible product with related services, such as computers,
- a service with associated small goods or services, such as air travel,
- clean service, like babysitting.

### Methodology

The research methodology is based on the analysis of scientific sources and normative documents, scientific literature and reports. The author has analyzed the marketing strategies of the development of enterprises in the service sector.

### Results

#### The Services Marketing Mix

One of the basic concepts in marketing is the marketing mix, defined as "the elements an organization controls that can be used to satisfy or communicate with customers" [22]. The traditional marketing mix is composed of four basic strategic elements: product, price, place (or distribution) and promotion (or communication), often referred to as the "4 Ps". Additionally, each of these elements has its own mix of ingredients. All the distinguished variables are also interrelated and, to some extent, they depend on each other.

Initial analysis of the marketing mix components were limited to a study of manufacturing industry, since, at that time, the significance of services to the economy was considered to be relatively unimportant [23]. However, the increasing role of services over the years caused a rising interest in the way they should be marketed. The analysis of the nature of services showed that the traditional marketing mix is not sufficient and requires some modifications when applied to services. A number of analysts redefined the marketing mix adding additional variables which in practice enable services marketers to better communicate with and satisfy their customers. The extended marketing mix is composed of 7 Ps, which includes the traditional 4 Ps, as well as process associated with service delivery, physical environment and people [24].

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**Figure 1. Marketing planning process**



**Marketing Strategy Formulation Process**

Marketing strategy refers to policies and key marketing decisions taken by management that affect the company's performance. Marketing strategy focuses primarily on products, markets and customer relationships. Unlike corporate strategy, which is related to decisions made in an organization consisting of many business units, marketing strategy is related to the strategy of a specific business unit [25]. Marketing strategy is based on the marketing concept, according to which the key to achieving the organizational goals of the company is more effective than that of competitors, activities to create, deliver

and deliver to the target customers an excellent customer value and, thus, ensure profits by meeting customer needs [26]. When developing a marketing strategy, the following factors should be taken into account: strategic goals, demand forecasts, consumer preferences, macro-ecological trends, competitive environment, competitor strategies, core resources and core competencies of the company.

The process of formulation of the marketing strategy can be divided into several stages. As shown in Figure 1-2, firstly, it is important to conduct internal and external analysis to gather information that forms the basis for marketing decisions. The firm needs to



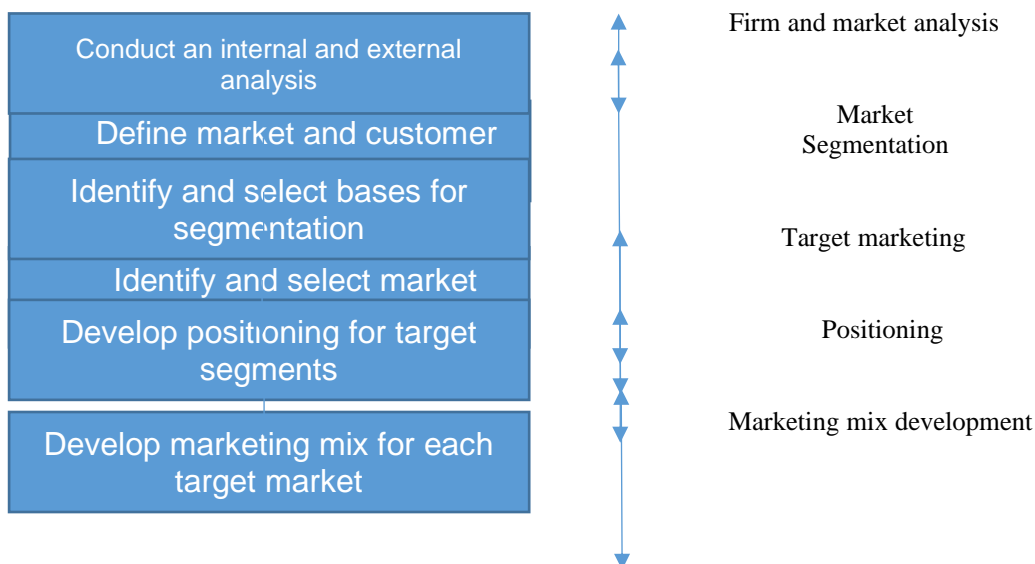
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identify its strengths and weaknesses as well as its core competencies, analyze trends in the macro environment, and conduct market and competitor analysis. It then needs to identify the market and consumer preferences in this market, identify and select the best bases for segmentation, and decide which segment or segments to target. After selecting the target customers, it is necessary to differentiate the company's market offer from the competing offers and develop an optimal positioning strategy. The implementation of positioning requires careful

development of elements of the marketing mix that are crucial for creating customer value [27]. When developing a marketing strategy, it is necessary to take into account the existing interdependencies between the elements of the marketing mix, so that each of them can be used to support each other in order to strengthen the positioning of the market offer and provide high quality services to achieve competitive advantage.

**Figure 2: Marketing strategy development process**



**Conclusions**

The theoretical and methodological justification of the need to form a strategy for its effective practical implementation in the development of industrial enterprises is constantly influenced by the dynamics of the domestic and global markets, as well as those organizational changes that are inherent in each industry separately. Due to this circumstance, an additional assessment of the effectiveness of management systems in the industry is necessary, taking into account the international requirements of the quality management system (QMS), based on

monitoring the development of markets and the industry orientation of business development.

In the process of implementing the strategy chosen by management, it is very important to formulate and, most importantly, competently implement an effective policy of competition, to gain the trust of users to their service and encourage them to strive for multiple acquisitions. In this process, properly organized advertising, the formation of positive public opinion, stimulating the sale of services and personal sales are of great importance.

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