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## MODERN MARKETING STRATEGIES AND ITS CONCEPTUAL ASPECTS

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### Abstract

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#### Keywords:

*Marketing, management, strategy, management, marketing strategy, business strategy, corporate strategy.*

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*Modern marketing strategies and their conceptual aspects are researched in this article, management strategies and marketing strategies are scientifically and theoretically studied by the author. Also, conclusions were formed regarding the development of modern strategies for effective management of enterprises.*

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## INTRODUCTION

Effective financial and economic indicators of each enterprise are closely related to its management plan and planning of work to be done. In this respect, there is a need for modern strategies of effective management of enterprises. In this regard, it is appropriate to consider the essence of the management plan of enterprises - modern strategies.

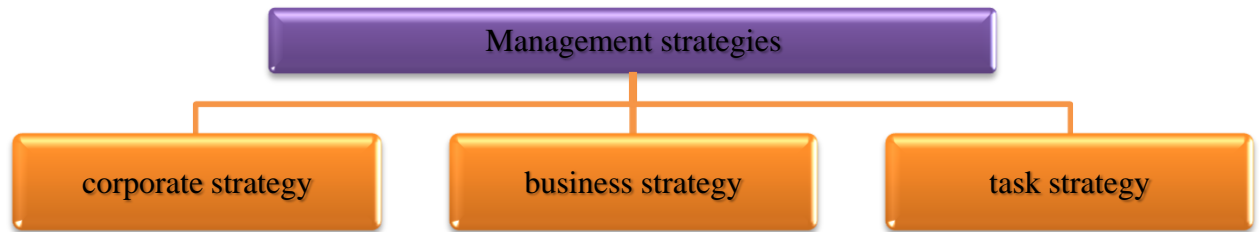
It should be noted that the strategy from the point of view of modern marketing is the master plan of the enterprise aimed at increasing the financial and economic potential of a certain enterprise, strengthening its position in the consumer market, providing a sufficient offer based on market requirements, and, most importantly, developing the enterprise's activities. In this regard, the choice of a marketing strategy in a certain direction of the enterprise's management or its development is important in the effective management of the enterprise.

## LITERATURE REVIEW

Peter Lorange, who conducted scientific research in this direction, developed a three-level strategic management model in his research. According to him, the concept of strategies is not a "thing in itself", but distinguishes three types that have their place in the enterprise<sup>1</sup>. According to the results of this research, the types of effective management strategies are shown in the following figure:

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<sup>1</sup>MARDONOV Sh.R. IMPROVING MECHANISM FOR IMPLEMENTATION OF MARKETING STRATEGY FOR THE DEVELOPMENT OF COTTON GINNING NETWORK ENTERPRISES. 08.00.11 – ABSTRACT of Doctor of Philosophy (PhD) Dissertation on Marketing Economics. Tashkent - 2021. Khrutsky V.E., Korneeva I. V. Sovremennyy marketing: Nastolnaya kniga po issledovaniyu rynka: ucheb. posobie. -3-e izd., pererab. i dop. M.: Finance and statistics, 2018. - 560 p.



**Figure 1. Types of management strategy<sup>ii</sup>**

According to the above diagram, the strategies for effective management of the enterprise can be mainly corporate strategy, business strategy and task strategy.

Also, in the researches of K. Asatullaev, B. Tursunov, A. Mamanazarov, who conducted important scientific research on the strategic management of enterprises, the following opinions of Sharon M. Oster were expressed, that is, "strategy is an obligation to act in a certain way, not in some other way."<sup>iii</sup>

Based on the above, we can say that strategy development is one of the main functions of managers. Some managers develop a strong strategy, but fail to implement it. Others develop a mediocre strategy and execute it brilliantly. The more well thought out and skillfully implemented the strategy, the stronger the company's position. Even well-managed companies face unexpected unpleasant situations. In the end, a good strategy creates a strong market position, successful performance despite unexpected circumstances, strong competition and internal challenges. From Schutz's point of view, strategic management is concerned with the company's long-term goals and activities. It can be said that expressing the strategy (way of action) and its specific means is the basis of management and serves as the most correct sign that shows that management is well established in the company<sup>iv</sup>.

### RESEARCH METHODOLOGY

The methodological basis of this article is based on empirical research methods, the study of sources of information related to the modern marketing strategies. During the preparation of the material, special attention was paid to the data of analytical centers and markets. In addition, the article uses general research methods in the context of comparative, logical and statistical analysis, which studies the current state of digitalization of the marketing sector.

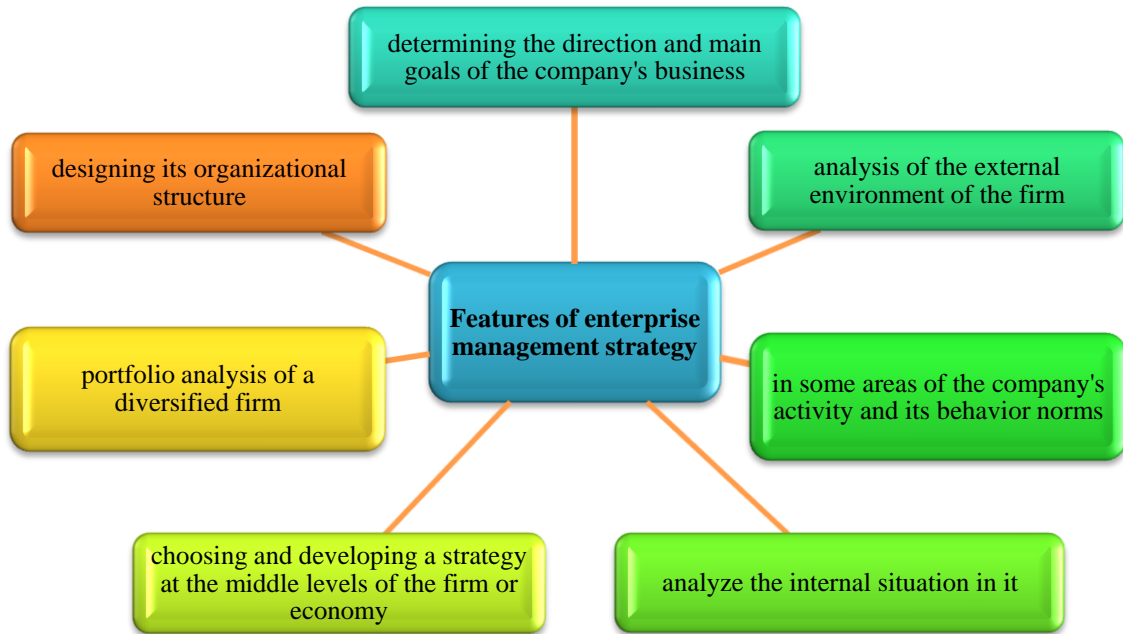
### ANALYSIS AND RESULTS

Based on the above, we can say that from the point of view of effective management of the enterprise, it is desirable that the main features of the strategy and strategic management, which are considered as its components, are as follows:

<sup>ii</sup>Mardonov Sh.R. Improvement of the mechanism of implementation of the marketing strategy of the development of cotton ginning enterprises. 08.00.11 – Doctor of Philosophy (PhD) thesis on marketing economics. Tashkent - 2021. Khrutsky V.E., Korneeva I. V. *Sovremennyy marketing: Nastolnaya kniga po issledovaniyu rynka: ucheb. posobie*. -3-e izd., pererab . i dop. M.: Finance and statistics, 2018. - 560 p.

<sup>iii</sup> Kh. Asatullaev , B. Tursunov , A. Mamanazarov . *Enterprises development strategy . ( Lectures text )*.– T.: 2019, 520 pages.

<sup>iv</sup><http://now.org/upload/download/id131857>



**Figure 2. Features of enterprise management strategy<sup>v</sup>**

According to J. Yuldashev, who has conducted scientific research on the directions of increasing competitiveness based on marketing strategies based on the above, because the marketing strategy is directed towards a specific goal, the practice of setting strategic goals by the banks according to the "P" concepts of marketing (product, price, promotion, place) is more common. However, the main feature of the "bank-for-customer principle" is the definition of customer-oriented strategies, that is, the marketing strategy aimed at using the "S" concept (Cost, Customer needs and wants, Convenience, Communication) is an effective method in international practice. In banking practice, it is necessary to create methodological bases of this policy, as it is considered the driver of establishing mutual relations with customers, increasing the competitiveness of commercial banks and their effective operation<sup>vi</sup>.

It can be seen that in the above scientific studies, it is proposed to classify marketing strategies as follows:

- marketing strategy based on market demand (MS<sub>1</sub>);
- Porter's competitive advantage strategy (MS<sub>2</sub>);
- product (service and goods) life cycle marketing strategy (MS<sub>3</sub>);
- Kotler marketing strategy (MS<sub>4</sub>);
- BCG marketing strategy (MS<sub>5</sub>);
- differential marketing strategy (MS<sub>6</sub>).

In addition, it is noted that the use of the main 4 types of marketing strategies in research on international marketing strategies aimed at increasing the export potential of sewing and knitting enterprises has a positive effect.

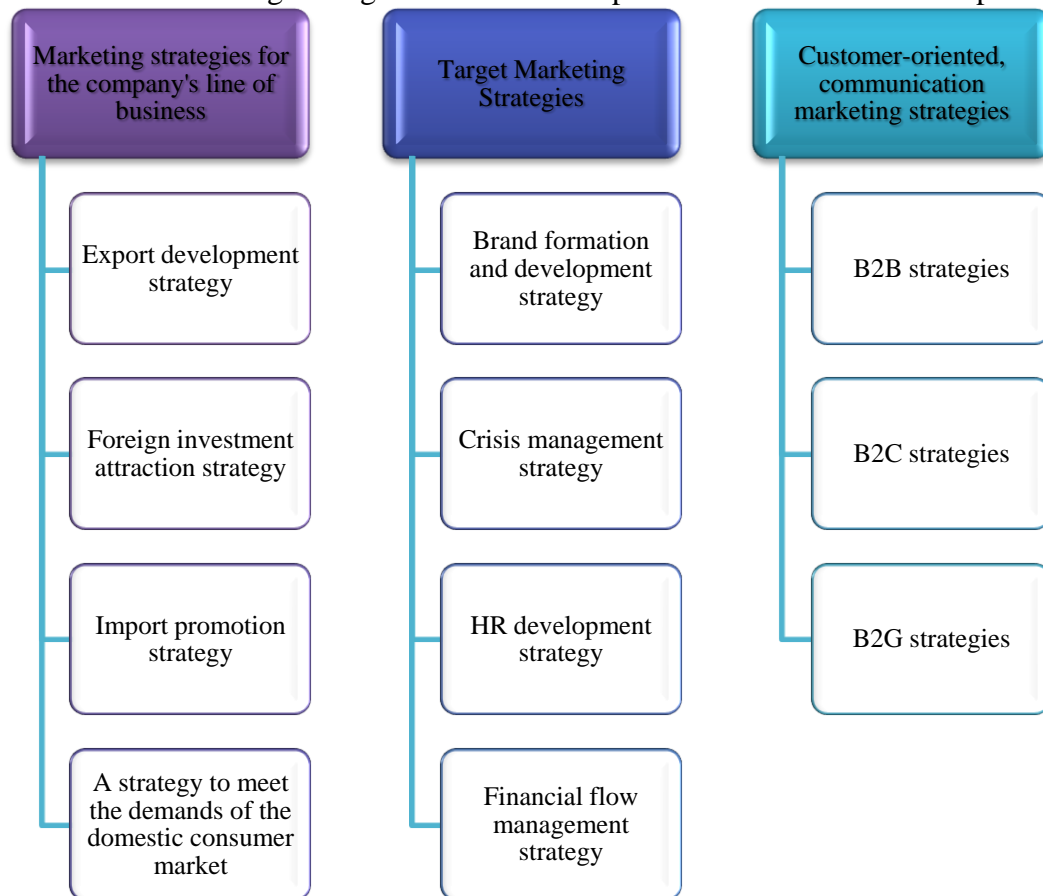
In the scientific research on international marketing strategies carried out by H. Kadirov, it was specifically noted that in order to increase the export potential of enterprises, it is necessary to study the planned market for exporting products in the marketing strategy for entering the world market, and in this regard, to establish joint ventures with foreign partners. Also, ideas on the practical application of marketing

<sup>v</sup>Developed by the author as a result of research.

<sup>vi</sup>Yuldashev J. Increasing the competitiveness of commercial banks based on customer-oriented marketing strategies. 08.00.07 – finance, money circulation and credit, 08.00.11 – marketing. Economy sciences according to philosophy PhD thesis \_\_ \_\_ abstract

strategies such as attack, defense and retreat during the increase of export potential were expressed.

From the results of this scientific research, it can be noted that one of the main features of modern marketing strategies is to focus on specific activities of the enterprise.



**Figure 3. Classification of modern marketing strategies<sup>vii</sup>**

classification of modern marketing strategies , marketing strategies related to the company's activity can be divided into export development strategies, foreign investment attraction strategies, import promotion strategies, and strategies for meeting the demands of the domestic consumer market. It should be said that an enterprise determines the "driver" direction in its activity and tries to effectively manage this direction. In this regard, naturally, each enterprise develops a strategy that reflects its specific goals and forecast parameters. The main goal of the enterprise management strategy is to export the products (goods, work or service) produced by the enterprise to foreign countries through the development of export activities of enterprises of this direction.

### CONCLUSION

Also included in the classification of modern marketing strategies are customer-oriented communication marketing strategies B2B, B2C and B2G strategies are included. In this direction, in marketing strategies developed on the basis of the "Business to Business" ("B2B") principle, it is possible to deliver products to the type of entities that interact, that is, not to the last ordinary consumer, but to the same companies, that is, to legal entities working for other businesses. Emphasis is placed on implied marketing strategies. Today, the use of e-commerce tools in the B2B system is widespread. Compared to the use of traditional Electronic Data Interchange (EDI) systems designed to work within the

<sup>vii</sup>Developed by the author based on research results.

company's internal network, using a B2B marketing strategy is more beneficial in many cases, especially for companies that want to communicate with small customers and suppliers. For example, in the USA, the number of such small companies is about 7 million, and their share in the country's gross domestic product is about 50% <sup>viii</sup>. Without the use of Electronic Data Interchange and other expensive extranet systems, B2B allows small businesses to compete with large firms. The B2B platform integrates various solutions for suppliers and buyers into a single system based on a central portal. Depending on the type of trading platform, it takes into account a number of important aspects necessary for successful operation. In general, marketing strategies in this direction imply effective management of the enterprise to meet the demand of a specific customer, supplier or target.

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