

## **Ways to Improve Marketing Research at the FOSFOR HOME Enterprise**

**Musayeva Shoirazimovna**

*Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan*

**Kurbonboyeva Sevinch Asliddinovna**

*Student of Samarkand Institute of Economics and Service*

**Abstract:** In this article, the study of demand for products and services, consumer segment analysis, market segmentation and product positioning in the market, as well as product, price, sales and communication policies, research and forecasting of demand satisfaction are discussed. 'attention is given.

**Keywords:** Enterprise, product, market, customer, demand, price, segmentation, sales activities.

**Introduction.** The formation of a market economy in our country causes the emergence of new problems related to consumer demand. Methodology defines a scientifically based procedure for collecting, developing, analyzing and predicting information in marketing.

Market segmentation is important in the marketing system. Consumer analysis is divided into three parts: market segmentation, studying the reasons for consumer demand, identifying unmet needs.

In this place, on localization of production in the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, approved by the Decree of the head of our state on February 7, 2017, "...

Continuing the policy of promoting the localization of production and, first of all, replacing the import of consumer goods and components, expanding inter-sectoral industrial cooperation"1 is a priority in the production of consumer goods and services in enterprises. is important. Now introducing innovations into the activities of enterprises, through them the markets of the people

The role of marketing research in filling with consumer goods and fully meeting the needs of the population is great. The main condition for winning in the current competition is to conduct marketing research in the activities of these entities, because the consumers in the market are from different regions and their demands are also different.

**Analysis of literature on the topic.**Marketing research methodology plays an important role in market research and understanding of consumer behavior. This methodology includes various methods and approaches, which makes the research process more efficient and accurate.Many economists have been involved in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, David Aaker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, Jay Bayer.

It is necessary to acknowledge the scientists who made a great contribution to the development of the theory of marketing, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. R. Ibragimov to them. Y.

Abdullaev, A. Saliev, M. Sharifkhojaev, D. Rakhimova, SH. Ergashkhodjaeva, Sh. Musayeva and others can be included

**Research methodology.** Systematic approach, abstract thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

**Analysis and results.** "PHOSPHORUS HOME" enterprise was founded in 2024 and today it meets the needs of customers throughout Samarkand. It offers various types (porcelain, plastic, glass, ceramics) of tableware and household items.

This company is renewing its assortment in accordance with market trends and consumer demands.

"FOSFOR HOME" aims to achieve the following goals by comprehensively studying the needs and requirements of buyers, analyzing the dynamics of goods sales, and segmenting the market:

- taking into account the wishes and demands of consumers as much as possible;
- ensuring the competitive advantage of the product;
- optimization of the company's expenses;
- to improve the effectiveness of the company's marketing strategy.

Market segmentation is a basic method of market research. With its help, the market is divided into segments.

**Table 1. Indicators of consumer segments of the company's products**

| Indicators<br>(by total consumers) | 1.<br>Female<br>consumers | 2.<br>Male<br>consumers | 3.<br>Elderly<br>consumers | 4.<br>Young<br>children |
|------------------------------------|---------------------------|-------------------------|----------------------------|-------------------------|
| 1                                  | 2                         | 3                       | 4                          | 5                       |
| According to numerical indicators  | 70%                       | 20%                     | 5%                         | 5%                      |
| According to the purchase process  | 60%                       | 25%                     | 10%                        | 5%                      |
| According to purchase motives      | 65%                       | 20%                     | 12%                        | 3%                      |
| On product satisfaction            | 40%                       | 50%                     | 5%                         | 5%                      |

Below is the consumer segmentation of "FOSFOR HOME" YATT. This is calculated as a percentage of the total. In addition to the analysis, planning the segmentation in the selection of the market segment is intended. Quantitative and qualitative indicators can be used to analyze the market, as well as a description of the competitive situation, network structure and distribution structure indicators.

The segmentation planning process includes the following steps takes:

1. Determination of customer requirements and specifications
2. Analysis of consumer diversity and similarity
3. Development of the field of consumer groups
4. Choosing a consumer segment
5. Determining the position of the company in the competitive environment
6. Development of a plan of all marketing-mix complex measures.

When organizing the planning process of market segmentation, it is necessary to comply with the following requirements:

- segments must be different from each other;

- it is necessary to include in each segment only the one that corresponds to the consumer's demand;
- customer characteristics can be measured by the firm must be;
- each segment should be by size, that is, sales volume and should measure cost recovery
- to influence consumers of each segment with information and advertising

It is necessary to be easy and understandable to transfer the company.

**Table 2. Analysis of indicators of sales of enterprise products**

| No | Product (service) name     | Unity (soum)  | July                    | August | September | October    | November |
|----|----------------------------|---------------|-------------------------|--------|-----------|------------|----------|
|    |                            |               | Number of products sold |        |           |            |          |
| 1  | No kettle (floral)         | 295 thousand  | -                       | 4      | 12        | 15         | 20       |
| 2  | No kettle (gilded)         | 495 thousand  | 10                      | 15     | 12        | -          | -        |
| 3  | A teapot with a saucer     | 505 thousand  | -                       | -      | 17        | 20         | 19       |
| 4  | Glass cup (six people)     | 95 thousand   | 15                      | 27     | 35        | 9          | -        |
| 5  |                            | 98 thousand   | 10                      | 38     | 40        | 45         | 43       |
| 6  |                            | 75 thousand   | 30                      | 55     | 26        | -          | -        |
| 7  |                            | 85 thousand   | 12                      | 27     | 34        | 30         | 38       |
| 8  | Porcelain teapots          | 110 thousand  | -                       | -      | 15        | 28         | 42       |
| 9  |                            | 105 thousand  | 14                      | 18     | 21        | 29         | 31       |
| 10 |                            | 98 thousand   | 30                      | 25     | 21        | -          | 10       |
| 11 | A glass                    | 11 thousand   | 60                      | 75     | 62        | 80         | 78       |
| 12 |                            | 18 thousand   | 50                      | 45     | 58        | 62         | 75       |
| 13 |                            | 25 thousand   | 10                      | 35     | 42        | 57 of them | 68       |
| 14 |                            | 48 thousand   | 28                      | 43     | 30        | 55         | 70       |
| 15 | Set of dishes for 6 people | 1120 thousand | 15                      | 17     | 20        | 22         | 33       |
| 16 |                            | 1050 thousand | 25                      | 25     | 34        | 27         | 20       |
| 17 |                            | 1780 thousand | 8                       | 15     | 21        | 32 of them | 35       |
| 18 |                            | 2100 thousand | 10                      | 17     | 22        | 29         | 33       |

Based on this table, when we analyze the company's product sales figures, several important conclusions can be drawn:

1. Number of products sold

- The sales of each product varies from month to month. For example, teapot nabor (flower) product sold 20 units in October, but only 4 units sold in July. This means that there is a seasonal change in demand among consumers.

- We can see that products such as mugs and glasses have consistently had high sales figures, which is due to their low prices.

## 2. The link between price and sales

- There is a direct relationship between the price of the product and its sales volume. For example:
- Despite the higher price (495,000 soums) of the teapot, 10 were sold in July and 15 in August.
- On the other hand, porcelain teapots (price 110,000 soums) have no sales in August.

## 3. Seasonal demand

- Seasonal demand for some products is clearly visible. For example:
- The teapot and saucer show a huge increase from August to September (from 17 to 20).
- It is also seen that the sales of the set of dishes are increasing every month.

## 4. Variability

- The sales figures of the products show big differences from month to month. It is necessary to determine the factors that lead to a significant increase or decrease in some products.
- For example: There is an increase in sales of porcelain teapots from October to November.

In general, when developing a sales strategy for the company's products:

- It is necessary to pay attention to seasonal dynamics and consumer demands.
- It may be necessary to revise the price policy.
- It is recommended to develop successful marketing strategies by further analyzing the variability.

In this way, the enterprise will be able to organize its work more efficiently.

**In conclusion**, some key indicators that can be used to analyze financial performance and assess the success and risks of a business: revenue is the total amount of money received by a business from the sale of its products and services over a period of time, cost reduction.

The geographical principle takes into account the location of the market, the number and density of the population, the structure of commercial activity, the dynamics of the area's development, the level of inflation, and legal restrictions. The main consumers of "FOSFOR HOME" YATT are the city of Samarkand.

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