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ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ

АКТУАЛЬНЫЕ ПРОБЛЕМЫ
СОЦИАЛЬНО-ГУМАНИТАРНЫХ НАУК

ACTUAL PROBLEMS OF HUMANITIES
AND SOCIAL SCIENCES



ЭЛЕКТРОН ЖУРНАЛ

ЭЛЕКТРОННЫЙ ЖУРНАЛ

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**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

ТОШКЕНТ-2023

БОШ МУҲАРРИР:

Исанова Феруза Тулқиновна

ТАҲРИР ҲАЙЪАТИ:

07.00.00-ТАРИХ ФАНЛАРИ:

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакаров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

09.00.00-ФАЛСАФА ФАНЛАРИ:

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Носирходжаева Гулнора Абдукаҳхаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети.

10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилович – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

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Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

12.00.00-ЮРИДИК ФАНЛАРИ:

Ахмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуратовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат ҳавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси

Президенти ҳузуридаги Давлат бошқаруви академияси;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби

13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Ҳашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Тайланова Шоҳида Зайниевна – педагогика фанлари доктори, доцент.

19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Васида Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш

ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбаҳор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психология кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарқанд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

Содиқова Шоҳида Мархабоевна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси

23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атакулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

ОАК Рўйхати

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Телеграм канал: https://t.me/scienceproblems_uz

МУНДАРИЖА

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THEORETICAL DESCRIPTION OF THE MARKETING SYSTEM OF AUTOMOTIVE ENTERPRISES

Abstract. The article examines the issues of using benchmarking to increase the competitiveness of auto industry enterprises. In the present conditions, the idea of the interaction concept in the marketing activities of auto industry enterprises consists of relations (communication) between buyers and the participants of the buying and selling process, scientific proposals and recommendations are given to increase the importance of effective communication of marketing interaction.

Key words: marketing activities of auto industry enterprises, marketing system, marketing strategies, marketing environment, marketing efficiency, investment potential of auto industry enterprises, market segment, product sales channels.

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АВТОСАНОАТ КОРХОНАЛАРИ MARKETING ТИЗИМИНИНГ НАЗАРИЙ АСОСЛАРИ

Аннотация. Мақолада автосаноат корхоналарининг рақобатбардошлилик қобилиятини ошириш учун бенчмаркингдан фойдаланиш масалалари ўрганилган. Автосаноат корхоналари маркетинг фаолиятидаги ўзаро алоқавий концепциясининг ғояси харидорлар билан олди-сотди жараёни қатнашчилари ўртасидаги муносабатлар (коммуникация)дан ташкил топган ҳозирги шароитда, маркетингнинг ўзаро алоқаси самарали коммуникация аҳамиятини оширишга доир илмий таклиф ва тавсиялар берилган.

Калит сўзлар: автосаноат корхоналари маркетинг фаолияти, маркетинг тизими, маркетинг стратегиялари, маркетинг муҳити, маркетинг самарадорлиги, автосаноат корхоналари инвестицион салоҳияти, бозор сегменти, маҳсулотни сотиш каналлари.

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ТЕОРЕТИЧЕСКОЕ ОПИСАНИЕ СИСТЕМЫ МАРКЕТИНГА АВТОМОБИЛЬНЫХ ПРЕДПРИЯТИЙ

Аннотация. В статье рассматриваются вопросы использования бенчмаркинга для повышения конкурентоспособности предприятий автомобильной промышленности. В современных условиях идея концепции взаимодействия в маркетинговой деятельности предприятий автомобильной

промышленности заключается в отношениях (коммуникации) между покупателями и участниками процесса купли-продажи, даются научные предложения и рекомендации для повышения значимости эффективной коммуникации маркетингового взаимодействия.

Ключевые слова: маркетинговая деятельность предприятий автомобильной промышленности, система маркетинга, маркетинговые стратегии, маркетинговая среда, эффективность маркетинга, инвестиционный потенциал предприятий автомобильной промышленности, сегмент рынка, каналы сбыта продукции.

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Introduction. Today, the results of a large-scale research within the framework of the research of the auto industry market, the process of development of the activities of the auto industry enterprises, show that it is necessary to organize a large part of the production in the enterprises on the basis of high-tech scientific capacity, and to carry out large-scale marketing activities in the international and domestic markets. In particular, there is an increasing need for the formation of long-term and short-term marketing programs by evaluating the effectiveness of marketing, systematizing the processes of their formation, researching the behavior of consumers with dominant power in the market, and the processes related to the level of profitability.

At the same time, it is important to effectively influence the marketing system of auto industry enterprises by implementing the results of marketing research of international research institutes in forming directions for increasing the effectiveness of the marketing activities of auto industry enterprises, and as a result, to increase the investment potential and competitiveness of auto industry enterprises.

Today, increasing the effectiveness of the marketing system of automobile industry enterprises is based on the process of ensuring a free competitive environment, not by setting prices. The President of the Republic of Uzbekistan Sh.Mirziyoyev's address to the Oliy Majlis on January 24, 2020 said: ". now we should focus not on setting prices, but on reducing prices and increasing quality by ensuring healthy competition between enterprises. Studying the international experience, it is necessary to open the way for the private sector to the monopoly areas where competition can be introduced, and thereby create a competitive environment"[1].

The process of effective use of industrial potential in our country requires attention to be paid to the fundamental improvement of industrial production activities. Such situations make it necessary to align the activities of industrial enterprises, especially automobile enterprises, with market requirements. Decision No PD-4397 of the President of the Republic of Uzbekistan dated July 18, 2019 "On additional measures for the rapid development of the automobile industry of the Republic of Uzbekistan" and its practical implementation, ensuring the rapid development of the automobile industry and increasing its investment attractiveness, a modern market based on advanced international experience by introducing mechanisms and management methods, it has a positive effect on increasing the market activity of auto industry enterprises.

Literature analysis and methodology. The above circumstances serve to justify the importance of the process of conducting research aimed at increasing the investment and innovation potential of auto industry enterprises, ensuring their competitiveness, and

increasing the volume of sales are researched by A.Bankin [2; P.212-248], G.Beckwith [3; P.112-124], S.N.Berdyshev [4; P.92-100], S.Boyuk [5; P.144-189], M.Gorshtein [6; P.320-362], A.Karasev [7; P.129-267], R.Fatkhuddinov [8; P.212-248], G.Harding [9; P.208-221], V.Shkardun [10; P.188-272]. In our country, scientific research works related to the research of the market activity of industrial enterprises, the formation and systematization of the marketing strategy of industrial enterprises were conducted by economists S.A.Salimov[11; P.155-196], G.B.Muminova[12; P. 7-14], T.A.Akramov[13; P. 50-63] and others. The main purpose of the above research work is industrial enterprises mIt is dedicated to increasing the efficiency of the enterprises by forming the marketing strategy, and the dependence of the marketing strategy on the competitive advantage of the enterprise, the direction of the consumer and competitors is systematically researched. But the process of improving the marketing strategy of enterprises, taking into account the place of international competition and national production in the activities of industrial enterprises, in particular, the auto industry, has not been studied as an independent research object.

Discussion. Studying the theoretical foundations of the formation of marketing strategies in the automotive industry and approaches to classifying the types of marketing strategies allow to determine the peculiarities of their use in the automotive industry of Uzbekistan and to develop appropriate measures. The analysis of the characteristics of the main methodological approaches to the development of marketing strategies of automobile industry enterprises in foreign countries practically substantiates the fact that the flexibility to the processes related to market development is important, not the relationships that arise during the development of the marketing strategy and its implementation.

Today, the main activity of the marketing system of auto industry enterprises consists of a set of methods and means of organizing the operation of the enterprise, the market methodology, the study of consumers and their demands, the creation of goods suitable for them, pricing, the delivery, presentation, sale, and service of goods. All these measures serve to ensure mutual compatibility between demand and supply in the automobile market. Since the main priority of marketing activities in the world car market is information oriented, attention is being paid to the formation of a database for researching the market activity of auto industry enterprises in the car market. In this regard, along with the USA, Japan, Germany and other European countries, the experience of a number of East Asian countries such as Singapore, Taiwan, and South Korea gained priority. Especially in the automotive market, the fast-changing market, the development of non-price competitive methods, highly flexible production, targeted at the individual consumer, and the size of small market sectors and market segments create flexibility for many "paths".

In the automotive market, the "life cycle" of the product has been shortened to an unprecedented level, due to the increase in the variety of the product range, the mass production of the same item has decreased, that is, the experience of mass cutting has been abandoned. Currently, the leading Japanese companies release a new type of car on average every three months, and US companies every four months. This situation has created the need to fundamentally improve the quality of additional after-sales service in order to become a competitive product in the automotive industry. Marketing communication is seen as communication in a broader sense - as a profitable connection between the enterprise and its partners, so marketing tools, that is, a set of marketing methods and methods, are needed to

influence customers and other subjects in order to achieve the goal. One such tool is the marketing mix. The marketing mix in broad practice includes 4 marketing submixes. They are: product mix, contract mix, communicative mix, distribution mix. The product mix includes measures related to the product, serving to form the product policy. These measures include product quality, customer service, warranty policy, product diversification and assortment.

Industrial enterprises have different marketing strategies depending on the marketing environment and its composition. Including:

- increase the effectiveness of the enterprise's marketing activities through the effective use of products, existing technology and related services;
- application of new methods of scientific and technical achievements in marketing management and production activities;
- mastering new markets by providing competitive advantage;
- formation of an effective sales process by coordinating the activities of traditional and modern sales channels.

The marketing strategy of auto industry enterprises is aimed at increasing the position of the enterprise in the market, and consists of a set of relations in the process of development and implementation of a set of effective methods and means of production and market capture. For this reason, the process of applying marketing strategies in the automotive industry is often determined by market segmentation and effective product placement on the market.

Due to the fact that in the implementation of marketing activities of industrial enterprises, it is required to use all the marketing activities at the same time, it is impossible to allow a marketing event or activity to be left behind in the auto industry enterprises. This process is carried out by providing a continuous flow of information from the marketing activities of the enterprise from the consumer to industrial enterprises and trade, and from them in the opposite direction. This allows the auto industry enterprise to make changes in the field of production, product assortment, terms of sale and service in real time.

The complex integrated relationship in the marketing system of the enterprise creates the need to solve organizational issues, consisting of the management and planning system of the enterprise, distribution, relations in the domestic market and foreign trade, and sales through highly equipped market channels. The practical performance of such a number of tasks in the enterprise serves to increase the efficiency of the marketing system. The practice of segmenting the market into segments to improve the marketing efficiency of auto industry enterprises is widely used in the experience of developed countries such as the USA, France, Germany, England, and Japan. Auto industry enterprises give priority to its territorial aspects when segmenting the market. The role of new information technologies and communication tools is important for the development of such an approach. The use of new technologies indicates the need for auto industry enterprises to change their marketing system from a monologic marketing system to a dialogue marketing system. In this process, it is observed that the consumer of the means of production actively participates in the production of the goods he needs, and it is considered to be of decisive importance in increasing the efficiency of the enterprise. It can be seen in the table below that studying the characteristics and preferences of the target market is one of the important aspects of marketing research (Table 1).

Table 1.**Target Market Features and Benefits***

Main economic components	Traditional simple selling	Target market
The initial stage of work	Production of goods	Identify and select a target market
The main object of attention	Goods	Consumer and his needs
A means to an end	Sale of goods produced in different ways	Production of the goods needed by the consumer, delivery at the right time and place, providing services, giving information, encouraging them
The goal	Profit by buying more goods	Making profit by fully satisfying customers
Producer and consumer relationship	Short-term contact with the consumer	Maintaining and strengthening constant contact with the consumer

A certain group of consumers uses various tools and modern new technologies to solve consumer problems. Since what kind of technology should and can be used in solving the consumer problem is also of great importance, studying the basic needs of consumers, methods of satisfying them in a stable state, technologies often change, and the state of science and technology development creates new opportunities. As the market economy develops, this direction becomes stronger. The expected result cannot be achieved by approaching all consumers in the same way. Being more active in getting closer to consumers requires different strategies. The diversity of advertising media and distribution channels complicates the application of the mass marketing strategy of unified auto industry enterprises. Therefore, companies and enterprises are moving from mass marketing to targeted marketing.

Targeted marketing is carried out step by step, and in our opinion, it covers the stages of market research, market segmentation, selection of target segments, and finding a place for the product in the market, that is, gaining favor with the consumer. At this point, one of the most important rules of working in the market should be emphasized: it is impossible to buy goods that satisfy the needs of all buyers, but only goods that fully satisfy the needs of a certain buyer can be sold. For this, it is necessary to clearly separate the layers of consumers from each other, in other words, to form groups of consumers within the framework of the target market. At the same time, before entering new segments, the enterprise should be able to assess its scientific and technical capabilities, the level of qualifications of its employees, the availability of resources, etc. solving tasks related to entering new segments has a positive effect on the process of selecting target segments. It is suggested to choose one of the five types of the target market when determining the segments that the enterprise will absorb, taking into account various options.

The first of the picture is to focus on one segment, which has its own positive aspects. In this way, it is possible to know their customers well and maintain their position in the market.

* Compiled by the author

As a result, it becomes possible to allocate more funds to the expansion of production and advertising, to the improvement of the movement of goods (Figure 1).

The concept of intensification of commercial activities and the concept of marketing are often confused. In the first concept, it solves the customer's need, that is, his problems, and in the second concept, it satisfies the customer's need, that is, with the goods he needs.

The object of primary attention	The subject of achieving the goal	The ultimate goal
Goods	Commercial activities encourage	Profit through increased sales
Consumer needs	Marketing is a complex activity	Making a profit by satisfying consumer demand

Figure 1. Marketing concept*.

The tasks of ICT as the main tool for the effective organization of marketing activities of auto industry enterprises, bringing products and services to the market, and studying the needs and wants of consumers are manifested in the following:

- development of methods of research of purchasing power, taking into account the requirements of consumers for products and services, and assistance in their application in practice;
- determination and assessment of the competitiveness index of the products and services provided by the enterprise;
- determining consumer requirements for products and services and calculating growth dynamics;
- identifying market requirements that competing enterprises cannot meet;
- development of innovative approaches to the distribution of enterprise products to their sales channels.

Marketers of automotive enterprises need to clearly define the general goal in the process of studying the problems in this regard. The mechanism of data collection is different, they can be collected from newspapers, special public magazines, direct communication with consumers and social surveys. Determining consumer opinions about the product is often done through questionnaires and interviews.

It is permissible to use modern ICT and programs to conduct interviews about the general characteristics and possibilities of use of cars, to collect relevant opinions. If the results of marketing research are put into practice with the help of ICT, it becomes much easier for marketers to collect and analyze information about consumers and products in real time.

* Compiled by the authors

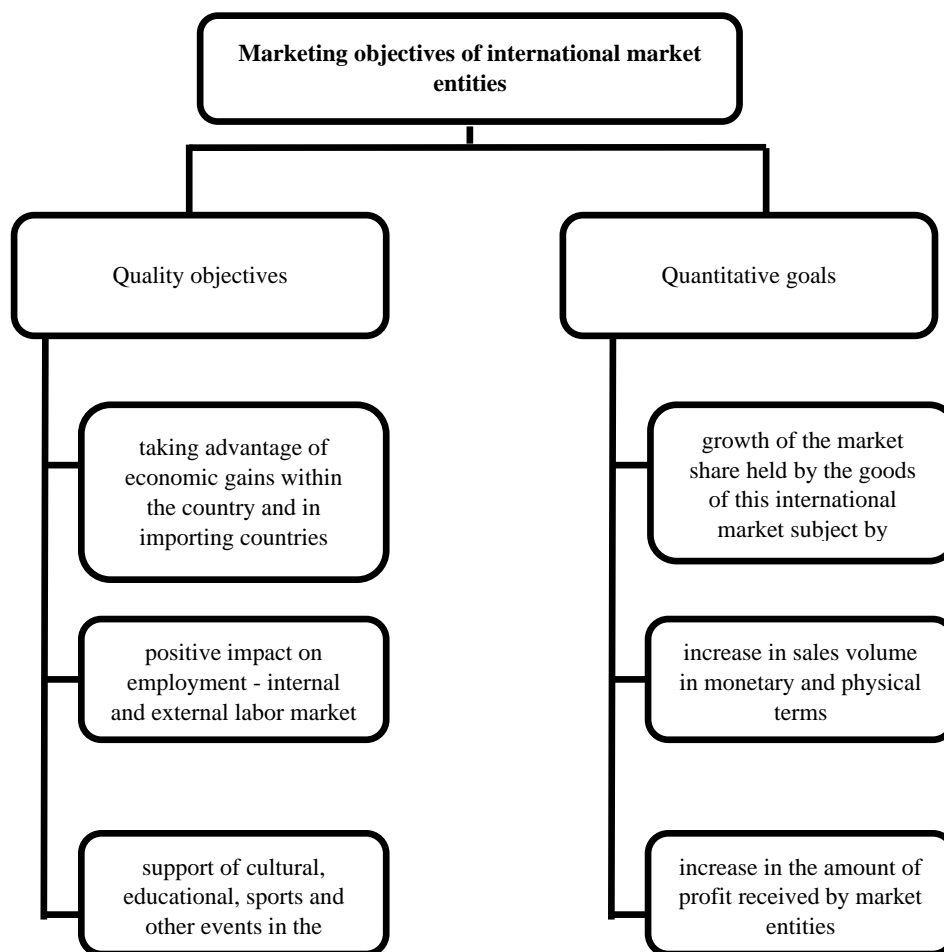


Figure 2. Marketing objectives of international market entities*

In developed countries, the following activities using ICT are widely used in the effective implementation of marketing activities of automobile industry enterprises:

- analysis of the external environment, including means of product sales and delivery. According to the results of the analysis, the factors that help and hinder business activity are clarified. It helps to solve existing problems and make necessary decisions on marketing to form ICT data bank;
- use of ICT in the analysis of demographic, financial, geographical information of customers with the motive of making decisions on "purchase" in the process of comprehensive study of consumers;
- use of ICT in creating new services, developing concepts for updating old systems and planning existing services;
- use of ICT in planning the distribution and sale of finished products;
- use of ICT in enterprise and product advertising, organization of prestigious non-commercial events;
- use of ICT in price policy implementation, price planning and price discount calculation;
- use of ICT in managing marketing activities as a system and developing a marketing program;

* Compiled by the authors

–the use of ICT in improving the efficiency of decision-making related to the assessment of risks and returns in the enterprise market.

The modular marketing information system has the feature of complex connection of the company with the government portals, company resources such as GM, MAN, ISUZU, which are strategic partners of the company, the legal framework of LEX and other information sources take place in the module structure. The main purpose of this system is to create positive sales in the markets by establishing effective communication links with consumers through the collection, storage and analysis of data on the vertical integration of the auto industry.

Results. UzAuto System to create a unified information environment for collecting and storing information on the activities of enterprises that are part of Uzavtosanoat JSC, automating and standardizing activity processes, organizing the joint activities of enterprises and management staff within the company, creating a large-scale database on the automotive industry, it implements benefits such as analyzing reports and drawing general conclusions on them, authorization at login and data encryption.

By forming a unified information structure in the form of a single integrated cluster in the field of B2B of automobile industry enterprises, the following efficiency is achieved:

–a single database of enterprises specializing in the production of automobiles and its spare parts operating in the republic will be formed and effective communication will be established between them;

–integration of the main business processes, unified data structure (standardization), automatic collection of reports (consolidation), integration with the main enterprises is achieved with the help of corporate communication;

–effective integration with government bodies is ensured, the possibility of connecting outside the corporate network is created;

–efficiency is achieved in working with international corporate clients, foreign trade, logistics system, signing deals.

The development of e-commerce is considered an important sector of G2C services, which ensures the relevance of this direction, the organization of tenders for state purchases and orders with e-Commerce tools, the implementation of state investment and innovation projects, social programs, and the effective implementation of mutual economic cooperation between the state and business.

Conclusions. In our country the effectiveness of the reforms related to the radical improvement of the automobile industry requires increasing the work and market activity of the sector. The work and market activity of the industry is considered to be directly dependent on the investment process, its efficiency and capacity, and is manifested by public placement of shares of the joint-stock company, which is part of the auto industry enterprises, in the local and international stock markets.

The market activity of the automobile industry requires increasing the efficiency of production and improving the quality, increasing the export potential of enterprises, increasing their competitiveness in the international and national markets by using a market-oriented marketing strategy:

1. Since the use of marketing mix elements in the development of marketing strategies by the automobile industry enterprises of our country is insufficient, it is required to ensure

the active movement of the operating automobile industry enterprises in the "global value chain (GVCs)" as effective marketing strategies.

2. Since the development of a marketing strategy in autocanoat enterprises reflects the determination of development directions that take into account the capabilities of the enterprise, its current situation in the market, factors affecting the internal and external environment under risk conditions, the decision on the choice of marketing strategy is made separately for each enterprise, not only on the basis of general requirements. rather, it is necessary to determine with the help of specific internal parameters of the company's activity, to develop and implement a specific marketing strategy.

3. The competitiveness of the auto industry enterprise is, firstly, the superiority of the enterprise's products over those of other competitors in terms of many features; secondly, it is necessary to ensure the competitiveness of the enterprise through product competitiveness, as it is based on the realization of clear competitive advantages that allow the enterprise to sell its products on the market under the most profitable conditions.

4. It is desirable to improve the marketing system of the enterprise and increase the volume of products brought to the market as a result of the use of the methodology of developing marketing strategies and marketing strategies of bringing new products to the market for conducting marketing research in auto industry enterprises.

Implementation of marketing strategies based on diversification of territories, products and their transportation, organization of new productions in automobile industry enterprises, increase of production volume and export potential in the regions, in which diversification, focusing and cost advantage strategies are proposed.

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