

**BUSINESS ORGANIZE FROM MARKETING INSTRUMENTS USE
THEORIES FORMATION**

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Annotation. *In the conditions of market relations, marketing activity is important in ensuring free competition and the well-being of the population.*

Current at the time the world according to of marketing two out of a thousand more than definition there is. But all of them the content is the same to one near ie "marketing – of buyers represents a type of activity aimed at meeting the needs of specific groups, a comprehensive approach to solving market problems, meeting needs with the help of exchange, and also covers several other general rules"⁴

Key words: *marketing, human activity, companies, entire economy, relationship with consumers.*

Foreign in the literature while as follows definition given:

Marketing is a human activity aimed at satisfying needs and demands through the process of exchange.⁵

Marketing this so process in this companies consumers creates value for and in return receives value for itself through a strong consumption relationship.

So, we can conclude from the above definitions that Marketing is not only the process of selling products or goods, but consumers the need maximum level satisfactory the product to the market bidding process.

Marketing concept market field each how activity with depends, that's it therefore marketing the word translation and come output (eng. Market – "market", "ing" means active, activity, movement). Marketing is not only a business philosophy, a way of thinking and an economic way of thinking, but also a practical activity for some firms, companies, networks and the entire economy.

The emergence of marketing elements dates back to the middle of the 17th century. Until this period, various forms of natural exchange of goods appear, later on marketing activities the first elements, ie advertising, The development of prices and sales was observed. Since 1902, marketing science has been introduced in the universities of Michigan, California and Illinois of the USA, and lectures on these problems have been taught. Later, marketing associations were formed.

The main goal of marketing and its content is to achieve the goal set before you by satisfying all the needs of consumers-buyers, satisfying them and satisfying them.

⁴Ergashkhodjaeva Sh.D., Sharipov IB. Marketing basics. Study manual. - T.: TDIU, 2013. Page 3 .

⁵Philip Kotler oath Gary Armstrong, Principles of Marketing published by Pearson Education 2016. P.29.

In this they are separated funds and there is of possibilities come came out without they do. They should encourage and train the employees of their respective organizational groups, departments and departments to capture and expand the market in a specific segment.

Again one in literature while as follows definition given

Today's in the day marketing narrow in a sense only sell with depends understanding it as a process is a mistake, because the main task of modern marketing is to fully satisfy the needs of consumers. Scientists from developed countries have also recognized the clear proof of this idea.

The purpose of marketing groups, departments and departments is to manage in their interests from the point of view of the collective of which they are members. But the pure marketing enterprise, the implementation of the activities of the companies have three different interests mean catch done to be increased is an activity. They are independent, due to the fact that they are a department of the enterprise in the economic account, first of all, it is a set of works that are performed in order to conduct their own activities, to improve economic instructions, as a result of which they get high profits or organize their activities well if they don't, they may suffer. They serve consumers and should act in their interests. Consumer demand is his every wish, desire marketing for the law to be to be fulfilled must Aks without uoz from the customer separate remains. Of this for marketers consumers with they should always be in contact, always study their wishes and organize their activities accordingly and change their work methods and methods when necessary.

In today's rapidly changing times, it is especially important to establish a relationship with consumers, because technological advances, economic, social and environmental changes affect consumer tastes. "Online" platforms, especially through social networks, are causing a complete change in the market and the sales process. Therefore, there is a need for more marketing activities now than before.

A purely marketing enterprise serves the suppliers, manufacturers, and sellers of goods, and thus their interests looking forward to their own the work activities organize they reach Of this for they are produce goods of producers to goods was the need they learn markets capacity, his niche (bottom), opportunities analysis they do Demand and offer balance, grade, taxes system such as all market elements about collect information, commodity work producers with in cooperation client sadness they eat For this, marketing staff needs to develop the need for goods and offer change trends deep analysis to do emerging in the market each one new the goods that's it achieve design, test transfer, current reach over control they do. His come exit the reason source, buyers and work producers all of them their studies must These are marketing activities not only planning, perhaps him one how much years before to determine the perspective requirement is enough. In this of enterprises work release, sales opportunities, them socioeconomic, technical and

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technological and etc all sides mean is caught. They are live and generalized work use of resources participation in the determination of norms they will each character by enterprises work being released goods competitiveness they learn. also own goods rational to sell organize they reach and the same solve the issues of material and technical supply: they are industrial, agricultural and another networks economic and technical situation analysis they do near and participate in determining the perspective of the long future. They organize production operationally from the point of view of marketing, organize labor and pay it at a high level, etc.

How of the enterprise the future his how activity depending on what is being done part especially product work issuer in enterprises product sales is the most important indicator, because if the produced product does not find its consumer in the market, what is the benefit of its production? So marketing activity very important importance occupation enough ie she is not only advertising to analyze the market and study the demand, create a product, and bring it to the market potential to consumers present to do and from sold after too customer tracking she is what wants to how by doing again too the product improve It will help companies to find answers to such questions as possible.

Marketing organize in reaching him structure how strictly look one it is necessary to observe the laws and regulations. Their set is called a principle. The principle is derived from the Latin word "principium". initial, basis, that is, the main rule of behavior or activity, means "leader", "idea".

Marketing activity - entrepreneurship performed in the field affairs and type of tasks, demand formation and reproduction, activities related to marketing functions (marketing research, sales, price formation, product delivery, marketing intelligence, benchmarking, etc.) market the process of applying marketing tools and philosophy in all links of the reproduction chain in the economy encompassing and what, where, how much, and how the product or service will satisfy demand and generate profit any that allow you to answer the questions that should be produced is an activity.

Marketing of the concept content marketing functions done is revealed by increasing Marketing functions are divided into the following groups:

- marketing studies;
- product assortment work release field development;
- sell and distribution function;
- the goods shift;
- the price organize reach function;

Marketing management function.

–market analysis in the function of marketing research;

- sales market research;
- consumer needs research;
- study of marketing operations;
- information collect and again work;
- marketing mix research complex;
- study of competitors;
- bench marketing;
- demand and sales forecasting to do and others are studied.

Analytical external environmental factors in function, market, its elements and status, consumers, market structure, product and product structure, as well as internal of the firm environment analysis will be done. In this firm leadership by control factors — technological process, financial situation, organizational structure, market selection etc. are taken into account.

External environment factors consumers, competitors, government, uncontrollable factors such as economy, technology, independent media enters.

Creation of new products in marketing activities through the function of product creation, organization of production of new products, management of product competitiveness and quality in the field of production, as well as product policy work exit issues solution will be done.

Selling and distribution function through the goods distribution and sell policy development, trade and distribution network through the sale organize achieve organization of cargo transportation and warehousing, determination of goods turnover, distribution physical flows of the system control to do and sell analysis is learned .

The product promotion of sales as a result of the shift function and development of advertising policy, promotion of sales justify effective instruments, the goods move about multimedia technologies justification, internal company advertising organization, promotion of sales work is complete is studied.

The price organize reach function through the price formation strategy and tactics work exit, the sale each one market for, each one for the product to live period different stages price matrix make up; current creation of price change mechanism, competitor's price analysis making, for a new product price designation etc solution will be done.

The function of marketing management is organization and control of marketing management, development of the organizational structure of marketing services, optimization of management decisions in the system of marketing activities, audit, marketing service activity efficiency evaluation such as learns

Marketing functions are carried out together with other functions of the firm, i.e. production, personnel, material and technical support, financial, accounting

functions. The difference between the marketing function and other functions of the firm is that marketing function companies, its consumers, customers aimed at implementing and organizing the process of exchange between That is why the marketing function is constantly changing going in need is responsible for demand formation and creation, development.

Marketing purpose work release client need adapting Demand and achieving a balance of supply, based on the price at which it is established, is to bring higher profits to organizations. To achieve this, marketing is important tasks solution reach must:

- buyers the need study and determination;
- of the price activities buyers need adaptation;
- first of all Demand and offer about received data based on market research;
- goods advertising organize achieve buyers goods buy interested in receiving gain;
- commodity creator or him vendor price studies done increase information for collect and analysis to do:
 - the goods to the market in release all services about data get;
 - filler goods and the place clicker goods about information collection;
 - to goods was demand forecasting, do them increase from control consists of

The main task of marketing is to evaluate and implement the existing and potential opportunities of the enterprise, and to identify opportunities in order to coordinate supply and demand in the market. Marketing activities are carried out in order to achieve a specific result. The main goals of marketing are interrelated with the main goals of the firm. The main objectives of the firm include:

- the market take over;
- profitability;
- financial stability;
- work release social factors provide;
- in the market there is position and prestige organize reach and strengthening.

Today, any entrepreneur, manufacturer, artist, or athlete cannot imagine their activities without marketing. In any country marketing development free and the law within activity take a legal basis will be created for it to proceed. Consequently, a legal framework has been created in the Republic of Uzbekistan.

There are factors other than marketing for enterprises to have a stable economic activity, but the correct implementation of this activity means how effective the enterprise's activities are. Because not every enterprise can properly organize marketing, especially in developing times, the main focus is on selling more, not on consumer satisfaction. Therefore, any enterprise aiming at long-term activity should conduct marketing activities correctly and effectively. This, in turn, will be defined in

the company's development strategy.

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