

**MARKET POSITIONING OF INDUSTRIAL PRODUCTS OF
SMALL BUSINESS SUBJECTS**

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Abstract: *In this article, small business entities, types of industrial products, positioning of industrial products in the market, ability of small business entities to quickly adapt to the market environment, competitiveness of industrial products, and their economic indicators are covered.*

Key words: *small business, incentive, active entities, industry, industrial products, market, positioning.*

Introduction: Year by year, ensuring socio-economic stability in Uzbekistan, increase in population welfare, level of consumption, employment and income, filling the domestic consumer market with local goods, ensuring the competitiveness of our national goods in foreign markets it should be noted that small business entities have a special place in the field. From the first days of our independence, great attention was paid to ownership relations.

As a result of gradual reforms over the years, today small business is becoming the backbone of our country's economy.

Achieving these results is achieved due to state support of small business entities, provision of economic freedom, creation of legal bases for activity, strengthening of financial and economic support. Small business and private entrepreneurship is defined as the priority direction of our country's economy. In the last five years, about 2,000 laws, decrees and decisions aimed at the development of this industry have been adopted.

Now, in short, small business entities are fully supported by the state. Only the issue of entrepreneurs' ability to run their own business remains. In particular, our local entrepreneurs are faced with the problems of studying the market,

offering goods and services in line with consumer demand, working in the fight against competition, strengthening their position in the market, that is, establishing a marketing service.

Based on this, this article describes the problems of organizing marketing services in the activities of small business entities and their solutions.

The following methods were used to achieve the research objectives:

Analysis of statistical data, statistical data to assess the state of industry and development prospects in the region, including the positioning of industrial products by small business entities, the price of industrial products, their levels, the quality of industrial products, the image of industrial products, the use of products method, content of product benefits, etc analysis of information about

Econometric analysis:

Use of econometric analysis to determine factors affecting industrial development in the regions.

All primary statistical data on the Republic were formed on the basis of the regional offices of the Statistical Agency under the President of the Republic of Uzbekistan and official sources of the Ministry of Economy and Finance.

The results of the research are the positioning of industrial products by small business entities in this region, the price of industrial products, their levels, the quality of industrial products, the image of industrial products, the method of using products, the content of the benefits of products, and the Ministry of Economy and Finance, as well as further researches conducted in the field. has practical and theoretical importance.

Literature review. It is known from the experience of world practice that the main problems of small business entities are related to finance, management and marketing. If we pay attention to the analysis of foreign sources, we will see a clear proof of this. Here are the top 10 business issues most important to small businesses [1]:

financial management, building a quality team, providing medical care to employees, creating a brand identity, scaling your business, complying with

regulations, working with cash flow, being an effective leader, managing time, when knowing whether to delegate.

Nicky LaMarco [2], a well-known small business problem expert, has been researching small business problems in his research for many years. According to Nikki LaMarco, being a small business owner is not easy. Small businesses have to deal with challenges at different levels, from the local level to the international level.

These difficulties force any small business entity to upgrade to the level of a business owner or to give up altogether. At the same time, it helps to know what challenges to expect so that the business owner is ready to overcome them when the time is up [3].

In addition, Ismail Ruiz, a research scientist with famous small business problems, noted the following problems facing small business subjects during his research: cyber security problems, problems related to tax legislation, the developing health insurance market, about the economy such as uncertainty, artificial intelligence, emerging social media, great need for mobile-friendly websites [7].

According to Ismail Ruiz, most small business entities do not have a marketing department. Marketing issues are considered as part of the general work of a small business entity. Marketing is integrated into their sales strategy [7].

Jay Conrad Levinson, another well-known American advertising expert dealing with small business problems, stated in 1984 that small businesses cannot afford expensive advertising. They mention the use of "guerrilla marketing" in such conditions[5].

Guerrilla marketing is a small budget advertising and marketing method.

Kotler F., a leading marketing scientist, also conducted extensive research on the issue of organizing marketing services in small enterprises [6].

According to Kotler F., marketing service in small enterprises depends on the entrepreneur's own preparation, that is, marketing skills and abilities. Or,

marketing services can be established by other well-trained, knowledgeable and skilled economic specialists [6].

Based on the review of the literature on the subject, the goal of highlighting the problems of organizing marketing services in the activities of our local small business entities and giving practical recommendations on its solutions was put forward.

Analysis and results.

In terms of price positioning of industrial products in the market of small business entities, consider the example of the enterprise and LLC with the brands “KANS-MARKET KOMMERSIYA” and “OFFICE TRADING” that produce paper and paper products operating in our Republic. agree [Table 1].

Table 1.

Price structure of industrial products of enterprises and LLCs with “KANS-MARKET KOMERSIYA” and “OFFICE TRADING” brands.

№	Paper and paper products	Low and high price (in soums)	"KANS-MARKET KOMERSIYA" enterprise	"OFFICE TRADING" LLC
1	Stationery envelopes	400-1400	410-1390	415-1395
2	Office and printing papers	36000-40 000	36800-39 800	36900-39 900
3	Stickers, writing papers	18 000-20000	18200-19200	18500-19 500
4	Drawing paper and albums	35 000-37 000	35800-36 800	35 700-36 700
5	Organizers, diaries and notebooks	8 800-215 480	8 920-215 200	8 900-215100

Source: *uz.yellowpages.uz product uz/uz.*

If we analyze the price of the industrial products produced in these enterprises, first of all, the customer who buys our products will pay attention to their prices, if the price is low, the competitiveness of our products will be strong.

We also present these in diagrammatic form [Figure 1]:

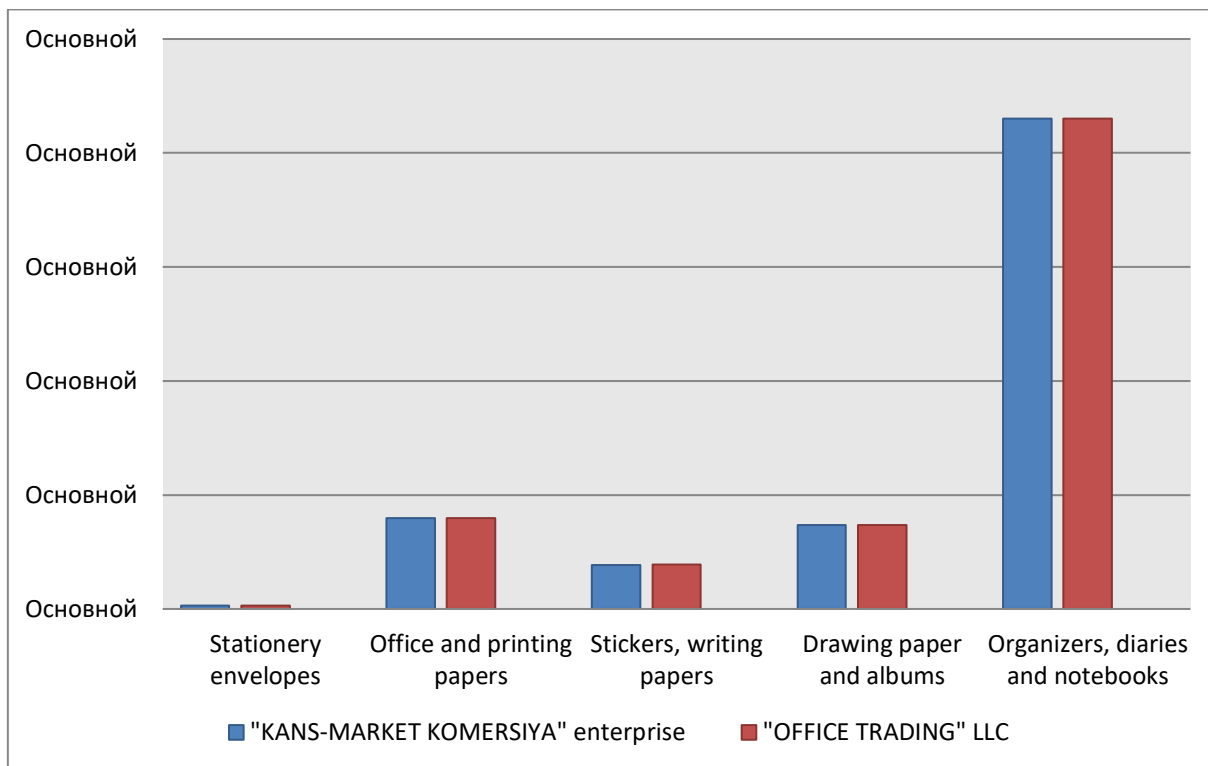


Figure 1. Diagram of the composition of industrial products of enterprises and LLCs with the "KANS-MARKET KOMMERSIYA" and "OFFICE TRADING" brands.

Source: *uz.yellowpages.uz product uz/uz.*

Competitiveness of industrial products of the enterprise and the demand of customers for the product are clearly shown in this diagram during the market positioning of 2 enterprises that produce paper and paper products in our republic.

In this direction, we will separate industrial products produced by small business entities in our Republic, i.e. tea products, depending on their consumption properties (blue, black and fruit types of tea). [Table 2]

Table 2

Separation of tea products produced by small business entities according to consumer properties

№	Company name	Price (soum in) 100g	the name of green tea	Price (soum in) 100g	name of black tea	Price (soum in) 100g	Fruit tea name
1	"IMPERIA TEA FOOD PRODUCT" LLC	24 000	"Heart"	26 400	"Miss India"	18 000	"Fruit Jasmine"

2	“FOREIGN ENTERPRISE MAYWAND” LLC	18000	“Lavandali”	38 400	"Magic Wage"	18 000	"Subtlety "
3	“ANATOLIA FOOD COMPANNY” LLC	30 000	"Warmth"	16 500	“Zizifara”	40 500	"Fairy tale"
4	“EXCELLENT GROUP” LLC	22 500	“Yashil dur”	16 000	“Iliq sabo”	42 000	“Temir khanim”
5	“ERGIS TRADE” Family Enterprise	60 000	Miracle"	43 000	“Roza Venetsiya ”	52 500	“Maxito mix”

Source: *uz.yellowpages.uz product uz/uz. prom.uz.*

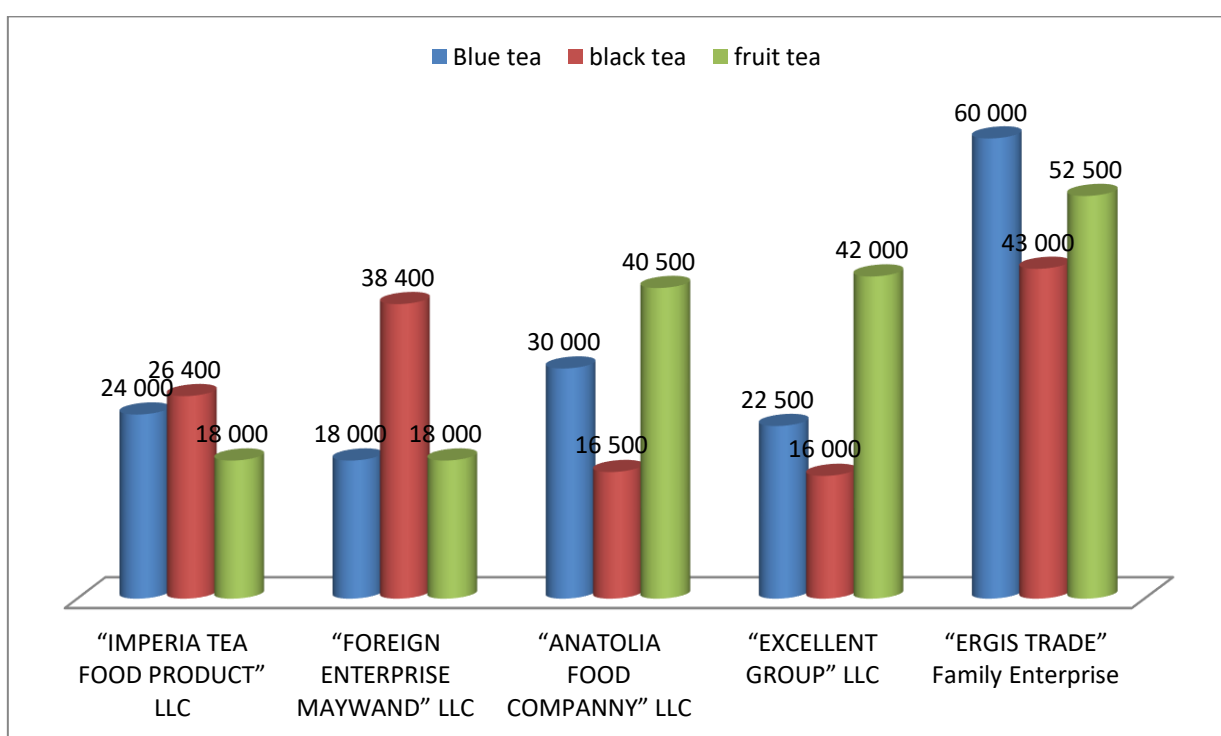


Figure 2. Diagram of the division of tea products produced by small business entities according to consumer characteristics.

Source: *uz.yellowpages.uz product uz/uz. prom.uz.*

In our republic, small business entities belonging to "Navoi grain products" JSC, "Samarkand grain products" JSC and "Bukhara grain products" JSC position themselves in the market depending on the type of flour, i.e., the type of product [Table 3].

Table 3

Varieties of flour produced by small business entities of the regions of our republic

№	Company name	High grade Price of 50 kg (in soums)	1st variety Price of 50 kg (in soums)	2nd variety Price of 50 kg (in soums)
1	"Navoi grain products" JSC	264 600	255 000	245 700
2	"Samarkand grain products" JSC	264 800	255 500	245 800
3	"Bukhara grain products" JSC	264 900	255 700	245 900

Source: *product uz/uz. prom.uz.*

When analyzing the composition of flour varieties produced by small business entities operating in the regions of our republic, first of all, the population of the region, population density, brand image, and price are taken into account.

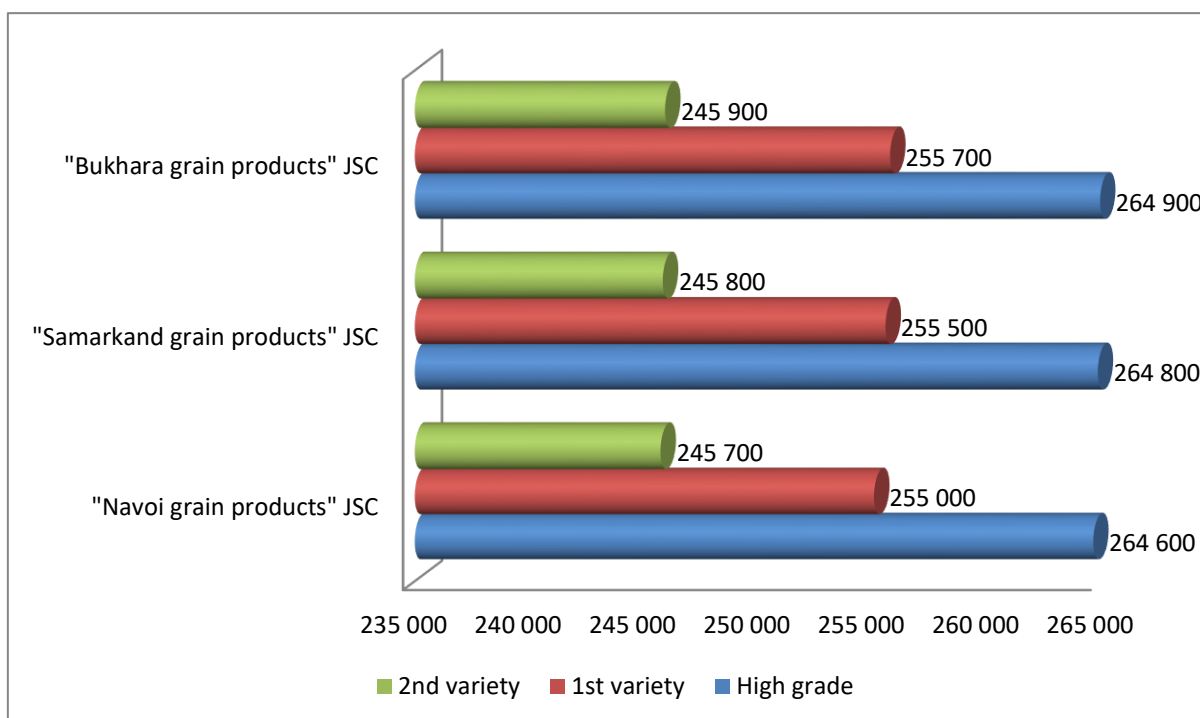


Figure 3. Positioning by type of flour products produced by small business entities.

Source: *commodity uz/uz. prom.uz.*

Small business entities operating in our republic are industrial positioning according to the intended purpose of the products (women, men and children's clothes) [Figure 4].

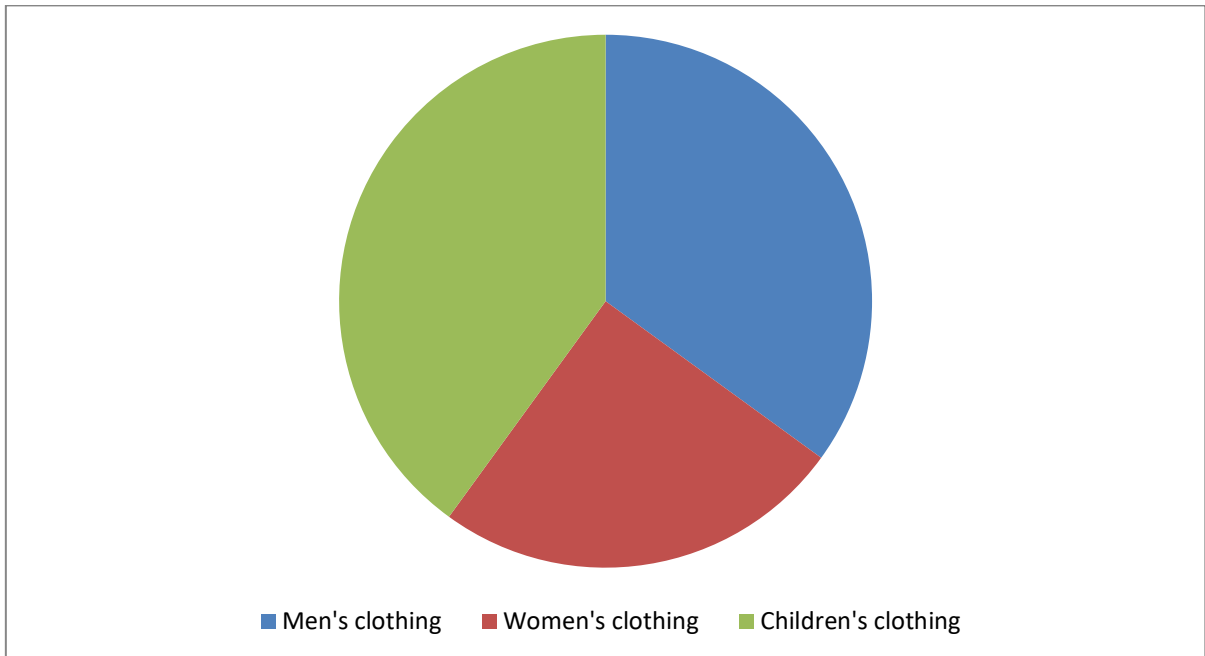


Figure 4. Diagram of market positioning of clothing products produced by small business entities.

Source: www.stat.uz.

Small business entities operating in our republic position their industrial products (light industrial products) in the market depending on their purpose: men's clothing, women's clothing, and children's clothing.

We position the industrial products of small business entities operating in our republic on the market. For example, enterprises processing agricultural products grown by farms (apple, pomegranate, pear, peach and cherry juices) [Fig. 5].

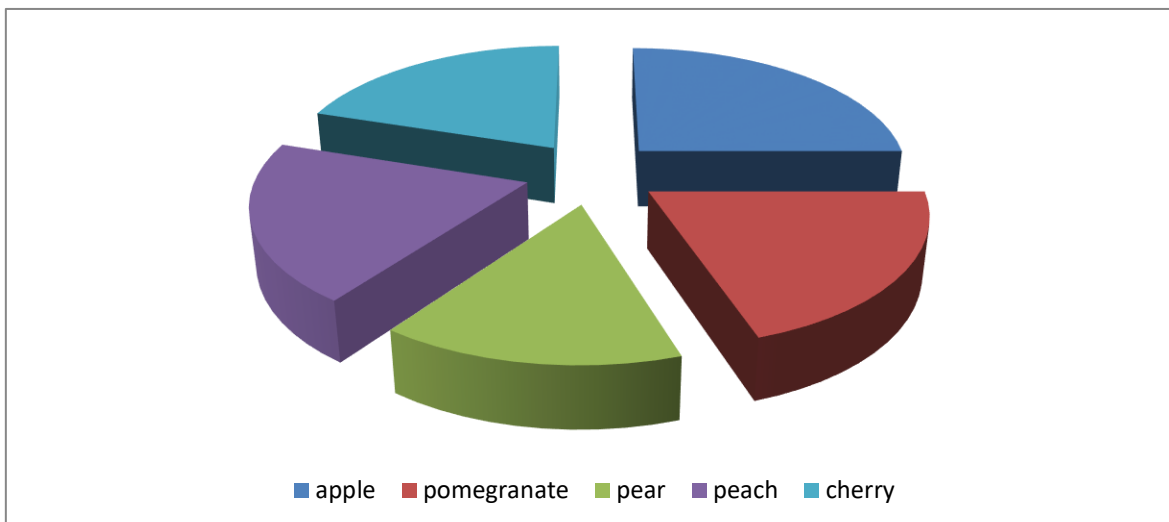


Figure 5. Positioning of products in the market according to type.

Source: *commodity uz/uz*.

Proposal and conclusions.

In conclusion, distributing one product and trying to attract attention to it is considered by all types of buyers.

Product Differentiated Marketing - Deciding to produce two or more products with different features, different designs, different quality, different packaging, and the like in order to offer market variety and differentiate the seller's products from those of competitors.

Today, marketers are increasingly using mass and product differentiation marketing methods to target marketing methods to better identify market opportunities and create more effective products.

The main activities of target marketing are market segmentation, selection of target market segments and product positioning in the market. Market segmentation - dividing the market into distinct groups of buyers, each of whom may require distinct products and/or marketing mixes. A marketer tries different methods to find the best segmentation opportunities from the firm's perspective. It is the basis of segmentation in consumer marketing.

Segmentation of industrial goods markets can be done according to the types of final consumers, the importance of customers and their geographical location. The effectiveness of segmentation analytics depends on the extent to which the resulting segments are measurable, usable, consistent, and consistent with the target action.

Then the seller should choose one or more profitable market segments. But for this we must first define exactly how many segments to cover. The seller can ignore the differences in the segments (undifferentiated marketing), develop different market offers for different segments (differential marketing), or focus your efforts on one or more segments (concentrated marketing). In this case, a lot depends on the resources of the firm, the level of product and market homogeneity, the life stage of the product cycle, and the marketing strategies of competitors.

Market segments can be evaluated both in terms of their inherent attractiveness and in terms of the business strengths that the firm possesses.

A must have for success in a particular segment.

Choosing a specific market also determines the range of competitors of the company, and the possibilities of its placement. Having studied the positions of competitors, the Firm makes a decision whether to take a position close to one of its competitors or to try to fill a defined "gap" in the market.

If the firm occupies a position next to one of its competitors, it must differentiate its offer based on the product, its price, and quality differences. Making a decision about the exact placement allows the firm to move to the next stage, namely, the detailed planning of the marketing mix.

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