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USING MARKETING STRATEGIES TO DEVELOP ENTERPRISE OPERATIONS

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Abstract. *Marketing is a set of market analysis tools (such as sales forecasting methods, market simulation models, and surveys) that are only available to large enterprises and are used to develop a forward-looking and scientific approach to analyzing needs and demands. Marketing is a market system in which buyers exploit consumers commercially.*

Keywords: *Marketing, market, enterprise, Marketing strategy.*

This approach to marketing is based on the idea that marketing and advertising are capable of everything, that they can force the market to accept anything with the help of powerful communication methods. Such sales methods are often completely unrelated to the desire to satisfy the real needs of buyers. The main focus is on the needs of the seller, that is, on making a sale. Therefore, understanding marketing strategy is important.

Marketing strategy consists in adjusting the capabilities of the enterprise to the market situation, determining a complex of means to achieve the set goals. According to the leading American economist I. Ansoff, strategy, in its essence and in terms, is a set of rules that an organization uses in its decision-making process.

Marketing strategy is characterized by five main, mutually reinforcing aspects: market selection, goal selection, selection of funds and terms, control over effectiveness, and selection of alternative strategies. In this case, it is necessary to consider the principle of consumer priority. In fact, the theory or idea that forms the basis of marketing, its concept, is completely different. It is based on the theory of personal choice, which stems from the principle of consumer preference. From the point of view of this approach, marketing strategy is the process of adapting the

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capabilities of the enterprise to market opportunities and determining the prospects for future development.

J.J. Lamben defines marketing as follows: “Marketing is a social process aimed at satisfying the needs and wants of people and organizations through the free competitive exchange of goods and services that are valuable to the buyer.” In this definition, the three main concepts are need, product, and exchange. The concept of need expresses the behavior of the buyer and the reason that prompts him to purchase a product or service; the concept of product is associated with the methods of action, production, and the organization of producers; exchange draws attention to the market and the mechanisms that ensure the interaction of supply and demand.

Strategic marketing is the formation of a comprehensive strategy aimed at ensuring or maintaining a competitive advantage of the company based on the market segmentation strategy, obtaining stable profits, forecasting the strategy for improving product quality, providing resources, expanding production, and increasing competitiveness.

Strategic marketing is, first of all, an analysis of the needs of individuals and organizations. From the point of view of marketing, the buyer does not need the product itself, but the solution to the problem that is solved with the help of this product. The solution is achieved with the help of various technologies, and the technologies themselves are constantly changing. The role of strategic marketing is to identify various existing or expected markets or their segments based on the analysis of the needs that need to be met and the evolution of a given market.

The main characteristic of strategic marketing is the marketing strategy. The development of a company's strategy and the description of strategic marketing are developed within the framework of strategic planning. It begins with the formation of the goals and strategies of the company's strategy.

In the formation of marketing strategies in enterprises, the use of the main marketing strategies recognized by M. Porter is of great practical importance. For example, the main marketing strategies include leadership, differentiation and focus in reducing costs, which serve to ensure competitive advantage for enterprises.

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The formation of a marketing strategy in enterprises begins with the selection of a competitive advantage (cost advantage, market opportunity advantage, etc.). At the same time, the enterprise aims to achieve the strategic goals it has set with the help of the chosen competitive advantage. In turn, the main marketing strategy is selected based on a certain advantage. After the enterprise has selected a certain competitive advantage and a main strategy, it becomes necessary to develop a competitive strategy. These growth opportunity strategies are of great importance in choosing a marketing strategy. Many authors have revealed the essence and content of marketing strategy. In particular, D.J. Scolley believes that "Marketing strategy is a coordinated set of actions aimed at gaining a sustainable competitive advantage." According to F. Kotler, one of the leading experts in the field of marketing: "Marketing strategy is an alternative, logical structure, the implementation of which the organization intends to solve its marketing tasks. It includes specific strategies for the target market, the marketing mix and the level of costs for its implementation."

Also, G. Bagiev, V. Tarasevich, H. Ann noted: "Marketing strategy is the method of using the firm's own potential to achieve success in its environment (market, macroenvironmental factors)."

Uzbek scientist A. Soliev defined marketing strategy as follows: "With marketing strategy, a company determines when, with which product, and which market it will enter," while Sh. Ergashkhodjaeva in her textbook "Strategic Marketing" described marketing strategy as "five main aspects that are mutually dependent on each other: market selection, goal selection, selection of funds and time, monitoring effectiveness, and selection of alternative strategies."

From the above, it can be seen that each scientist has a different opinion on marketing strategy. As a result of the scientific research conducted, we would like to define marketing strategy as follows: "Marketing strategy is a strategy that analyzes the current state of the enterprise and determines its future development prospects." It can be seen that there are several types of marketing strategy: competitive strategy, growth strategy, differentiation strategy, cost advantage

strategy, focus strategy, segmentation, macrosegmentation, microsegmentation, pre-segmentation, final segmentation, countersegmentation, hypersegmentation strategy, positioning strategy, diversification strategy, brand, price, sales and communication strategy, etc.

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