

**ORGANIZATION OF MARKETING ACTIVITIES IN SMALL BUSINESSES AND
PRIVATE ENTREPRENEURSHIP**

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Abstract : This in the article small business and private entrepreneurship marketing activities in the entities organization of reaching importance , its stages and main elements discussion The article discusses marketing strategy . working output , target the audience identification , products and services promote to do , to advertise campaigns transfer , customers with relationships develop and marketing activities assessment such as important issues seeing Also in the article small business and private entrepreneurship marketing activities of entities effective organization to grow for practical recommendations is given .

Key words : Small Business , Private entrepreneurship , Marketing activities , Marketing strategy , Targeted Audience , Products and services promote to do , Advertising campaigns , Customers with ` Relationships , Marketing activities Assessment , Practical recommendations .

Modern business in the world to success achieve for effective marketing strategy working exit and done increase very This is especially important for small business and private entrepreneurship to the subjects relevant , because they big to enterprises relatively competitiveness provide and their own products and services promote to do for to marketing more attention their attention need .

Marketing is philosophical in the sense thinking style embodies . In general , marketing as follows definition we give possible : marketing need and need start through to satisfy aimed at human activity Marketing is a type of of arrival main from the reasons one working release size increasing progress , new networks to the body arrival , goods types increase and entrepreneurs between the product sell of the problem to the body is coming .

Based on marketing the market every one-sided study segments from the main ones the following showing transition necessary :

- demand study ;
- market the composition to determine ;
- the goods study ;
- competition conditions research to do ;
- sale shape and styles analysis to be

Marketing follows teaches :

- the market study ;
 - him/her distribution ;
 - goods placement ;
 - marketing policy take to go ;
 - goods policy ;
 - price policy ;
 - distribution policy ;
 - shifting (redirection) policy ;
 - increase , addition services (Plus) - (to this brand , from sale next service , warranty and technician help , delivery giving , assortment , personal consumption and others input possible).
- Marketing companies at the market work style , market methodology become , consumers and their demand wishes to learn , to them suitable goods create , price mark , goods delivery to give , to present production , sales , service to show organize methods , tools , procedures set is

considered . Of these all first main to the goal demand with the offer mutual to coordinate service Marketing principles marketing foundation and his/her the essence open giver situation , demand . Marketing essence – commodity working release and service show of course consumer , demand working release opportunities always market on demand from aiming The essence of marketing following main principles come comes out .

Marketing main principles :

- the market to know ;
- to him/her adaptation ;
- to the market impact transfer

Entrepreneurship in the activity the market segmentation organization to grow

Marketing management in the system market segmentation importance has and at the market demand study or marketers term with in other words, " the consumer " analysis "- markets " status analysis the first in the stage It is three structural to part divided into :

- 1) market segmentation ;
- 2) consumer demand the reasons study ;
- 3) unsatisfied needs Market segmentation demand to satisfy stratified without approach , goods type , quality and to the amount according to every kind demand put consumers to groups in separation various criteria to apply is based on , that is market one gender event in the style of not , maybe some segments set in the style of , every within a segment separately to oneself typical one demand manifestation to be event in the style of take looks at the market buyers known one to the goods requirements is diverse , each one buyer's own has a taste . The buyer's demand , desire , need , life style , brand buy in the taking behavior about information effective marketing activities working exit and done increase opportunities to the body brings . That is market segmentation buyers on demand appropriate of the goods offer to be and to the goods demand determination provides .

Small business and private entrepreneurship activity marketing program for working exit narrow sense, a marketing program (business plan (document) is the company 's at the market clear activity show principle Marketing program wider in the sense and enterprise opportunities market requirements to adapt directed analysis , planning and control to do process that Marketing programs short term (one) until the year), middle term (up to 5 years) and far term (up to 10 years) and from it (more) will be . They general in the form or of the enterprise special to their activities intended to be possible .

Marketing program this the enterprise general economy activity directive plan - ni to compose for strategic a letter of recommendation and high management joint for decision acceptance to do The basis of the marketing program main content the enterprise past in the period activity results is , then targeted market develop - ing short analysis and prediction of the company's development main purpose , market behavior strategic road , goods , price , sale and encouragement policies measures , marketing research content , costs estimate , marketing efforts efficiency in advance evaluation , marketing program done increase looking at control measures and movements is given .

Small business and private entrepreneurship marketing activities in the entities organization to grow their to the success directly impact shows . Effective marketing strategy working exit and done increase to them own products and services promote to do , customers base expansion , competitiveness increase and business to develop help gives .

Conclusion :

Small businesses marketing activities for purposeful , effective and to the budget suitable to be need .

Purposeful the audience define , marketing strategy working output , products and services promote to do , to advertise campaigns transfer , customers with relationships develop and marketing activities assessment small business success for important .

Modern technologies application , in particular , internet marketing, mobile marketing and information analysis small to businesses their marketing activities effective to manage help gives . In Marketing knowledge Increase : Small business owners and employees in marketing for training courses and seminars organization to be

Marketing services to enter Facilitate : Small marketing services for businesses presented to reach specialized companies support .

In Marketing advice presented Size : Small on marketing to businesses advice presented to them , to give them a marketing strategy working exit and done in increasing help to give

Marketing technologies and to the means to enter Expansion : Small businesses with internet marketing, mobile marketing and information analysis to the means to enter facilitate .

In Marketing grants and subsidies presented Size : Small marketing activities for businesses financing for grants and subsidies presented to be

Small business and private entrepreneurship marketing activities of entities organization in the process of this suggestions done increase their to the success positive impact shows and country economy to develop contribution Addictive .

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