

**THE IMPORTANCE OF MARKETING ANALYSIS IN IMPROVING THE  
EFFICIENCY OF MARKET ACTIVITIES OF COMPANIES**

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**Annotation:** The article considers the essence and objectives of marketing analysis, the economic content of SWOT-analysis, its role in the assessment and management of market activities of enterprises. Recommendations are given on the use and implementation of SWOT-analysis methods in the marketing analysis of the enterprise.

**Key words:** Economic analysis, marketing analysis, SWOT analysis, strengths and weaknesses, opportunities, threats, stages of SWOT analysis, objects of SWOT analysis.

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In the current conditions of globalization, it has become an urgent issue for each independent economic entity to regularly analyze factors such as the internal and external environment of the business, market conjuncture, level of competitiveness and competitive potential, demand analysis, pricing, advertising efficiency, market risk using scientifically based methods, and make effective marketing decisions.

In order 48 of the "Uzbekistan-2030 strategy "to develop the "driver" areas of the industry and fully exploit the industrial potential of the regions," to increase the volume of added value in the industry to \$ 45 billion and create 2.5 million high-income jobs. The production of import substitutes by large enterprises and the expansion of cooperative relations with regional enterprises, the introduction of a system of active promotion of enterprises that have established industrial cooperation..."[1] envisaged.

In Uzbekistan, the volume of gross domestic product (GDP) in 2022 reached 888.34 trillion soums at current prices. The Real growth rate compared to the 2021 level was 5.7%. The share of industrial products in GDP increased to 484.7 trillion soums (+5.2 percent), services — to 343.3 trillion soums (+8.5 percent), net taxes on products — to 60.3 trillion soums. The nominal GDP when calculated in US dollars on the average course was \$ 80.38 billion, an increase of \$ 11.18 billion compared to 2021. GDP per capita increased realistically by 3.5% — from 21.15 mn to 24.91 Mn (\$2,254.9). For comparison, the fact that in 2021 an increase of 5.3 percent was recorded, and in 2020 in the year of the pandemic, 0.1 percent, within the framework of the adopted state program, the task of bringing socio-economic development to a new level is poured, the rapid adaptability of economic entities to changes in the local and international market,[2]

In Marketing analysis, a competitive strategy, assessment of the threats posed by competitors, identification of their strengths and weaknesses, the formation of an enterprise's innovation policy, the establishment of clearly targeted marketing activities, the development of long-term marketing strategies and, ultimately, the provision of effective marketing activities is carried out, the marketing strategy of the enterprise is based on the results of marketing analysis.

Theoretical issues of Marketing analysis are still being researched as a component of Economic Analysis. A number of concepts and definitions of marketing analysis are cited in the scientific literature. Including Melnik M.V. and Egorova S.E. in his opinion, "marketing analysis is a system that provides analytical support for integrated marketing decisions" [3]. Sheremet D.A. marketing analysis from the point of view is "a type of Economic Analysis and a component of Strategic Management Accounting intended to define and research the prospect of future business activities " [4]. Summarizing the concepts and definitions presented in scientific sources on the theoretical foundations of Marketing analysis, in our opinion, marketing analysis is a

component of marketing Research, integrated methods of economic analysis are embodied and are an information source of management decision-making.

SWOT-analysis is a necessary preliminary stage in the development of Strategic and marketing plans of the enterprise at all levels. Based on the results of SWOT-analysis, the directions of identification and systematization of the strengths, weaknesses of the enterprise, further actions, optimization of business processes, development of a comprehensive strategy, determination of competitive measures and potential threats are determined. SWOT-analysis was originally co-founded by Professor Kenneth Andrews at a 1963 Harvard conference on Business Policy[5].

SWOT-analysis is derived from the first letters of the four English words Strength, Weakness, Opportunity, Threats. It is these words that express the meaning and essence of the analysis.

- Strengths (Strength) are the main internal distinguishing features of an enterprise that are superior to competitors.
- Weaknesses (Weakness) - represent the internal differentiating characteristics of an enterprise, lower than competing enterprises, and there are opportunities to make it bariaaraf.
- Opportunity (Opportunity) – promising measures that determine the possibilities of increasing the efficiency of the market activity of the enterprise.
- Threats (Threats) represent market processes and phenomena that can prevent or hinder the development of a company, the implementation of the tasks set.
- The purpose of SWOT-analysis is to identify all the strengths and weaknesses of the enterprise, which are studied as internal factors, as well as to form based data on external factors related to the implementation of a clearly oriented goal of the enterprise, that is, to study market opportunities and threats, and to make marketing decisions. Through SWOT analysis, it helps to determine the development of measures to strengthen the organizational-managerial, financial-economic status and position of the enterprise in the market. Including,
  - current existing and future strengths and weaknesses of the enterprise;
  - determination of the degree of influence of the external environment on the activities of the enterprise at a given time in terms of generating positive or negative consequences;
  - assessment of the level of potential, capabilities of the enterprise to use its strengths in the market;
  - assessment of the degree of influence of weaknesses in the use of internal and external capabilities of the enterprise;
  - assessment of the position and condition of the enterprise, taking into account internal and external factors, etc.

In the process of SWOT analysis, the main focus is on determining the factors and their sphere of influence, which can be divided into internal and external factors. Internal factors are studied strengths and weaknesses in the implementation of marketing strategies or projects. Including, commodity or result-demand in the market by comparison with competitors,

price, quality and capabilities;  
commodity production technology-means of production, equipment, machinery and mechanisms, tool equipment, costs, etc.

business processes related to the production and sale of goods at the enterprise  
position;

personnel potential, corporate culture, remuneration, worker-  
employee incentive status, etc.

External factors can consist of the following risks and threats that affect the activities of enterprises and competitors:

political situation in the country;

directly related to business activities of the enterprise by the state changes in established and regulated norms, including changes in tax policies, duty payments and other financial legislation;  
economic situation in the country, international and sectors;  
development of production, service technologies;  
socio-cultural, national characteristics of society, etc.

SWOT-analysis is effective in initial assessment of the current state, as opposed to strategic planning and dynamic analysis. Effective aspects of the use of SWOT-analysis (considered a universal method, which can be used in assessing the activities of all sectors and sectors of the economy, in particular in the cross section of enterprises, goods, sectors, regions; free selection of elements of analysis for the specified purpose and adaptation to the object to be studied, in particular, studying the tourism potential of; certain selective factors are studied, and primary and secondary factors and their interactions are not identified; the analysis represents statistical indicators and does not reflect the analysis of dynamic changes, etc.

Thus, in the process of making effective marketing decisions on the development of marketing strategies, the task of SWOT-analysis is to study the competitive environment, introduce strategic plans and study competitors, as well as identify the following factors that change in interaction and harmony: goods, sales processes, consumers, distributors, finance and management.

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