

ORGANIZATION AND FUNCTIONING OF MARKETING IN THE SYSTEM OF PRODUCTION AND SALES OF AGRICULTURAL PRODUCTS

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Annotation: World experience shows that in a market economy, competition factors and the efficiency of economic activities of commodity producers are most noticeably manifested. The economic well-being of the state depends on how optimally the sales policy is formed. Production is concentrated in areas that are optimal from a production and economic point of view, products are processed and processed at the production site, and then transported to consumption centers.

Keywords: Sales, production, processing, integration, competition, citrus, marketing, logistics.

Introduction. The modern development of the agro-industrial complex (AIC) of Uzbekistan involves bringing the economic system into line with new economic conditions that require increasing the competitiveness of the industry and the export potential of the country in the context of deepening integration processes. Competitiveness is ensured not only by the agricultural products produced, but also by the system of their sales and promotion. Market-oriented sales management helps to correctly adapt to the effective demand of customers.

Currently, ensuring the effective marketing of agricultural products is a priority of agricultural policy and a strategic task for the financial sustainability of commodity producers. The system of distribution and promotion of food products is the most important element that guarantees the production of competitive food products and is aimed at ensuring food security in Uzbekistan.

Methodology . In the study of this topic, the authors used methods such as analysis, observation, comparison.

Discussion. When determining the content of sales activities, the most

universal criterion should be the minimum costs or maximum effect from performing all the sales functions of the enterprise as a way to achieve the desired and real results (conquering and maintaining the market, satisfying customer needs).

The choice of a sales organization strategy, its development and implementation orient the activities of organizations towards the medium and long term, which necessitates the study of the current commodity distribution system in the agricultural sector, identifying shortcomings and identifying areas for improvement in order to better satisfy consumer demands with high quality products that are competitive in the domestic market. and the foreign market.

The modern process of movement of agricultural raw materials from the commodity producer has its own characteristics. The long cycle and seasonality of agricultural production, the lack of modern facilities in agricultural organizations for its primary processing and long-term storage force producers to sell goods in a limited period of time, without sufficient opportunities to maneuver and search for profitable sales channels. As a result, the number of potential methods and routes of goods distribution is reduced to a minimum.

In countries with a developed system of market relations, sales is an integral part of marketing and is focused on satisfying consumer demands, which helps prevent imbalances in production, rationally use resources and avoid ineffective costs. Particularly important is the use of methods, methods, and logistics strategies in the process of logistics for the production and marketing of agricultural goods. According to experts, modern logistics management of flow processes allows saving up to 15–20% of total production costs and expenses for bringing products to consumers.

Research shows that the implementation of marketing functions in agricultural enterprises accounts for less than 2% of management costs. At the same time, foreign companies and firms spend up to 20% of the management budget on marketing activities, that is, almost 10 times more. According to international organizations, the cost of research is on average half the retail (sale) price of many goods. Thus, in the US meat industry, the share of marketing in the retail price of 1 kg of beef is at the level of 43.2%, for pork – 55.8%.

Citrus fruits are transported by sea, on refrigerated ships or refrigerated vehicles. 32 Delivery of citrus fruits from domestic production sites, and

imported and CIS fruits from seaports and border stations to points of consumption is carried out mainly by rail. When deciding on the mode of rail transportation of tangerines, lemons or other types of citrus fruits, the biological characteristics of this group of fruits should first be taken into account. Unlike pome fruits, citrus fruits are more sensitive to low temperatures. Sharp temperature fluctuations, as well as transportation of fruits at temperatures of about 00C and below, can cause physiological disorders - freezing of fruits and the appearance of brown spots during storage. Boxes with fruits are loaded into wagons with great care, avoiding mechanical damage to the fruits. The boxes are laid flat in a checkerboard pattern without laying slats, with indentations from the longitudinal walls of 3-5 cm, 5-7 layers in height depending on the size of the boxes, but in such a way that there is at least a free space from the top layer of boxes to the ceiling 40-50 cm. When transporting citrus fruits by rail, it is recommended to maintain the temperature in the cargo area of the car at an average level of 3-40C. Citrus fruits are transported over short distances (up to 200 km) by road in ordinary closed-body trucks or refrigerated trucks , depending on the time of year and outside temperature.

In relation to determining the essence of sales activities, in our opinion, it is necessary to proceed, first of all, from the various goals set for it: the conceptual goal of sales is the implementation of long-term decisions that are determined by the target planning of the enterprise policy (profitability, size and scope of activity); the strategic one is to use sales potential as much as possible within the specified areas; in this case, the main goal is to achieve appropriate profitability, ensuring the efficient functioning of the enterprise.

Conclusions. Increasing the efficiency of agro-industrial production of the Republic of Uzbekistan in modern economic conditions should be based on the application of strategic management in the field of sales. This approach is aimed at comprehensively solving problems of producing competitive agricultural and food products, studying the conditions of the domestic and external agricultural markets, working with potential consumers, and monitoring the pricing policies of competing enterprises.

To sell citrus fruits to meet the needs of the population of our republic, it is necessary to increase the number of specialized stores with the best equipment that corresponds to the latest technology; if these conditions are provided, citrus

fruits are preserved much longer than under ordinary conditions.

It is advisable to increase the number of processed products and the range of citrus fruits. It is necessary to expand the range and quality of citrus fruits, depending on the needs of the population.

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