

Babaev Nasimdjan
Candidate of economic sciences
Samarkand Institute of Economics and Service
Senior Lecturer of the Department of Marketing
Uzbekistan, Samarkand

STAGES OF DESIGN AND DEVELOPMENT OF “MARKETING-LOGISTICS” (ML) SYSTEM IN ENTERPRISES

Abstract: This article provides practical suggestions and recommendations on how to properly organize the order portfolio in the activities of enterprises, timely and quality execution of orders. In addition, timely execution of orders will increase the number of customers of the company.

Keywords: marketing, logistics, marketing and logistics system, efficiency.

Аннотация: В данной статье представлены практические предложения и рекомендации по правильной организации портфеля заказов в деятельности предприятий, своевременному и качественному исполнению заказов. К тому же своевременное выполнение заказов увеличит количество клиентов компании.

Ключевые слова: маркетинг, логистика, система маркетинга и логистики, эффективность.

In our country, attention is paid to innovations as an important factor in increasing the competitiveness of the economy. The Action Strategy for the Development of the Republic of Uzbekistan for 2017-2021 identifies an important task as "the development of fundamentally new types of products and

technologies, thereby ensuring the competitiveness of national goods in domestic and foreign markets".

According to the modern marketing concept, business activity should be focused on a specific consumer or group of consumers, i.e. their demand. This means that a business entity must be able to anticipate, ie predict, what kind of product consumers want, how much they want, the amount of their purchasing power and the nature of the individual demand for the product (service). Therefore, in this work, the development of a realistic plan for the sale of finished products on the basis of forecasting consumer demand, and ultimately the production program in terms of product range and volume is considered one of the key factors for business success [1].

Properly shaping a product or production assortment portfolio on a scientific basis is a pressing issue for a business entity. The wider and more diverse the range of production, the more the enterprise must constantly study and evaluate the area of its business lines. While the tasks of determining the area of production, range and volume of production are the main functions of marketing activities of the enterprise in the framework of product policy, the function of logistics is to provide the enterprise with material resources to produce and sell products in the range and volume [5]. The issue of supply or delivery of material resources is a problematic issue, with consumers at each link in the supply chain making demands on the process in terms of time, quality of delivery, quantity, cost and other criteria. The delivery function should be optimized within these requirements [2].

In our opinion, the design of the Marketing-Logistics (ML) system on the basis of these two functions is of practical importance for industrial enterprises of our country for enterprises that produce a large number of complex products, which include a wide range of material resources. The authors propose to develop the project as a system consisting of subsystems called "Marketing model of demand forecasting and product sales planning", "Model of rational

product portfolio formation” and “Logistics model of inventory management” [3].

There are specific features of the project implementation in the activities of enterprises of various industries. The following 5-stage model of implementation of the proposed project in the economic and production activities of the furniture industry is recommended:

Phase 1. Preparation of feasibility study of ML system. Feasibility study is developed by the designers of the system "Marketing and Logistics" in collaboration with management and specialists of the enterprise and agreed with the head of the enterprise. Research shows that the furniture industry of our country uses two different methods of production of finished products: the production of products for the first common market and the production of products on the basis of the second order. Therefore, the project proposes an innovative model of marketing and logistics management that takes into account the characteristics of these two methods of the furniture industry, which have already been formed.

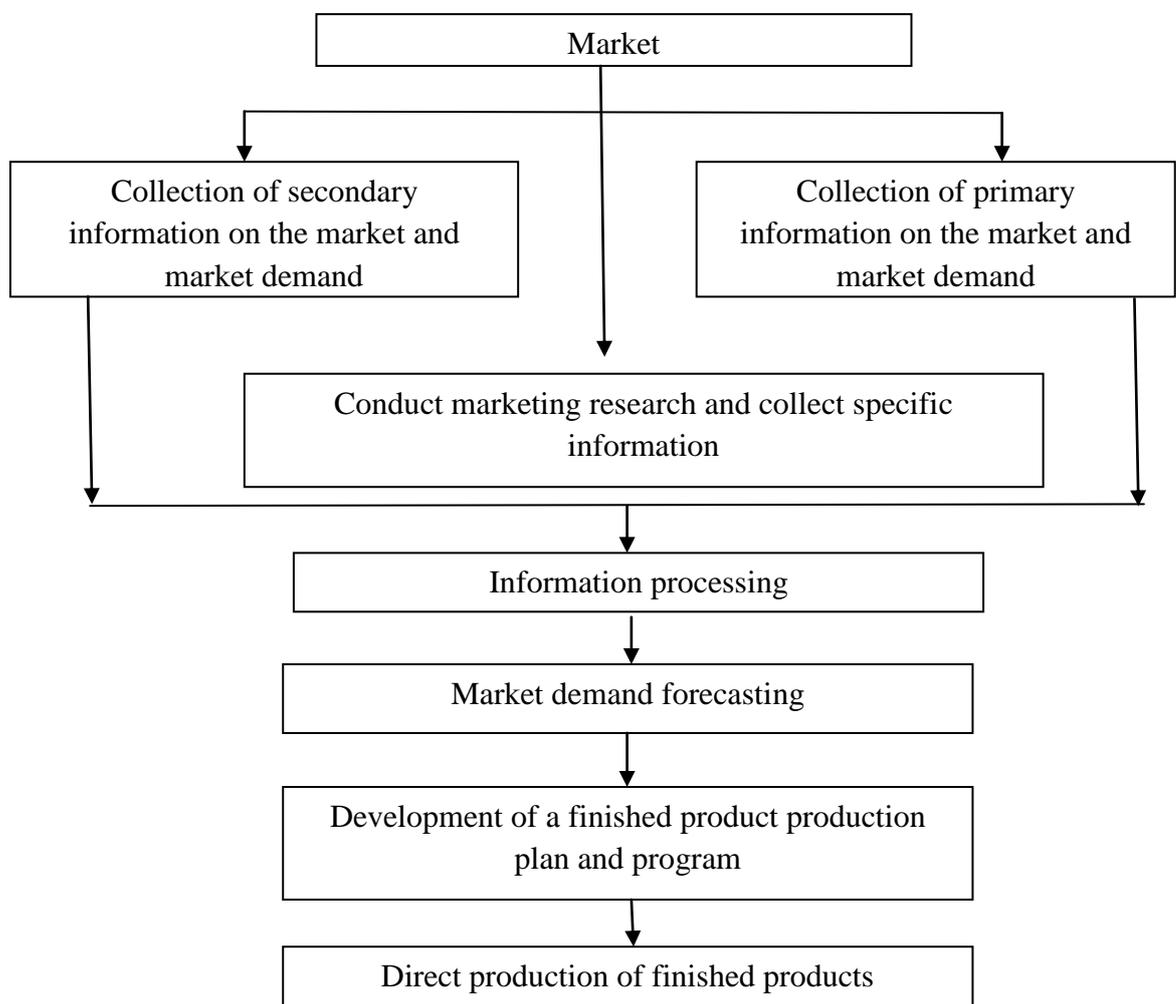
The marketing department is responsible for collecting primary and secondary information to study market demand, conducting marketing research, forecasting market demand based on information processing, and developing a product production plan and program. Based on the production plan and program, the logistics department determines the range and volume of raw materials and material resources, suppliers, methods and means of delivery, storage equipment, tools and warehouses, their capacity and ensures the supply of material resources. Production departments and divisions are directly involved in the production of finished products [4].

On-site staff and designers of the marketing department prepare measurements, calculations and prepare the initial design on orders received from customers. The prepared initial design is discussed with the customer and the production department specialists to decide whether or not to complete the

order. If an advance payment specified by the customer is made on the executed order or payment is guaranteed, the final decision on the execution of the order is made and it is given to production.

The scheme of the model based on market demand for the organization and management of production in the furniture industry is shown in pic.1.

In most enterprises of the furniture industry, the finished product is produced mainly on the basis of orders. Therefore, a generalized model for designing the ML system of order management has been developed.



Pic.1. Market demand-based model of marketing management.

In the current system of formation of orders and their execution, problems in the process of supply of commodity material resources are identified. The problems are considered and analyzed in the system format and are formally represented as system elements. Criteria for solving problems are identified and methods for solving problems are developed based on these criteria. The accuracy and practicality of the methods are tested by repeated testing.

Phase 2. At this stage, a production program for order fulfillment is created. According to the traditional method formed in enterprises, this task is performed by the sales department based on the experience and intuition of specialists and managers in coordination with the supply and production departments of the enterprise. In the innovative project, the following method of performing this task is recommended. In the proposed method, the production program is developed in the following sequence:

- 1 Production assortment is formed on all orders received for production;
- 2 Production volumes are determined for the 2nd production range;
- 3 Programs for the supply of material, financial and labor resources of production will be developed.

Phase 3. At this stage, the key link in the production program is the design and development of the method of implementing the logistics program. The implementation of the logistics program in the recommended manner is provided in the following sequence:

First, the range of raw materials and other material resources (HAMR) that make up the finished products produced to order is determined;

Second, by the range of raw materials and other material resources, their volume (quantity) is determined;

Third, evaluation of raw materials and other material resources in terms of their volume, delivery time, max, min quantities of stocks and other criteria;

Fourth, identify types of raw materials and other material resources whose reserves are optimized;

Fifth, the selection and development of resource optimization models;

Sixth, calculate the parameters of the models;

Seventh, develop action strategies and tactics for supply managers.

Phase 4. At this stage, the human resources part of the production program is designed and developed. The implementation of the fourth stage is provided in the following sequence:

First, the technological and logistical operations of production are identified;

Second, labor costs for technological and logistics operations are determined, in person / day or person / hour;

Third, live labor costs are determined by labor force categories;

Fourth, are labor costs by labor category.

Phase 5. At this stage, the financial support part of the production program implementation is designed and developed. The design of Phase 5 is carried out in the following sequence:

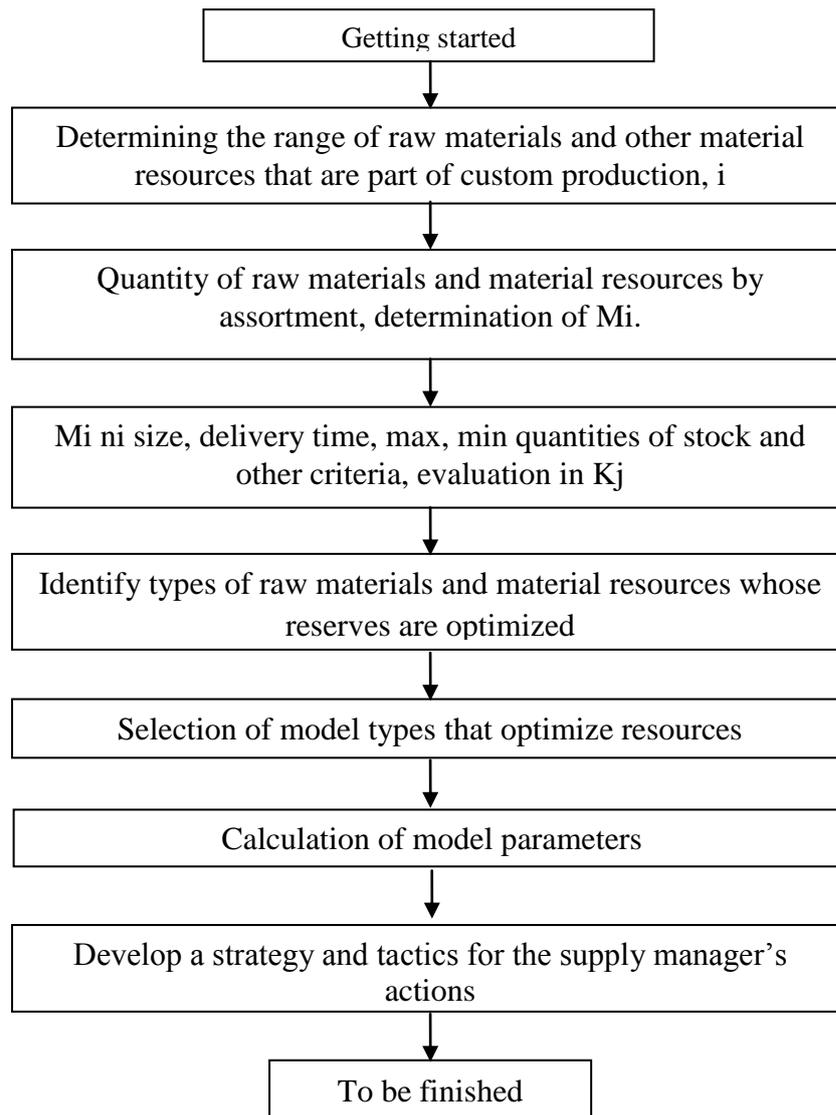
First, their purchase costs are determined by the range and volume (quantity) of raw materials and other material resources;

Second, the cost of transportation, loading, unloading is determined by the volume of raw materials and other material resources, the time of their delivery, methods and means of delivery and types;

Third, the cost of storage and placement is determined by the type of storage equipment, methods and tools and warehouses;

Fourth, labor costs are calculated according to the criteria of the amount of live and mechanized or automated labor by labor categories.

A generalized block diagram of the software development and implementation is shown in pic. 2.



Pic.2. Scheme of implementation of the logistics program of production

In conclusion, the system of “Marketing-logistics” for the furniture industry is the result of innovative research, the introduction of the model without minimizing the inventory (balance) without reducing the volume of production (minimization) of working capital of enterprises. ensures efficient use.

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