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The main directions of socio-economic development of New Uzbekistan: problems and solutions

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The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic

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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

MARKETING TIZIMIDA TOVAR TUSHUNCHASI, TOVAR SIYOSATI VA UNING O‘RNI



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Annotatsiya: Ushbu ilmiy maqolada marketing tizimida tovar tushunchasi, tovar siyosati va uning marketing tizimidagi o‘rni tahlil qilinadi. Maqola tovarning iqtisodiy va psixologik jihatlari, uning kompaniya strategiyasidagi ahamiyati, shuningdek, tovar siyosatini shakllantirishda qo‘llaniladigan asosiy metod va yondashuvlar haqida batafsil ma'lumot beradi. Tovar siyosati kompaniyaning bozordagi o‘rnini mustahkamlash, raqobatbardoshligini oshirish va iste'molchilarni qondirishga qaratilgan asosiy vositadir. Maqola tovar siyosatining asosiy elementlari, jumladan, tovar assortimenti, brend siyosati, sifat va paketlash strategiyalariga e'tibor qaratadi. Shuningdek, tovar va uning siyosatining marketing faoliyatidagi integratsiyasi ko‘rib chiqiladi, bu esa kompaniyaga o‘z mahsulotlarini bozorga muvaffaqiyatli taqdim etishda yordam beradi.

Kalit so‘zlar: Tovar, tovar siyosati, marketing tizimi, tovar assortimenti, brend siyosati, sifat strategiyasi, paketlash, raqobatbardoshlik, bozor segmentatsiyasi.

Kirish

Marketing tizimida tovar tushunchasi va tovar siyosati o‘rtasidagi bog‘liqlik kompaniyaning muvaffaqiyatli ishlashida hal qiluvchi omil hisoblanadi. Tovar nafaqat mahsulot sifatida, balki kompaniyaning bozor strategiyasini va raqobatbardoshligini shakllantirishda muhim vosita sifatida qaraladi. Tovar siyosati, o‘z navbatida, kompaniyaning mahsulotlar va xizmatlar assortimenti, brend strategiyasi, sifatni boshqarish va paketlash kabi elementlarni o‘z ichiga oladi. Ushbu maqolada tovar tushunchasining marketing tizimidagi ahamiyati, tovar siyosati va uning kompaniya uchun o‘rni batafsil ko‘rib chiqiladi.

Tovar tushunchasi

Tovar (product) — bu iste'molchilarga yoki biznesga foyda keltiradigan, foydali xususiyatlarga ega bo‘lgan, to‘liq ishlab chiqilgan va bozorga taqdim etilgan har qanday mahsulot yoki xizmatdir. Tovar tushunchasi ikki asosiy elementdan iborat:

1. Jismoniy mahsulot — bu tovarning o‘zi, uning dizayni, sifat xususiyatlari, o‘lchami, shakli va boshqa texnik jihatlari.
2. Nojismoniy komponentlar — bu mahsulotning brendi, obro‘si, xizmat ko‘rsatish, garantiyalar va iste'molchi bilan munosabatlar.

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Tovarning marketing tizimida roli shundaki, u nafaqat iste'molchilarning ehtiyojini qondiradi, balki kompaniyaning bozor pozitsiyasini mustahkamlashda ham muhim ahamiyatga ega. Mahsulotning har bir jihati, uning shakllanishi va bozorga taqdim etilishi kompaniyaning marketing strategiyasini boshqarishning muhim qismidir.

Tovar siyosati

Tovar siyosati — bu kompaniyaning bozorga chiqariladigan mahsulotlar va xizmatlar assortimenti, uning brendini boshqarish, mahsulot sifatini ta'minlash va paketlash kabi harakatlar to‘plamidir. Tovar siyosati har bir kompaniyaning muvaffaqiyatli marketing strategiyasining asosi hisoblanadi va bir nechta muhim tarkibiy qismlardan iborat:

1. Tovar assortimenti

Tovar assortimenti — bu kompaniya tomonidan ishlab chiqariladigan barcha mahsulotlar va xizmatlar majmuasini anglatadi. Assortimentning kengligi va chuqurligi kompaniyaning bozor talablariga qanchalik mos kelishini ko‘rsatadi. Assortimentni boshqarish va rivojlantirish kompaniyaning bozor ehtiyojlariga javob berishi uchun zarur.

Tovar assortimenti quyidagi jihatlarni o‘z ichiga oladi:

- Assortiment kengligi — kompaniyaning mahsulot turidagi variantlar soni.
- Assortiment chuqurligi — har bir mahsulot turidagi variantlar yoki modellarning soni.
- Assortiment uzunligi — har bir mahsulotning bozorga chiqarish davri.

2. Brend siyosati

Brend siyosati mahsulotlarning brendini yaratish, rivojlantirish va boshqarish bilan bog‘liq. Brend, mahsulotning asosiy ajralib turuvchi xususiyatidir, u iste'molchilarni jalb qilish va sadoqatni shakllantirishga yordam beradi. Yaxshi brend strategiyasi kompaniyaga raqobatbardosh ustunlik keltirishi mumkin. Brendni boshqarish jarayonida quyidagi elementlar mavjud:

- Brendning identifikatori: nomi, logotipi, ranglar va boshqa vizual identifikatorlar.
- Brend obro‘si: mahsulotning sifat va ishonchlilik darajasi.
- Brendning ruhiy komponenti: iste'molchining brendga nisbatan his-tuyg‘ulari va o‘zaro aloqasi.

3. Mahsulot sifatini boshqarish

Sifat siyosati — mahsulotning barcha ishlab chiqarish jarayonlarida doimiy ravishda yuqori sifatni ta'minlash uchun zarur choralarni ko‘rishni anglatadi. Mahsulotning sifatini boshqarish kompaniyaning bozor pozitsiyasini va iste'molchilar sadoqatini mustahkamlashda muhim omil hisoblanadi. Sifatni ta'minlash kompaniya uchun brend imidjini shakllantirishga yordam beradi.

4. Paketlash va dizayn

Paketlash mahsulotning tashqi ko‘rinishini, xavfsizligini va marketing aspektlarini o‘z ichiga oladi. To‘g‘ri paketlash mahsulotni bozorda ajratib

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ko‘rsatishga, iste'molchilarni jalb qilishga va mahsulotning qiymatini oshirishga yordam beradi. Paketlashda mahsulotni himoya qilish, o‘zgacha dizayn yaratish va ekologik jihatlarni hisobga olish muhim hisoblanadi.

Tovar siyosatining marketing tizimidagi o‘rni

Tovar siyosati marketing tizimida kompaniyaning mahsulotlarini muvaffaqiyatli taqdim etish va bozor segmentida o‘z o‘rnini topishga yordam beradi. Tovar siyosatining o‘rni quyidagicha ko‘rsatilishi mumkin:

1. Bozor segmentatsiyasini ta'minlash

Tovar siyosati bozor segmentlariga mos mahsulotlar yaratishga yordam beradi. Mahsulot assortimenti va dizaynini bozor segmentlarining talablariga qarab moslashtirish, kompaniyaning mahsulotlarni tegishli auditoriyaga to‘g‘ri yo‘naltirish imkonini beradi.

2. Raqobatbardoshlikni oshirish

Tovar siyosati raqobatchilarga qarshi kurashishda asosiy vosita hisoblanadi. Brend yaratish, mahsulot sifatini yaxshilash va paketlashni mukammal qilish orqali kompaniya o‘zining raqobat ustunligini oshirishi mumkin.

3. Sadoqatni shakllantirish

Mahsulotlarning sifatli, innovatsion va iste'molchilarga mos bo‘lishi orqali kompaniya uzoq muddatli mijozlar sadoqatini yaratadi. Brend siyosati va mahsulotni boshqarish orqali kompaniya o‘z iste'molchilari bilan mustahkam aloqalar o‘rnatishi mumkin.

4. Innovatsion takliflar yaratish

Tovar siyosati kompaniyaga innovatsion mahsulotlar ishlab chiqish va yangi ehtiyojlarni qondirish imkoniyatini yaratadi. Mahsulotlar va xizmatlarning doimiy ravishda takomillashuvi kompaniyaning bozor lideri sifatida o‘z pozitsiyasini mustahkamlashga yordam beradi.

Xulosa

Tovar tushunchasi va tovar siyosati marketing tizimida kompaniyaning muvaffaqiyatli bo‘lishi uchun hal qiluvchi rol o‘ynaydi. Tovar nafaqat mahsulot sifatida, balki kompaniyaning bozordagi pozitsiyasi va raqobatbardoshligini oshirishda muhim vositadir. Tovar siyosati, o‘z navbatida, kompaniyaning mahsulot assortimenti, brend strategiyasi, sifatni boshqarish va paketlash kabi asosiy elementlarini o‘z ichiga oladi. Shu bilan birga, tovar siyosati kompaniyaning bozor segmentlari va iste'molchi talabiga mos ravishda muvofiqlashtirilgan va ishlab chiqilgan bo‘lishi kerak. Bu jarayonlar marketing strategiyasining asosiy qismini tashkil etadi va kompaniyaning bozor o‘rnini mustahkamlashda katta ahamiyatga ega.

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