

# The Usage of Innovative Marketingin Discretion Functions

Muhammadsodiq Khamidov  
Student of Bukhara State University

**Abstract** — Currently, the most important sectors of the economy in the conditions of market economy, modernization and technical re-equipment of the measures taken to implement the programs is especially important. As a result, innovation and modernization can be regarded as a guarantee of stability.

**Index Terms**— innovative marketing, logo, nou-hau, of small business and private entrepreneurship.

## INTRODUCTION

Innovative marketing is targeted marketing. Innovative marketing concept is care business of marketing, service market research and finding the company's competitive strategy.

Currently, the most important sectors of the economy in the conditions of market economy, modernization and technical re-equipment of the measures taken to implement the programs is especially important. As a result, innovation and modernization can be regarded as a guarantee of stability.

The primary duties of marketing divisions of finding innovations are given below:

- 1) Demand and the level of competition;
- 2) The buyer's nature and the dynamics of its advantages;
- 3) The availability of competing products and new learning opportunity to compete in the market.

Acceptance of the goods according to provisions of the innovative marketing consists of the following stages;

- 1) The primary awareness. Consumer is announced about innovation, but the information is not enough.
- 2) Brand recognition. Consumer knows some of the information, is interested in news: further detailed information about news (you can search for advertisement, prospects and information as well)
- 3) Identification of the new goods. Consumer makes the decision about testing the new good. Consumer introduces the news with his own needs.

- 4) The evaluation of the opportunity of using news.

- 5) Consumer tests the news in order to get the information of innovation and the possibility of buying.

Today logo printed products are exported to many countries of the world and, as a result of the country's export potential is increasing every year. At the same time, a variety of forms, including a wide range of small businesses operating in the import-substitution programs are implemented, the quality is inferior to the standards of the world, selling a variety of goods and commodities produced. Each element of the company's marketing complex product to a large audience. Because it satisfies the needs of consumers of goods. Product into a modern and popular product, the marketing manager of duty. As a result, it is marketing new ideas, modifications, and creates a new more flexible and should be looking at new product assortments. The marketing idea is not to sell certain goods (profitability).

A market economy and marketing activities, especially in the production and sale of brand new establishment, the profits of the company is stable, especially in the binding of a product bankrupt reduces the risk considerably. All lead to the effective functioning of the national economy, it is marketing, particularly in the market for variety - the production of a variety of new goods.

Types of businesses, we have only producers of other types of companies innovate, try to create a new

product. It will always be a competitive process. The current production of goods and the creation of new products for each farm to choose the optimal ratio is one of the urgent problems. The necessity for continuous updated products in the market, as the cause of global scientific and technological development and it is associated with a steady increase in the level of quality is also reflected in the development of the needs of consumers. This is as a result of the influence of the main factors observed rapid aging of spiritual goods, and over a shorter period of their life. New types of products to satisfy the new needs of new goods, new goods satisfy the existing demand, the commodity composition difference and the use of new materials and technologies, new packaging of the goods available in the market for news.

For innovative marketing the principle of synergism which contains the whole marketing, the types of manufactured goods and services is important.

During the period of modern scientific- technical development, establishing innovative marketing strategies is of par mount importance. In general, this approach includes all in the field of marketing, progressive forms and methods, new technology of exchanging scientific and technical knowledge, production secrets ("nou-hau") permission for customer's use-license.

Allowance will be given for the use of certain time and a certain time and a certain reward. This form of implementation of marketing strategy for the company is used when it cannot be found in foreign markets for any reason, in some cases, for example, political, economic and other factors of production.

At the moment there are many license agreements. Objects of intellectual property (patents for innovations) and "nou-hau" are common harmonized for sales of technology licenses.

In many countries the inventions issued from 15 to 20 years: if to be exact, industrial copies are given from 3 to 15 years; the certificate of registration of trademarks are given 10 to 20 years. Legally protection of export operations with patent is used for the methods

of competitive business and the monopolization of the market sales of the firms.

The situation called "Under the protection of patents" does not allow for manufacturing and copying such products to competitors and the owner of intellectual property will be able to sell his goods in a high monopoly price. It is not the secret to anyone that the great attention is being given to the development of the export potential of business in social and economic policy of our republic.

The mobility and flexibility of small business, the changes of market conditions and quick adaptability to the needs of consumers create new jobs and promote the development of the country. These measures along with tax and credit incentives cover further depending the institutional reforms in order to create a favorable business climate as an urgent task for the development of small business and private entrepreneurship.

In the socio-economic policy of our Republic, it is known to everybody that government is paying great attention to improve export skills of the small business and private entrepreneurship subjects. During the development of our country, small business has becomes the most comfortable and favorable medium in terms of creating new job opportunities and increasing public income.

The formation and development of market relations in the economy of the country has its own ways of people's economic, social, cultural properties taking into account a gradual basis.

The formation of small business and private entrepreneurship in our country, its operation, participation in economical relations also has its own peculiarity. Therefore, service sectors and development trends of small businesses and current challenges in their operations are different from the peculiarities of the certain enterprises in developed countries.

One of the most important guarantees of the small business consists of wide application of the marketing system, utilizing its advanced trends and mediums adequately in practice. The most important aspect of the application of marketing system in small business and

private entrepreneurship is necessity and opportunity of company's direct communication with customers.

Constantly, changing and unstable requirements, changing technology and competitive environment in accordance with the conditions to be able to market their company, its brand and create new markets. Even the production of goods on the market in a series of after issued, it will be necessary to apply the appropriate marketing strategy. As a result, the company wants to have a place in the market settled after a new brand to the market a permanent modification and other measures will be needed to support.

Thus, in front of ever company comes up two ways:

- 1) A new type of production is required;
- 2) The possibility of the success of the new brand;

One way to solve such a complex and serious issue is that the implementation of the company to invent new types of goods, works constantly, consistently, and accurately targeted to go. This means that companies selling goods production from time to time to conduct research to bring new products to the world.

Therefore, in the activities of small business and private entrepreneurship, everything ranging from creating functional marketing to putting into practice before and after sale services has its unique features. The presence of enterprises with manufacturing nature in the small business and private entrepreneurship, it prioritizes all the elements of marketing and some of them are followings:

- studying market circumstances and trends, forecasting and determining the most effective market segments;
- The findings of scientific research and experimental design, continuous improvements in the type of products, manufacturing on the basis of customers order;
- setting straightforward communication with customers and controlling their payment abilities;
- improving the ways of selling products and distribution channels;
- The promotion of advertising and sales, organizing after-sale services for delivered products and etc.

Strategic planning of the marketing is choosing the best one out of different alternative plans. Formation of the marketing strategies of small enterprises includes following:

- Coordination of the efforts of the operating units within the enterprise;
- Identifying the expected development factors of the external environment and its fluctuating level;
- To ensure the effective cooperation between the performers.

## CONCLUSIONS

To sum up, applying above-mentioned use of practice areas, developing and implementing according to local conditions to small business and private entrepreneurship subjects who operating under market conditions, undoubtedly, ensure full development of the small business and private entrepreneurship's.