

WAYS TO IMPROVE MARKETING RESEARCH AT THE PRODUCTION ENTERPRISE "HAVAS MEBEL" LLC

Musayeva Shoira Azimovna,

Professor of Samarkand Institute of Economic and Service, Samarkand,
Uzbekistan

Ubaylullaeva Parvina Sayfullaevna

Master Of Samarkand Institute Of Economics And Service, Uzbekistan

E-mail: musaeva_shoira@mail.ru

ABSTRACT

This article discusses the impact on marketing research in LLC "HAVAS Furniture", can be divided into several groups: factors associated with the production process, i.e. technology, equipment, raw materials, personnel and other similar factors; market factors, i.e. the state of competition between producers and consumers, changing conditions, etc.; economic and social factors, that is, the standard of living, economic position in society, customs, etc.

Keywords: *Production, factor, process, furniture, equipment, technology, competition, transport.*

АННОТАЦИЯ

В данной статье рассматривается влияние маркетинговых исследований в ООО «ХАВАС Мебель», можно разделить на несколько групп: факторы, связанные с производственным процессом, т.е. технологии, оборудование, сырье, персонал и другие подобные факторы; рыночные факторы, т.е. состояние конкуренции между производителями и потребителями, изменение условий и т. д.; экономические и социальные факторы, то есть уровень жизни, экономическое положение в обществе, обычаи и т. д.

Ключевые слова: *Производство, фактор, процесс, мебель, оборудование, технология, конкуренция, транспорт.*

INTRODUCTION

In the context of globalization of the world economy, industrial enterprises of Uzbekistan must solve such important tasks as modernization of production, technical and technological renewal, increasing competitiveness, as well as investment attractiveness, increasing the volume of export-oriented products, improving management. ...

METHODS

"HAVAS Furniture" Limited Liability Company was established in 2012. 102 people work here. The average monthly salary is 1150-1450 thousand soums.

The community provides workers with free lunch, transportation to and from work, and free medical examinations once a year.

The company produces over 285 types of furniture.

In 2015-2020, the company plans to invest 35 billion soums. UAH 904.5 million Manufactured and sold finished products for the amount of soums.

Over the past three years, 9 rationalization proposals have been made. In particular, it was proposed to make furniture of various shapes. As a result of launching the production of these products at the enterprise 150-1.050 mln. UAH. soums of net profit. During this period, economic efficiency averaged 75 percent.

For several years the company has been participating in tenders for the supply of furniture to higher and secondary specialized educational institutions and enterprises.

In recent years, the company has undergone significant positive changes. As a result, 16 new jobs have been created over the past three years.

In 2018, the company launched the production of various furniture for the population, enterprises and organizations and institutions. In addition, the company has 1 billion 800 million worth of soums built new production facilities.

In 2018, 7 billion 708.2 million UAH. soums of products, in 2019 - 10 billion 565.7 million UAH. soums and 17 billion soums in 2020. 855.1 million UAH produced and sold products for the amount of soums.

In three years, 35 billion. UAH 904.5 million Net profit amounted to 9 billion soums. UAH 284.1 million soums.

Table 1

Samarkand region "HAVAS Furniture"key indicators of a limited liability company for 2018-2020

o.	Arrows	2018	2019	Height,%	Feb 2020	Height, %
1	Enterprise plan	6,000.0	8 300.0	138%	14,000.0	169%
2	Completion in practice	7,483.7	10,565.7	141%	17 855.1	169%

3	In terms of interest	125%	127%		128%	
4	Manufactured products (set)	15 745	20717	132%	28450	137%
4	Received income (million soums)	2,266.4	3083.0	136%	5 270.3	171%
5	Net profit (million soums)	1 925.2	2,551,3	133%	4807.6	188%
6	Wages for workers (million soums)	522.2	695.8	133%	873.9	126%
7	Fixed assets value (million soums)	3,064.5	4618.9	151%	5 396.6	117%
eight	Community land area (ha)	2.44	2.52	103%	2.52	100%

In 2019, he took 2nd place in the "Best Entrepreneur" nomination at the regional stage of the "Tashabbus-2019" competition for the prize of the President of the Republic of Uzbekistan. In 2020, he was recognized as the "Best Taxpayer" in the region and awarded certificates of honor from the Republican Tax Committee and the Regional Tax Administration.

125 enterprises in 2018-2020 mln. Sponsorship work was carried out in the amount of soums. The funds were mainly used to support a fund for the development of football in the region, society for the blind, houses of generosity and charity, as well as financial assistance to low-income families in the region. In particular, he sponsored the complete renovation of the Kolbaipyon village citizens 'assembly building in the district, the Diyor mahalla citizens' assembly building.

The company produces more than 285 types of furniture (table).

table 2

The range of products of the enterprise for 2017.

No	Naming
1	Interstate doors (wide range: MDF, veneered, varnished)
2	Office furniture set (various configurations)

3	Bedroom furniture set (wide range)
4	Wall (wide range)
5	Servant (wide range)
6	Upholstered furniture set (wide range)
7	Wooden chair (wide range)
eight	School furniture (wide range)
nine	Kitchen furniture (wide range)
ten	Tables (wide range)
eleven	Guest and restaurant set (wide range)
12	Coffee tables (wide range)
13	Bookcases (wide range)
fourteen	Dressing room (wide range)
15	Metal frame table and chair (wide range)
16	Chair and chair "IZO"
17	Chiffoners (wide range)
eighteen	Kitchen corner (wide range)
19	Stables one-column and two-column (wide range)

The manufactured furniture products are sold not only in the Samarkand region, but also in the Tashkent, Bukhara, Kashkadarya, Surkhandarya, Navoi and Andijan regions.



"HAVAS Furniture"The factors affecting marketing activities in the LLC can be divided into several groups: factors related to the production process, i.e. technology, equipment, raw materials, personnel and other similar factors; market factors, i.e. the state of competition between producers and consumers,

changing conditions, etc.; economic and social factors, that is, the standard of living, economic position in society, customs, etc.

"HAVAS Furniture"The fact that the products of the LLC can be produced in accordance with the requirements of consumers increases its capabilities. The following pictures show some examples from the LLC catalog.



Figure 2 A set of dining furniture.



Figure 3 Living room furniture set (corner)

Figure 4. A set of kitchen furniture.



RESULT AND DISCUSSION

Since furniture as a consumer product has its own characteristics, marketing research in this market also requires certain approaches. The first of these approaches is to study customer reviews. **"HAVAS Furniture"** LLC chooses two paths:

A) Determine the wishes of the customer and study the extent to

which they are fulfilled during the execution of the order. This method is mainly used for individual orders, i.e. furniture is matched to the room, as a result, the massive catalog also expands to furniture.

B) Identify the needs of potential customers using a questionnaire based on the samples and catalogs available at the enterprise.

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