



Journal Website:
<https://theusajournals.com/index.php/ajsshr>

Copyright: Original
content from this work
may be used under the
terms of the creative
commons attributes
4.0 licence.

ANALYSIS OF MARKETING ACTIVITY IN CHEMICAL INDUSTRY ENTERPRISES

Submission Date: December 07, 2023, Accepted Date: December 12, 2023,

Published Date: December 17, 2023

Crossref doi: <https://doi.org/10.37547/ajsshr/Volume03Issue12-19>

Muminova Dildora Dilshadovna

Assistant of the Department of Industrial Economics and Management, Tashkent Institute of Chemical Technology, Uzbekistan

ABSTRACT

The article presents a system of factors that allows us to reflect specific features and conduct a qualitative analysis of the sustainability of development of organizations in the chemical complex. A qualitative assessment of the institutional and competitive environment of chemical industry enterprises, the level of intra-industry cooperation, suppliers and consumers is given. An analysis of the internal potential of chemical enterprises was carried out, including the features of production processes, organizational and managerial factors, innovative activity, marketing, financial activities, etc. The presented factors of sustainable development of enterprises must be taken into account when justifying their development strategy.

KEYWORDS

Chemical industry, marketing, advertisement, activity, enterprise, method.

INTRODUCTION

A characteristic feature of the activities of chemical industry enterprises today is a drop in sales and production volumes and, accordingly, underutilization of existing capacities. In many cases, the reason for this

is external factors that cannot be influenced by a single enterprise. But very often the enterprises themselves are to blame for the decrease in production and sales volumes and, as a consequence, the deterioration of

financial results, in particular due to ineffective sales activities.

Analyzing this type of activity at a number of enterprises in the industry, the following can be noted: the insufficient professional level of the commercial apparatus of enterprises for studying consumer demand, the deformed structure of production of many goods, the spontaneous system of establishing economic connections. Also a negative point in their practice is the lack of proper control over the achievement of intended goals. The analysis of sales volume is carried out only partially and is superficial. Basically, it comes down to determining the degree of implementation of the plan, which does not allow us to ultimately develop valid recommendations. Hence the inability to timely eliminate or at least neutralize the negative impact of causal factors affecting the activities of the enterprise.

MATERIALS AND METHODS

Taking into account the current state of the market for chemical products, as well as the specifics of their production technologies, the performance of industry enterprises largely depends on the chosen approaches to the development of a production program, which should be carried out on the basis of marketing research.

Marketing research is a prerequisite for the success of products offered on the market. They will be effective

when they are considered not only as a process of obtaining hard-to-access information, but also as a means of providing the organization's management with analytical conclusions about changes in the marketing environment in order to improve the capabilities of the management system.

The strategic task of chemical industry enterprises is currently seen as developing various schemes for adaptation and survival in difficult economic conditions. The main components of the adaptation policy should be: the formation of an optimal system of tactical and strategic production planning, effective marketing, modern management.

RESULTS AND DISCUSSION

The main goal of enterprises is to “carry out activities to meet public needs and generate profits in the most efficient way.” In accordance with this, by the sustainable development of a business entity we will understand its ability throughout the entire life cycle to achieve its goals, taking into account the achievement of social benefit and environmental safety, while under the influence of various factors to maintain a state of balance, adapting to their influence through a transition from one qualitative state to another [1].

For effective management of any business entity, it is first necessary to identify the factors that have the greatest impact on its sustainable functioning and development potential in order to strengthen the most

vulnerable subsystems. Each factor can promote or hinder the sustainable development of an economic system, which depends on specific conditions or situations.

Since, in accordance with the modern approach, an enterprise can be represented as a set of interconnected elements, along with the relationships between them and their attributes, when studying the factors of sustainable development of an enterprise, it is proposed, first of all, to divide them into external and internal. When analyzing the external environment, it

is advisable to identify factors that directly affect the activities of the enterprise, i.e. factors of direct impact. The classification of internal environmental factors is proposed to be carried out based on functional areas, which makes it possible to track the key processes and elements of the organization, the state of which together determines the potential and opportunities that it has.

Let us consider the content and features of the factors of sustainable development of business entities in the chemical industry

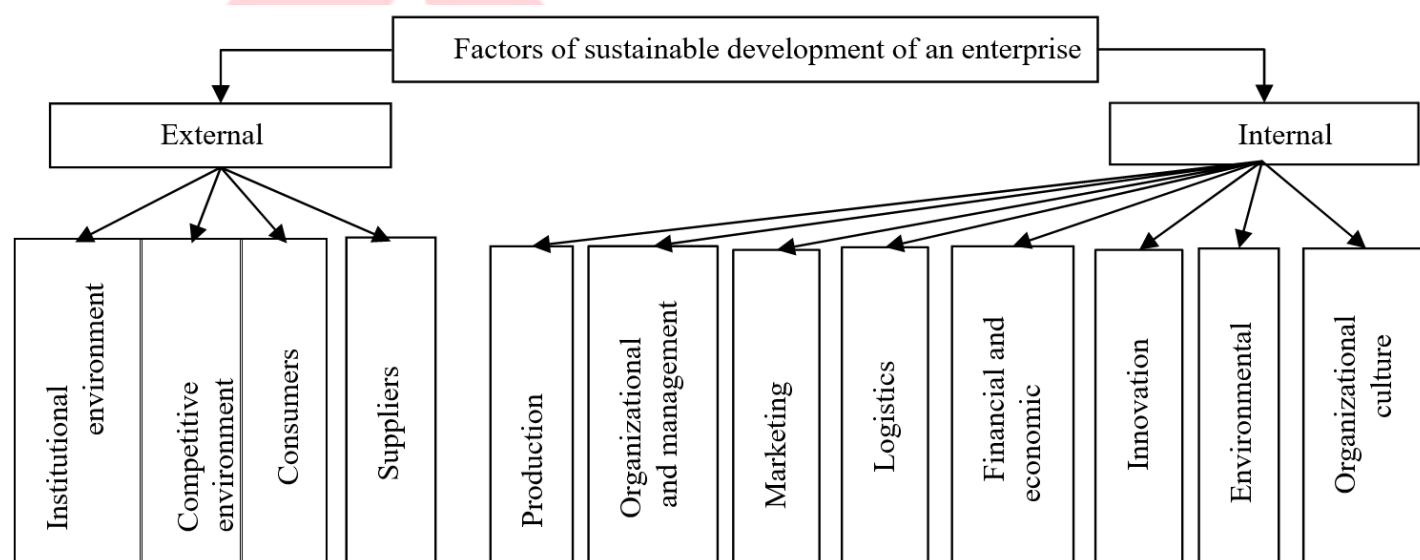


Fig.1 System of factors for sustainable development of an enterprise

Institutional environment. An important element of the institutional environment is the regulation of foreign economic activities of enterprises. This is due not only to the fact that most of the hydrocarbon raw materials are supplied from abroad, but also to the

predominant share of manufactured products that are shipped for export. The pricing procedure and price level for petrochemical products are strictly regulated by higher-level organizations and are subject to control and reporting.

Competitive environment. The chemical industry of the Republic of Uzbekistan is characterized by industry monopoly, in which the state has the exclusive right to administration through the relevant functional departments.

The obvious advantage of domestic enterprises is their favorable geographical location, which allows them to relatively quickly supply products in the required quantity. However, despite the fact that the capacity of both domestic and foreign markets is constantly increasing, a significant threat is posed by Asian and Russian manufacturers, who, due to the availability of accessible raw materials and modern equipment, can offer products at more attractive prices.

At the same time, a comparative analysis of the competitive advantages of enterprises producing chemical and petrochemical products with the world's leading manufacturers showed that domestic enterprises are losing their positions.

For enterprises producing petroleum products, ammonia, urea, benzene, caprolactam, artificial and polyester fibers and threads, tires and rubber products, the problem of providing their production with the necessary imported raw materials is the most important [4].

The analysis of suppliers of material and raw materials of chemical enterprises must be carried out in close connection with their consumers. The chemical

industry produces a fairly wide range of products intended for both intermediate and final consumption. A characteristic feature is that a significant part of the produced product along the technological chain is supplied to the enterprises of the concern, i.e. the consumers are chemical enterprises that produce products of higher processing, or the organization itself that produced it.

Often, intra-industry deliveries of products are associated with the loss of part of the supplier's income in favor of consumer enterprises due to sales at lower prices compared to supplies to foreign markets or the need for expensive re-adjustment of equipment to fulfill intra-industry obligations.

Consumers of the products of the concern's enterprises are also business entities in other sectors of the national economy.

Thus, the problem of increasing the efficiency of foreign economic activity is relevant, since in addition to the fact that the growth rate of the capacity of the domestic market is not so intense, domestic consumers (mostly industrial organizations) are characterized by low solvency and thereby negatively affect the sustainable - number of chemical enterprises.

The production process at chemical enterprises has a number of characteristic features that determine the specificity and direction of the influence of internal and

external factors on the sustainability of their operation. A feature of industry enterprises is the integration on one site into a single complex of production processes connected by a technological cycle, from the receipt of raw materials to the production of finished products, which allows organizing the most comprehensive use of raw materials and material resources. However, the variety of raw materials used and methods of carrying out technological processes, as well as the need to take into account the impact of chemical processes on the environment when choosing a rational scheme for a chemical production method, complicate the process of optimal production planning.

CONCLUSION

The presented system of factors allows us to conduct a qualitative analysis of the sustainability of development of organizations in the chemical complex, taking into account industry specifics.

Modern economic conditions in which chemical industry enterprises operate are largely determined by historical factors. Industry organizations are characterized by a high level of intra-industry cooperation. Continuous production places high demands on the uninterrupted and comprehensive supply, as well as on packaging, storage, transportation and sales of products, since any failures

can lead to a stop in production, which increases the environmental risk of environmental pollution.

The results of a qualitative analysis of the factors of sustainable development of chemical industry enterprises must be taken into account when developing a system of indicators for assessing the activities of organizations, which is the most important tool for justifying priority areas of activity and developing a development strategy.

REFERENCES

1. Kasperovich, S. A. Sustainable development of an enterprise as a factor of intensive economic growth / S. A. Kasperovich, M. V. Rogova // Proceedings of BSTU, 2021. – No. 7: Economics and management. – pp. 263–267.
2. Modern concepts of resource-saving logistics in the petrochemical complex / V. P. Meshalkin // Encyclopedia of a chemical engineer: monthly. scientific-practical and reference - information magazine – 2021. – No. 8. – P. 40–51.
3. Rogova, M. V. Environmental planning at chemical industry enterprises / M. V. Rogova // Proceedings of BSTU, 2012. –No. 7: Economics and management. – pp. 220–222.
4. Merkulina I.A., Nikitin A.P. Analysis of economic information in spreadsheet processors. Issues of methodology: Monograph. M.: Dashkov and Co., 2018. – 387 p.

5. Merkulina I.A., Nikitin A.P. Application of the package OpenOffice.org when teaching methods of economic analysis in E-learning format // Applied Informatics. – 2018. – No. 3.
6. Egorov A.Yu. Comprehensive analysis in the marketing system activities. // M.: Publishing house “All Moscow”. – 2014. – 256 p



OSCAR
PUBLISHING SERVICES