



WAYS TO USE MARKETING LOGISTICS IN SALES ORGANIZATION

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Abstract

In today's competitive environment, businesses are trying to expand their sales markets. Marketing and logistics play the most important role in finding new sales markets and organizing the sale of goods in them. Therefore, this article describes the combination of marketing and logistics in the organization of sales, the application of marketing logistics. Marketing logistics has been studied in terms of finding two new sales markets and organizing inventory.

Keywords: marketing, logistics, marketing logistics, sales markets, inventory, warehouse, delivery, logistics chain.

Introduction

As a result of economic reforms implemented in Uzbekistan in recent years, the volume of finished products is growing rapidly. This requires the search for the most effective ways to attract and retain consumers, developing and introducing new methods of competition in the market, the use of advanced tools and methods in organizing the sale of their products, taking into account modern conditions in the activities of local enterprises. In this context, the issues of effective use of marketing and logistics, which are important tools for doing business, and their integration are becoming increasingly important. Marketing logistics is one of the modern tools, especially in finding new sales markets.

Analysis of the Relevant Literature

In the late twentieth and early twenty-first centuries, there have also been radical changes in the development of marketing. As a result of such changes, the merging of marketing and logistics functions, "marketing logistics" has emerged. Leading marketing scientist F. Kotler (1998) emphasizes that the strategic problems of brand distribution, which is an important component and element of marketing, are related to logistics and marketing. Noting that the term marketing logistics has become more widely used in recent times, he has shown in his research that goods include not only the process of movement of goods from producer to



consumer, but also the delivery of goods and materials from suppliers to enterprises [8]. Russian scientist Bagiev G.L. (1998) introduced the term marketing logistics into its glossary of marketing. Marketing logistics has been interpreted as a method that ensures the compatibility of marketing activities with logistics in optimizing all types of flows [2]. Another well-known Russian scientist, Golikov E.A., who specializes in marketing and logistics in wholesale trade. (2006) proved that marketing and logistics are closely related and defined the concept of marketing logistics. He noted that marketing logistics is a new tool of management [5]. Dwiliński (1998) describes marketing logistics as a system of movement of goods in the shortest possible time and at the lowest prices, using appropriate means of transport, ensuring the timely delivery of goods ordered in logistics and marketing sequence [7]. Ryszard Barcik and Marcin Jakubiec (2013) described marketing logistics as a system of marketing mix (brand policy, pricing policy, sales policy, promotion policy) and logistics mix (transportation, warehousing, inventory, packaging, ordering and service) has shown in its research that it serves a high level of customer satisfaction [9]. AA Trifilova and AN Voronkov (2011) developed marketing logistics from the primary source of material flows (raw materials, spare parts, materials) to production, planning the physical distribution of the finished product, delivery of finished products to effectively meet the needs of consumers and describes it as an operational management activity [10]. The most efficient storage of wholesalers in the production, sale and delivery of products to the place of consumption is carried out through marketing logistics to meet their needs through customer service [10].

The role of marketing logistics in the organization of trade is given special attention in the scientific research of A.N. Germanchuk. It is AN Germanchuk who has developed a business process model to ensure the competitive advantage of marketing logistics, showing the clear interconnectedness of marketing and logistics in trade marketing [4].

From the above analysis, it can be seen that marketing logistics is an important tool and method in organizing sales. The issue of developing marketing logistics in the organization of sales is urgent.



Research Methodology

The study highlights ways to develop marketing logistics in the organization of sales. This study used the methods of monographic observation, abstract-logical thinking, scientific observation, synthesis, induction and deduction.

Analysis and Results

Marketing as a concept aimed at maximizing the needs of consumers has been used by businesses since the early twentieth century in order to overcome the difficulties and problems in the sale of goods. In the middle of the twentieth century, the use of marketing methods in the study of the direction of behavior in the production of goods in demand in the market and the factors affecting demand became a decisive factor in increasing competitiveness. In these times, the issue of creating systems to manage material and information flows was not relevant at the time. In the economy, the lack of technical capacity to build such systems, as well as the use of marketing techniques to gain a competitive advantage.

Nowadays, it is not possible to ensure a stable position in the market and outperform competitors only on the basis of marketing concept. The competitive advantage must be met in a timely manner by delivering the desired product to the right place, in the right quantity, quality, fast and accurately, in accordance with the demand determined by marketing. This is not only done with marketing activities, but also with the participation of the logistics system.

Marketing deals with the development and management of supply and demand. It also performs segmentation and promotion of goods and services offered in the market. Logistics, on the other hand, integrates the supplier, producer, and consumer into a technologically unique system, ensuring the flow of goods between them. Thus, marketing and logistics functions form a single process and serve to achieve success.

The main areas of interrelationship between marketing and logistics functions include access to new trade markets, procurement of materials, raw materials, goods, the formation of distribution systems. So, it is clear that marketing logistics is a key tool in the organization of sales, ie the release of goods to markets.

One of the current challenges for many local businesses is access to these new commercial markets. Taking into account the specifics of new sales markets, it is necessary to form a portfolio of goods and services aimed at these markets, to organize the movement of goods, ie warehouses, stocks of goods, their storage,

transportation, delivery, preparation and development of customer service policy (Table 1).).

Today, modern high-tech warehouses with multi-stage systems of collection and sorting of goods are increasingly used in the organization of sales. Through the use of digital technology, single-story automated warehouses are gaining a competitive advantage. They ensure that information about incoming orders is quickly transmitted between the participants of the sales channels.

The warehousing system is formed in order to create the best conditions for the delivery of goods. Both of these processes are combined with the concept of 'physical distribution' of goods. However, the delivery strategy has its differences, namely: optimization of delivery times; optimization of delivery readiness; ensuring high reliability of supply, maximizing customer satisfaction, studying consumer demand in sales markets and more.

Table 1 Interrelated aspects of marketing and logistics and approaches to marketing logistics in the entry of enterprises into new sales markets (author's approach)

Marketing	Logistics	Marketing logistics
<ol style="list-style-type: none"> 1. Identify a potential sales market 2. Develop innovative programs to capture new sales markets and strengthen customer relationships 3. Forecasting of market demand for services based on the range of goods, sales, characteristics of potential buyers 4. Determining the market boundaries according to the established competitiveness criteria 5. Define service policy in the market 6. Preparing and conducting an advertising campaign 	<ol style="list-style-type: none"> 1. Formation of warehouse networks 2. Creation of distribution network and logistics chains 3. Selection of participants in each supply chain 4. Allocation of resources in distribution networks 5. Creating reserves in distribution networks 6. Choosing the form of movement of goods for customer service 7. Defining the system of supply of goods 8. Development of customer service standards 9. Support the advertising campaign offered by the marketing 	<ol style="list-style-type: none"> 1. Identify new sales markets and form a delivery system 2. Formation of sales channels and their participants 3. Development of service policies and standards in the system of movement of goods 4. Increasing sales, expanding the range of goods, ensuring the regularity of the supply of goods

Commodity stocks play an important role in the organization of sales. Standardization of inventory affects the goals of marketing logistics, both in terms of meeting the needs of consumers and the quality of services provided. The formation of commodity stocks must take place in accordance with the development needs of the economy. If commodity stocks are higher than the required social level, they will be attracted to more working capital than necessary, which will do much damage to the expanded reproduction process. Lack of resources leads to negative consequences in production, trade and consumption.

Accidental violations of supply and demand compatibility should be offset by changes in inventories. They not only provide uninterrupted trade in this case, but also allow the right ratio between supply and demand to be maintained at the expense of changing their size when demand changes.

It should be noted that the delivery of goods to consumers is carried out at intervals of time. Given the constant demand for goods, and the fact that the delivery of goods to the place of sale may be affected by random factors that may delay it, it is justified to create stocks of goods and maintain them in the required amount. During the sale, stocks of goods are consumed, and instead of the outflows can be brought new goods that are equal in composition and quantity to the required range. Otherwise, the stability of the formed range will be disrupted and unfavorable conditions will arise, as a result of which the enterprise will not be able to fully benefit, and customer service will deteriorate (Table 2).

Table 2 Interrelated aspects of marketing and logistics in the organization of inventory and approaches to marketing logistics (author's approach)

Marketing	Logistics	Marketing logistics
1. Study of demand in sales markets	1. Calculation of normative indicators of the reserve	1. Study the needs of consumers and establish a system of service to them
2. Analysis of sales by product range	2. Forecasting supply and demand changes	2. Determining the minimum and maximum volumes of inventories
3. Formation of the range of goods	3. Determining and forecasting the volume of orders for goods	3. Identify random violations of supply and demand compliance
4. Identification of vital drugs	4. Development of dynamics and forecasts of sales volume changes	4. Formation of sustainable product range
5. Analysis of product competitiveness indicators	5. The composition of inventories, forecasting the volume of change	5. Determining the rate and volume of consumption of inventories
6. Organization of production of new goods		



Currently, local businesses are focusing on inventory management as one of the elements of their strategy to succeed in market conditions. Logistics practically calculates the changes in inventories in terms of quantity and period.

Logistics management focuses on optimizing stocks at all links in the logistics chain. The optimal reserve level minimizes transportation and ordering costs, attracts minimal investment in stocks, and provides a high level of customer service. Marketing and logistics activities also clash in reserve policy. While marketing activities are focused on keeping inventories high to meet consumer demand, logistics in turn is concerned with optimizing inventories in supply chains.

Conclusion

Today, marketing and logistics include sales organization, analysis of new sales markets, coordination of supply and demand in the commodity market. It is clear that logistics issues are intertwined with marketing issues. As a result, the concept of marketing logistics is being formed.

Marketing logistics is a set of theoretical and practical rules related to the processes of optimization of information, material and service flows associated with the marketing activities of commercial enterprises in the market. Processes are the basis of marketing logistics in the organization of sales. This includes managing relationships between sellers and buyers, managing relationships with manufacturers and retailers, managing relationships with distributors, managing relationships with competitors.

In order to develop marketing logistics in the organization of sales, it is advisable to do the following:

1. To develop marketing logistics in trade activities, it is necessary to establish an integrated business cooperation in the chain "producer-wholesale-retailer-consumer." Establishment of intermediate warehouses between producers and wholesalers. It is necessary to improve the mechanisms of joint organization of outsourcing, packaging, packaging and delivery of goods on the basis of outsourcing.
2. In developing the business process model of marketing marketing logistics, focus on designing the optimal product movement system in market-oriented supply and distribution chains.
3. Development of marketing logistics in wholesale trade will form a system of value creation for the consumer by coordinating the functions of the participants



of the distribution channels, ensuring the satisfaction of consumer needs through high quality service. Ultimately, the profitability of marketing activities is increased by optimizing the costs of the brand movement system.

4. In the design of business process model of marketing logistics in trade based on the coordination of functional elements, ie functional elements of marketing (market research, assortment policy, pricing strategies, shifts, sales promotion) and functional elements of logistics (order management, transport, warehouse, inventory management) system organization.

5. Management of material and information flows in commercial enterprises should be coordinated with marketing strategy.

6. Theoretical and scientific substantiation of the transition from competitive goods to customers, functions to processes, operations to relationships, resources to knowledge, benefits to efficiency, from enterprise to distribution channels as a result of the use of marketing logistics in trade.

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