

DEVELOPMENT OF MEASURES TO IMPROVE THE MARKETING POLICY OF THE ENTERPRISE

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Abstract

In the world, a lot of scientific research is carried out on the development of all scientific research structures of tourist enterprises and the improvement of mechanisms for managing their competitiveness. It is important to assess how the development of tourist enterprises affects the economy of the country and regions, to effectively use their potential and infrastructure advantages.

Keywords

business, management, competitiveness, mechanism, enterprise

Business etiquette is a set of generally accepted rules and norms in the field of business, the violation of which interferes with the normal conduct of business. Success in the chosen field of activity cannot be achieved without knowing the rules of business etiquette.

Business etiquette is the established procedure for behavior in the field of business and business relations. Etiquette is the basis for the formation of the "right" image. Businessmen from all over the world know: good behavior is beneficial!

It is believed that in a market economy, 15% of success depends on professional knowledge, and 85% on the art of communication, a thorough mastery of the technique of its presentation.

In order to achieve success in any field of activity in the modern world, it is necessary not only to have professional skills and abilities, to have an appropriate education, but also to have a good reputation and business image.

To achieve success, entrepreneurs and businessmen from all over the world are specially trained in the art of negotiating, the procedure for holding business meetings and the skill of accounting for national mentality and etiquette.

In order for relations with partners to always be above, you need to know the rules of international business etiquette and its features in different countries. For example, bowing in Japan takes the place of the usual handshake in Europe.

The main economic problems identified by the analysis of the financial management system are presented in Table 1.

1- Table

The main financial and economic problems of the "Hotel Asia Fergana"¹

The main disadvantages	Factors determining weaknesses	Solutions
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¹ "Hotel Asia Fergana" mehmonxonasining moliyaviy hisobotlari asosida tuzilgan

identified in the analysis process		
Decrease in Net Profit	The decrease in net profit is associated with a large decrease in income with a relatively small reduction in fixed costs	Increase income and reduce fixed costs
Reduced gross profit	The decrease in gross profit is associated with a large decrease in income with a relatively small decrease in fixed costs.	Increasing the company's revenue
The value of net assets on the results of work for 2021 is less than the authorized capital	One of the important reasons that led to a decrease in net assets: loss in 2021	Increasing the company's income

At the present stage, the strategic task of the enterprise is to maintain the accumulated economic indicators and provide the employees of the enterprise with a decent standard of living, the founders - with a high level of profitability of invested funds. In the conditions of sharp competition in the advertising materials market, it is necessary to develop a competitive strategy for the further development of the enterprise in order to increase market share, increase loyalty to the enterprise by persistent and New, attracted customers.

It is necessary to determine the strategy based on the goals of the organization. At the same time, the developed strategy should be aimed at maximizing the opportunities provided and maximizing protection against threats.

To choose the basic strategy, we are listed I. We use Ansoff's product (market) development matrix.

I. Based on the Ansoff matrix, it is clear that the strategy of deep market penetration is desirable, which implies an increase in the volume of sales, market share and profit in existing markets at the expense of existing goods and services.

At the same time, it is recommended to carry out deep market penetration mainly through the use of aggressive marketing methods: to occupy new positions in the market with the help of new and modernized goods and services, improve sales methods (sales and service), influence on the audience of communication and active advertising.

The study of the hotel services market made it possible to gradually reject price competition and switch to non-price methods, which are manifested primarily in the individualization of products. This means the need to explore the technological possibilities of service differentiation, identify promising types of service provision, search for new segments and market gaps. At the initial stage, it is possible to hold small advertising events aimed at informing potential customers about the hotel "Hotel Asia Fergana".

Based on the shortcomings identified in the analytical part, it is proposed to carry out the following activities.

In recent years, new modern types of training have appeared using information technology, modern technologies, including electronic (distance) training, video training, modular training, among others, which are offered to be used in the hotel "Hotel Asia Fergana".

The developed system makes it possible to formulate the educational process taking into account the goals and objectives of the entire organization, its development strategy.

As a result of the development of measures to improve the qualifications of employees of the hotel Organization "Hotel Asia Fergana", there will be: technology formed to improve the qualifications of employees of the organization; to increase the effectiveness of the trained employee and increase the level of job satisfaction; to provide documentation for professional development has been developed; overall efficiency increases. Project proposals aimed at creating a system of professional development in the hotel Asia Fergana consist in establishing forms of training, developing educational processes and methods, adding to the regulatory and methodological support of the Personnel Management System.

At the first stage, we determine the goals of improving the qualifications of hotel employees "Hotel Asia Fergana". At the same time, we consider it important that the achievement of Personnel Development Goals helps to implement the strategic goals of the organization. The main goal of the development of personnel is the formation and support of the necessary level of personnel qualification, taking into account the requirements and prospects for development.

In accordance with the strategic goals of the hotel "Hotel Asia Fergana", the following goals for the development of personnel were formed:

- corporate goals of continuous education: increase revenue from sales of services;
- organization and formation of highly qualified employees of the organization;
- personal goals of employees: to increase professionalism, improve career growth and financial situation.

Hotel Asia Fergana expects the following areas of training in the hotel: training of employees in the entire implementation process in stages; training in specific production operations; training in New Production Operations (new technologies, work with new materials, etc.). During the training process, it is necessary to use the consideration of certain production operations, business Games, role-playing games, emergency situations from the position of manager.

A number of successfully specialized "Hotel Asia Fergana" practical examples of hotel activities are added to the theoretical materials of the curriculum. In accordance with the organization's employee training program and related training methods, the HR manager selects the appropriate instructor. "Hotel Asia Fergana" will be planned on the basis of the needs identified in the evaluation process, taking into account the requests of the heads of the Department: advanced training in the hotel.

The manager of the personnel department "Hotel Asia Fergana" makes a quarterly training schedule for employees at the hotel, which is approved by the company's personnel director;

- training on a personal initiative, taking into account the opinion of the head directly, can be carried out in a planned and unplanned manner;

- unplanned training in particular, when there is a need to urgently train specialists, new types of work, new requirements are introduced, legislation changes, as well as the need for a situation, in particular, the dismissal of the main specialist and its replacement with an employee who does not have the ability to work in a particular specialty.

The initiative to invite an employee to improve skills belongs to:

- if special training is needed for some employees, according to the results of the assessment" Hotel Asia Fergana " hotel management;

- if it is planned to expand the scope of responsibility of a particular employee and expand the range of services, the head of the department will be told;

-the employee himself, if there is a need for training, is directly approved by the head; HR manager based on assessment.

At the same time, the head of the unit is given a recommendation about the need or expediency of retraining the employee in a certain form.

In accordance with the state schedule, it is proposed to develop a training schedule for training employees, according to which employees are sent to study.

In order to minimize the risk of employees associated with the lack of training of employees in the workplace (loss of working time), it is necessary to choose such a time when the flow of customers is minimal and it is possible to replace absent employees.

Professional development is designed to promote an increase in the efficiency and productivity of employees or the formation of production behavior necessary for the organization to achieve its goals. Hotel Asia Fergana invests in training, as the hotel prepares personnel for itself, so it is interested in it. the employee will have a place in the organization," so it is necessary to determine the criteria for the selection of employees for the training of the enterprise. Assessment of the effectiveness of professional development is an important stage in the process of training personnel.

The relevance of the topic is that knowledge and adherence to the basics of professional ethics affects the effectiveness of the hotel organization as a whole, the main components of any organization are employees who are part of this organization, these employees are the main and decisive factor in production and efficiency, depend on the Labor potential of employees in the organization on all its activities.

They create and move the means of production, constantly improving them. The effectiveness of the enterprise largely depends on the qualifications of employees, their knowledge of the basics of professional ethics. Any manager of a hotel enterprise should be concerned about the quality of the services provided. Quality in the hotel business means Prestige, guarantee of competitiveness, stability and fame. Quality, in turn, is achieved by studying Professional Ethics in the hotel sector. In the current market conditions, inappropriate, unethical behavior of the company's employees in the market can negatively affect its profit and development opportunities.

Professional ethics is a mechanism that reflects a system of values that employees can rely on at critical moments to find a way out of problematic situations that are not always regulated by laws, legislative acts or internal corporate procedures. The main task of professional ethics is to create favorable working conditions, a favorable psychological climate in the company.

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