

## WAYS TO OPTIMIZE THE POLICY OF PRODUCTION OF GOODS AND PRODUCTS

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**Abstract:**Marketing is an effective tool and basis of entrepreneurship in decision-making and development of business activities, and it plays an important role in the management system of business activities, its organization, planning and control. This article details Product Policy Optimization.

**Key words:**marketing, Commodity policy, entrepreneurship, economic development, financial freedom, etc.

In the development of human society, two general economic forms of social economy organization are distinguished. Historically the first of the general economic forms is natural production. The products created in this form of social economy are designed to satisfy the producer's own needs, for the internal needs of the economy. Therefore, production to meet one's own needs is called natural production, and the economy based on such production is called natural economy.

On the one hand, it is an item that can satisfy some needs of people, and on the other hand, it can be exchanged for other items. In other words, goods have utility (use value) and value. The consumption value of an item is shown by the fact that it is useful for people, it brings a certain benefit. It satisfies people's need for something as a personal consumption item or a means of production. The amount of commodity value is calculated through socially necessary labor time. Socially necessary working time is the working time necessary for the production of any commodity under certain socially normal production conditions and under the conditions of the average level of labor skills and intensity in a certain society.

It is very convenient to classify products into tangible goods and intangible services, but the situation in real life is not as simple as we think. Almost all goods consist of tangible and intangible components. Some goods are mainly tangible, while others are mainly intangible, but most goods occupy an intermediate position between these two poles, that is, goods do not have the same nature. For example, political ideas serve as an obvious example of immaterial goods, while salt and sugar are at the opposite, material pole. Lunch at a restaurant occupies an intermediate position, as consumers receive tangible (food, drinks) and intangible components (food is prepared and delivered, dishes are washed, etc.). Services have a number of unique characteristics that influence the marketing practices applied to them. The most important among them is the "intangibility" inherent in services. Usually, when a service is advertised, it is not possible to demonstrate that the consumer will buy it, let alone offer something tangible, similar to what he can buy, to show him as an example. Successfully working on the sale of services, they replace their "intangibility" with material symbols and add material components to their goods.

Another unique aspect of services is that they cannot usually be prepared in advance and stored in a warehouse waiting for them to be purchased by the customer. It's important to know who is performing the service, whether it's an action or a person's experience. For example, if a computer company receives an order for the supply of a specific product that it cannot produce, it will produce

an additional number of computers for the parent company. It is accepted to divide goods into goods for consumption (personal use) and goods intended for use in production. Usually, the purchase of goods for personal use is the result of the will of a single person, and at most the whole family. When it comes to the purchase of goods intended for use in production, in this case the necessary decision is made, and people from different administrative management structures participate in its preparation. Personal goods are divided into three groups:

- long-term, relatively low-cost
- edible products
- cars, refrigerators, clothes
- yesterday, furniture, etc. short-term products: food, cosmetics, detergents;
- a service action, the result of which is a product (tailored suit, coat, curtain) or useful effect (printing manuscripts on a machine, transporting passengers, etc.).

When buying short-lived products and services, the buyer and seller are in frequent contact. In this case, the buyer who is satisfied with the quality of the goods once starts to prefer the same trademarked goods in the future (brand attachment) and becomes a permanent buyer (client) of the producer of this goods (service). If the purchase of products and services that are used for a short period of time is well organized and does not cause difficulties in the purchase, then the phenomenon of attachment to the brand quickly arises and requires a lot of effort to maintain it. Goods intended for use in production are classified (classified) into the following categories in marketing practice:

- basic equipment;
- auxiliary equipment;
- parts and assemblies;
- basic materials;
- auxiliary materials and raw materials.

Such a division is based on the difference in the customer's relationship to these goods and the way they are sold, serviced, supplied with spare parts, and other aspects of trading with these goods. Advertising is a very important component of marketing activity and is organized accordingly. It should be noted that the demand for goods intended for use in production is formed not by itself, but in close connection with the demand for personal consumption products. For example, favorable conditions for automatic equipment used for plasma welding of aluminum sheets may arise as a reflection of the high demand for aluminum cruise boats, which for one reason or another have become a fashionable commodity.

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