

MARKETING MANAGEMENT STRATEGY'S IMPORTANCE AND MODERN CONCEPT

Bazarova Mamlakat Supievn.

Asian International University.

Senior Lecturer, Department of Economics.

<https://doi.org/10.5281/zenodo.11660124>

Abstract. In this article, the use of effective ways of conducting marketing research on the example of international companies, analysis methods, SWOT analysis, the results of marketing research conducted on the market of Uzbekistan on the example of the RoboClean vacuum cleaner of the international company AURA Group are studied theoretically and practically.

Keywords: AURA Group, commercial business, Aura Roboclean, marketing research, SWOT analysis, RoboClean vacuum cleaner.

ЗНАЧЕНИЕ СТРАТЕГИИ УПРАВЛЕНИЯ МАРКЕТИНГОМ И СОВРЕМЕННАЯ КОНЦЕПЦИЯ

Аннотация. В данной статье использованы эффективные способы проведения маркетинговых исследований на примере международных компаний, методы анализа, SWOT-анализ, результаты маркетинговых исследований, проведенных на рынке Узбекистана на примере пылесоса RoboClean международного компании AURA Group изучены теоретически и практически.

Ключевые слова: AURA Group, коммерческий бизнес, Aura Roboclean, маркетинговые исследования, SWOT-анализ, пылесос RoboClean.

A company (Latin: compania) - is an association of legal entities and individuals, entrepreneurs, organized to carry out economic activities (production, trade, brokerage, finance, insurance, etc.).

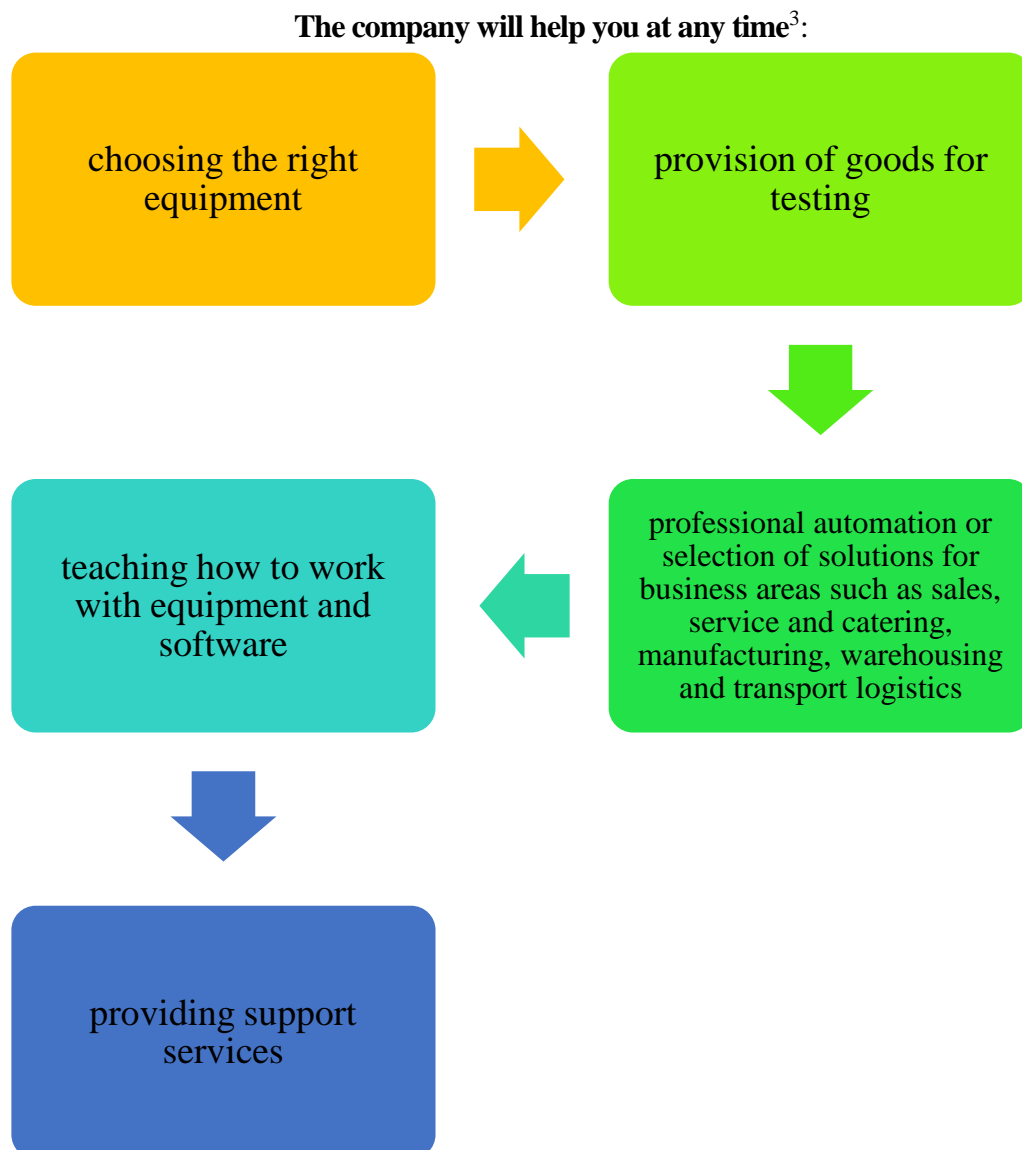
The term "company" refers to associations, companies, economic societies, firms, corporations, i.e. enterprises with various foreign legal forms. The company will have the status of a legal entity. The company can operate according to the principles of partnership, corporation, and other principles of business activity.¹

AURA Group is a sales and service IT company that has been operating since 2009 and is steadily improving year after year in the field of commercial business automation. Specializes in retail automation projects as well as local automation of manufacturing plants.²

AURA group of companies is a sales and service IT company that always helps to organize business work more effectively.

¹ <https://uz.wikipedia.org/wiki/Компанија>

² [https://www.retail.ru/rbc/company/gruppa_kompaniy_aura/#:~:text=ГК%20"АУРА"%20является%20торгово-,также%20локальной%20автоматизации%20производственных%20предприятий.](https://www.retail.ru/rbc/company/gruppa_kompaniy_aura/#:~:text=ГК%20)



Both the head office and production facilities of Aura GmbH are located in Weiterstadt near Frankfurt, Germany.

Based on the belief that direct communication is the best and most reliable means of advertising, we sell our products exclusively through direct sales. By focusing our company's responsibility on maintaining the well-being of our customers, we have won the trust of families in more than 35 countries around the world. This success has been achieved by making the opinion of the customers and the continuous development and quality control of product models a top priority for us.

Our products are manufactured according to the ISO9001 directive in production facilities with high-tech infrastructure and presented to the consumer in accordance with international standards under the management of the continuously improving Advanced Development and Quality Department, which is responsible for the health of the consumer. At the production facilities, along with production, without sacrificing quality, as a result of our sensitivity to the outside world, CDP (Carbon Footprint Project) activities are carried out.

³ <http://roboclean.uz>

As part of our health and customer policy, which began in 1996 and continues to this day, Aura Roboclean products have reached millions of consumers across geographies, spreading from east to west and from north to south. Designed to be productive, quiet and a friend of the user, this product has been recognized as a frontrunner and won the Red Dot Design Award 2013, Good Design 2015, Iconic Awards 2016 and IF Design 2016.

The continuation of a healthy life is the dream of every individual, society and nation. This is possible only through protection and living in a clean environment. Aura Roboclean, on the other hand, is not a goal to achieve this goal, but only a means. We are happy to produce this product for the health of our customers.⁴

Using the above information, we conducted marketing research among the population on the RoboClean vacuum cleaner, one of the main products of the AURA company, and conducted a SWOT analysis based on the company's indicators.

According to the results of the AURA company's RoboClean vacuum cleaner survey, women make up 66,7% of 100% of participants, and men make up the remaining 33,3%. As for the age of the participants, those between 20-25 years old show the highest 50% result. The smallest indicator is 8,3% among 30-35-year-olds. 100% of our participants are from Bukhara region.

Most of the survey participants are students by profession, making up 66,7%. Employees and unemployed in private enterprises and state enterprises show the same indicator, i.e. they make up 16,7%.

Pensioners make up 8,3%. Currently, 23,1% of the users of vacuum cleaners under different brands are Bosch, Samsung, and LG users. Those who use our Roboclean brand vacuum cleaner in their daily life show the highest rate, i.e. 30,8%.

As for the choice of our participants, 53,8% of those who pay attention to the price and convenience, 30,8% of those who pay attention to the brand, 23,1% of those who pay attention to the service, and those who pay attention to the quality are the highest results, with 92,3%.

All our participants buy a vacuum cleaner based on the variety of functions, 30,8% rated roboclean vacuum cleaner service in their region as excellent, 20,8% rated it moderately, 10% rated it poorly, and 31,6% did not use it yet. If we come to the opinion of the participants on how to eliminate the shortcomings, we can see that there were many opinions.

For example, we can see that due to the shortness of the cord, we have been asked to change to an electric vacuum cleaner, to strengthen it to eliminate noise, and to extend the cord. We are sure that the reason why the non-users have not yet taken it for their daily life is the high price and the fact that they are not yet aware of this technique.

Based on the above information, we came to the following conclusion and carried out a SWOT analysis of the company's activity.

Components of SWOT Analysis⁵

Every SWOT analysis will include the following four categories. Though the elements and discoveries within these categories will vary from company to company, a SWOT analysis is not complete without each of these elements:

Strengths

4

⁵ <https://www.investopedia.com/terms/s/swot.asp>

Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

Weaknesses

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

Opportunities

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share.

Threats

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labor supply, and so on.⁶

Table-1

SWOT analysis of RoboClean vacuum cleaner by AURA company

<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. Availability of satisfied customers in 35 countries 2. Excellent organization of service and support 3. Popularity of the company's mission to be recognized as "Efficient, quiet and the perfect user's friend" 4. Diversity of the company's products and functions 5. The company's strong brand and team of qualified specialists 	<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. A high level of opportunity to use new marketing tools to increase the number of customers and buyers 2. Existence of opportunities to effectively use product pricing strategies based on customers' purchasing abilities 3. Availability of new market opportunities in the countries of Central Asia and Southeast Asia
<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> 1. Use of a high, authoritative price policy when setting prices for products 2. The presence of small defects and malfunctions in certain types of products 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Availability of low-priced goods market for customers with low purchasing power 2. Political and economic processes in the neighboring countries cause problems in attracting new markets

⁶ <https://www.investopedia.com/terms/s/swot.asp>

REFERENCES

1. Alimova, S. (2024). THE ROLE OF UZBEK PEDAGOGY IN DEVELOPING THE SPIRITUALITY OF FUTURE TEACHERS. *Modern Science and Research*, 3(5), 386-392.
2. Alimova, S. (2024). THE MAJOR FACTORS INFLUENCING ON CAREER DEVELOPMENT AND ON ADVANCE OF A CAREER LADDER. *Modern Science and Research*, 3(5), 417-425.
3. Alimova, S. (2024). THE ROLE OF INFORMATION TECHNOLOGY IN THE PERSONNEL MANAGEMENT SYSTEM. *Modern Science and Research*, 3(2), 385-390.
4. Shamsiya, A. (2023). HR MANAGEMENT AND COACHING IN THE INNOVATIVE ECONOMY AS A METHOD OF BUSINESS MANAGEMENT. *Modern Science and Research*, 2(10), 712-717.
5. Alimova, S. O. FEATURES OF THE STRATEGIC MANAGEMENT SYSTEM OF INDUSTRIAL ENTERPRISES.
6. Shadiyev, A. K. (2023). FUNCTIONS, METHODS, MANAGEMENT DECISIONS AND SOCIAL FACTORS OF EDUCATIONAL MANAGEMENT. *American Journal of Public Diplomacy and International Studies* (2993-2157), 1(9), 87-93.
7. Шадиев, А. Х. (2020). Факторы, влияющие на развитие экотуризма. *Достижения науки и образования*, (5 (59)), 31-32.
8. Shadiyev, A. (2022). О ‘QUV EKSKURSIYASI-TURIZMNI O ‘QITISHNING INNOVATSION USULI SIFATIDA. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz), 13(13).
9. Davronov, I. O., & Shadiyev, A. K. (2020). The cost-effectiveness of improving the quality of hotel services. *Academy*, (4), 40-42.
10. Khalilov, B. B. (2024). ROLE OF INTERNAL AUDITING IN INTERNATIONAL COMPANIES. *Gospodarka i Innowacje.*, 47, 413-419.
11. Bahromjon, X., & Nargiza, N. (2023). THE PROCEDURE FOR DRAWING UP FINANCIAL STATEMENTS IN JOINT-STOCK COMPANIES ON THE BASIS OF INTERNATIONAL FINANCIAL REPORTING STANDARDS. *Modern Science and Research*, 2(10), 805-811.
12. Bahodirovich, K. B. (2024). RISK-BASED FINANCIAL INSTRUMENTS: THEORIES AND CONCEPTS. *Gospodarka i Innowacje.*, 46, 373-378.
13. Supiyevna, B. M. (2024). DISTINCTIVE FEATURES OF PERSONAL MANAGEMENT IN THE ACTIVITIES OF COMMERCIAL BANKS. *Gospodarka i Innowacje.*, 47, 134-139.
14. Базарова, М. С., Шарипова, М., & Нуруллоев, О. (2021). “РАҚАМЛИ ИҚТИСОДИЁТ” ДА АҲОЛИНИНГ ИШ БИЛАН БАНДЛИГИ ХУСУСИЯТЛАРИ. САМАРҚАНД ДАВЛАТ УНИВЕРСИТЕТИ, 482.
15. Бобоев, А. Ч., & Базарова, М. С. (2019). Хорижий инвестицияларнинг жозибadorлигини ошириш. *Интернаука*, (22-3), 88-90.

16. Supiyevna, B. M. (2022). Innovatsion iqtisodiyotda inson kapitalini boshqarish tizimini takomillashtirish.
17. Bazarova, M. S., & Shahboz, K. (2022). Ways to increase the efficiency of available tourist facilities in Uzbekistan. Scientific approach to the modern education system, 1(10), 16-18.
18. Bazarova, M. (2024). DISTINCTIVE FEATURES OF PERSONAL MANAGEMENT IN THE ACTIVITIES OF COMMERCIAL BANKS. Modern Science and Research, 3(1), 563-567.
19. Жумаева, З. К. (2023). ПУТИ УСТОЙЧИВОГО РАЗВИТИЯ ЭКОНОМИКИ РЕГИОНОВ УЗБЕКИСТАНА. *Gospodarka i Innowacje.*, 42, 530-533.
20. Jumayeva, Z. (2024). DEVELOPMENT OF CREATIVE INDUSTRIES AS A FACTOR OF GROWTH OF NATIONAL ECONOMY: REVIEW OF FOREIGN EXPERIENCE AND PROSPECTS FOR THE REPUBLIC OF UZBEKISTAN. Modern Science and Research, 3(2), 241-246.
21. Jumayeva, Z. Q. (2017). THEORIES OF ENSURE STABILITY IN LABOUR MARKETS OF DEVELOPED COUNTRIES. *Инновационное развитие*, (4), 64-66.
22. Nafisa, R. (2024). Organization of Management in Small Business and Private Entrepreneurship. *Miasto Przyszłości*, 48, 503-509.
23. Junaydulloyevich, A. A., Bakhriddinova, A. N., & Olimovna, R. N. Business and Product Delivery in the Context of Covid-19. *JournalNX*, 1305-1307.
24. кизи Рахмонкулова, Н. О. (2023). КИЧИК САНОАТ ЗОНАЛАРИНИНГ ҲУДУДЛАР ИҚТИСОДИЁТИНИ РИВОЖЛАНТИРИШДАГИ ЎРНИ. "Экономика и туризм" международный научно-инновационной журнал, 6(14).
25. Таирова, М. М., Аминова, Н. Б., & Рахманкулова, Н. О. (2020). Стратегия развития управления цепями поставок в обрабатывающей промышленности. *International scientific review*, (LXXI), 56-58.
26. Ibodulloyevich, I. E. (2024). XIZMAT KO 'RSATISH KORXONALARINING O 'ZIGA XOS XUSUSIYATLARI VA AFZALLIKLARI.
27. Ibodulloyevich, I. E. (2024). XIZMAT KO'RSATISH KORXONALARI FAOLIYATI SAMARADORLIGINI OSHIRISHNING ILMIY-NAZARIY ASOSLARI.
28. Ibodulloyevich, I. E. (2024). ZAMONAVIY MENEJMENT VA UNING USULLARINI RIVOJLANTIRISHNING NAZARIY YONDASHUVLARI.
29. Ibodulloyevich, I. E. (2024). XIZMAT KO 'RSATISH KORXONALARI FAOLIYATLARINING SAMARADORLIGINI OSHIRISHNING TASHKILIY MEKANIZMINI TAKOMILLASHTIRISH. *Gospodarka i Innowacje.*, 46, 608-615.
30. Ikromov, E. (2024). A METHODOICAL APPROACH TO EVALUATING THE EFFICIENCY OF SERVICE ENTERPRISES. Modern Science and Research, 3(5), 180-188.

31. Ikromov, E. (2024). THE IMPORTANCE OF ETHICS AND CULTURE IN THE INTRODUCTION OF MODERN METHODS OF MANAGEMENT. *Modern Science and Research*, 3(5), 171-179.
32. Ibdulloyevich, I. E. (2024). MENEJMENTNING ZAMONAVIY USLUBLARINI JORIY ETISHDA ETIKA VA MADANIYATNING AHAMIYATI.
33. Ibdulloyevich, I. E. (2024). XIZMAT KO 'RSATISH KORXONALARI FAOLIYATI SAMARADORLIGINI BAHOLASHGA USLUBIY YONDASHUV.
34. Zamira, J. (2024). ENSURING ECONOMIC SECURITY IN THE BANKING SECTOR. *Gospodarka i Innowacje.*, 47, 343-348.
35. Jumayeva, Z. (2024). IQTISODIYOT RIVOJIDA INNOVATSIYANING AHAMIYATI. *Modern Science and Research*, 3(5), 504-511.
36. Jumayeva, Z. (2024). MOLIVAVIY RESURLARDAN SAMARALI FOYDALANISH ORQALI MILLIY IQTISODIYOT BARQARORLIGINI TA'MINLASHNING USTUVOR YO 'NALISHLARI. *Modern Science and Research*, 3(5), 512-518.
37. Bustonovna, D. Z. (2024). CREATIVE THINKING AND ITS APPLICATION IN ECONOMICS.[Data set]. Zenodo.
38. To'rayevna, S. N. (2024). KORXONANING MOLIVAVIY BAQARORLIGI: OMILLARI VA KO 'RSATKICHALARI. *Gospodarka i Innowacje.*, 47, 140-146.
39. To'rayevna, S. N. (2023). YETAKCHILIK USLUBI SIFATIDA MURABIYOTDAN FOYDALANISH MENEJERLARNI TAYYORLASH. *Gospodarka i Innowacje.*, 42, 399-408.
40. To'rayevna, S. N. (2023). DEMOKRATIYA VA IQTISODIYOT O'RTASIDAGI MUNOSABAT" SIYOSIY SHAXS" NAZARIDAN. *Gospodarka i Innowacje.*, 42, 387-394.
41. Sodiqova, N. (2023). A POLITICAL ECONOMY ANALYSIS OF ECONOMIC SECURITY. *Modern Science and Research*, 2(12), 559-568.
42. Sodiqova, N. (2024). TECHNOLOGY DISCOURSE AND THE POLITICAL ECONOMY OF NEW MEDIA. *Modern Science and Research*, 3(2), 376-384.
43. Akbarovna, N. N. (2024). RAQAMLI IQTISODIYOT SOHALARDA VA ELEKTRON TIJORAT RIVOJLANISHIDA MAMLAKATNING IQTISODIY SALOHİYATI.
44. Akbarovna, N. N. (2024). DAVLAT SOLIQ QO 'MITASINING AXBOROT-KOMMUNIKATSIYA TEXNOLOGIYALARINI RAQAMLASHTIRISH STRATEGIYASI.
45. Naimova, N. (2024). STRATEGY OF MARKETING RESEARCH. *Modern Science and Research*, 3(5), 306-312.
46. Akbarovna, N. N. (2024). DAVLAT BOSHQARUV ORGANLARI-MA'MURIY HUQUQ OBYEKTI SIFATIDA. *Gospodarka i Innowacje.*, 47, 371-377.
47. Hakimovich, T. M. (2023). HR BOSHQARMASIDA KPI TIZIMI.

48. Toshov, M. (2024). MODERN MANAGEMENT AND DIGITALIZATION. *Modern Science and Research*, 3(5), 728-734.
49. Hakimovich, T. M. (2024). THE SYSTEM OF KEY PERFORMANCE INDICATORS AS A TOOL IMPROVEMENTS MANAGEMENT OF THE ORGANIZATION. *Gospodarka i Innowacje.*, 47, 353-358.
50. Toshov, M. (2023). HR BOSHQARMASIDA KPI TIZIMI. *Modern Science and Research*, 2(12), 470-476.
51. Toshov, M. (2023). CREATIVE ECONOMY: ESSENCE AND STRUCTURE. *Modern Science and Research*, 2(12), 499-505.
52. Toshov, M. (2023). FORMATION OF PRINCIPLES HR (HUMAN RESOURCE) BASED ON KEY INDICATORS (KPI). *Modern Science and Research*, 2(12), 477-482.
53. Mahmudovna, Q. G. (2024). Oliy ta'lim muassasalari raqobatbardoshligini oshirishda innovatsion faoliyatning ahamiyati.
54. Mahmudovna, Q. G. (2024). Oliy ta'lim muassasalari raqobatbardoshligini tavsiflovchi omillar. *Gospodarka i Innowacje.*, 46, 620-627.
55. Mahmudovna, G. G. (2024). Competitive strategies, the importance of using innovation in their implementation. *Iqtisodiyot va zamonaviy texnologiya jurnali| journal of economy and modern technology*, 3(5), 8-14.
56. Mahmudovna, Q. G. (2024). Raqobat strategiyalari, ularni amalga oshirishda innovatsiyalardan foydalanishning ahamiyati. *Iqtisodiyot va zamonaviy texnologiya jurnali| journal of economy and modern technology*, 3(5), 15-21.