

CREATING EFFECTIVE MARKETING STRATEGIES AND MAKING THEM EFFECTIVE

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Abstract— The article presents a methodology for creating effective marketing strategies and evaluating their effectiveness. By author have been investigated the 7P's marketing mix, a new model for evaluating the effectiveness of marketing strategies in joint-stock companies, key performance indicators and personal motivation.

Index Terms— Main strategy, marketing strategies, 7P's marketing mix, KPI - Key Performance Indicators, personal motivation.

1 INTRODUCTION

TODAY, the enterprises of the Republic must produce products (works, services) on the basis of the law of supply and demand in order to take a strong position in the market, to withstand competition in domestic and foreign markets. According to the State Assets Management Agency, there are joint-stock companies with a total of more than 500 state-owned shares, mostly companies that emerged during the former Soviet era. During the former Soviet era, production organizations were engaged in production on a planned basis, selling products to certain buyers at a fixed price. In such a situation, neither the concept of marketing nor marketing strategies can exist.

Unfortunately, the factories and plants created at that time are operating in the same system, without marketing research and strategies. They are unaware that the products they produce are not competitive, that there is no buyer, that they are engaged in production without studying the market, and that there are no marketing strategies.

Decree of the President of the Republic of Uzbekistan No. PD-4947 of February 7, 2017 "On the Action Strategy for further development of the Republic of Uzbekistan" and the President of the Republic of Uzbekistan dated April 24, 2015 No. PD-4720 "On measures to improve corporate governance in joint stock companies" The study of this dissertation to some extent contributes to the implementation of the Resolution of the Cabinet of Ministers of July 28, 2015 No 207 "On the introduction of criteria for assessing the effectiveness of joint-stock companies and other business entities with state participation" and other regulations in this area.

2 LITERATURE REVIEW

Research to assess the effectiveness of marketing strategies has been conducted in leading research centers and

higher education institutions around the world, including the World Bank (Economic Development Institute), UNCTAD (Handbook of Statistics), Harvard University (USA), Montpellier Business School (France), The World Factbook (Central Intelligence Agency), Korea Railroad Research Institute, (Republic of Korea), Nanjing University of Information Science & Technology (KNR), Horvath & Partners, Deloitte & Touche, Pricewaterhouse Coopers, IDC Sheer, Tashkent State University of Economics and Tashkent Financial Institute (Uzbekistan).

Research on the development and evaluation of the effectiveness of marketing strategies in the world is carried out in the following priority areas: that is, taking into account consumer behavior in marketing research in the context of globalization; market development for certain types of goods; formation of marketing strategies taking into account the characteristics of the commodity market; improving the quality of goods, taking into account the growing competition in the market; development of the main directions of segmentation of target markets in the conditions of competitive growth; These include issues such as increasing the competitiveness of joint stock companies, taking into account external and internal environmental factors, choosing a marketing strategy for the development of the commodity market and evaluating its effectiveness.

Some aspects of scientific-theoretical and methodological problems of marketing strategies McDonald, G.Armstrong, J.Lambert [1], E.B.Kmet, A.G.Kim [2], J.Burnet, V.Vong, S.Moriarti, Miles. R.E. [10], Andrew Whalley [3], F.Kotler, M.Porter, E.Dixtel, X.Xershgen, Dj.O.Shonessi, Walkerm. O., Boyd-m. X., Larshe J.-K., Dj.Mallinz, K.Lavlok, N.Malxotra, P.Cheverton, Ansoff I., Kaplan R., Norton D., Zarova, E. V., & Prozhivin, R. A.[5;6], Shumpeter Y. [9]. It has been studied in the scientific works of foreign scholars such as Lenskold.

Issues of evaluating the effectiveness of marketing strategies from scientists of the CIS countries V.V. Jivetin, Zarova E.[7], Golubkov E.P. [11], L.V. Balabanova, N.K. Moiseeva, M.V. Konysheva, I.V. Razorvin and N.K. Extensively described in the research of Shemetova et al.

Local economists A.Sh. Bekmuradov, Q.H. Abdurakhmonov, M.R.Boltabaev, Z.J.Adilova, A.Soliev, A.A.Fattaxov, Aktam B. [4], Sh.J.Ergashkhodjaeva, B.Tursunov's [8] research focuses on creating a scientific

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theoretical basis for marketing strategies. Also, the problems of marketing strategies are reflected in the work done by TA Akramov, AH Ergashev, AJ Kakhkhorov.

Despite the research conducted, the issues related to the improvement of the methodology of formation of marketing strategies in joint stock companies and important indicators of efficiency have not been systematically studied. This situation is the basis for choosing the topic of the dissertation, defining its goals and objectives.

3 ANALYSIS AND RESULTS

A number of foreign scholars have conducted research on improving the efficiency of companies, balancing marketing and management, and achieving results through personnel and internal process management.

In particular, the Balanced Scorecard (BSC) system, developed by U.S. scientists Robert S. Kaplan and David P. Norton and used by many companies around the world, and the Key Performance Indicators (KPI) system, accordingly, is one of the most advanced systems in implementation, analysis and evaluation.

While a balanced system of indicators shows how well a company is performing, a system of key performance indicators shows how well employees in a company are performing.

To implement this system, you need to go through the following steps:

1. Society will have to develop its own mission, dignity, future, strategy.

- The society defines its mission as "What are we doing?", "How are we doing?", "Who are we working for?", "Why are we here?" creates with the question.

- "What is important for us?", "What does the company believe in?", And "What is its philosophy? questions raise the value of society.

"Who do we want to be?" the future of society is planned with the question.

- Based on the future of society, the company's strategy is based on long-term and short-term goals.

2. Goals and objectives are set based on the company's strategy.

3. A strategic map is created.

4. Indicators and measurements are created on the basis of the strategy map;

5. On this basis, plans and initiatives that the company must implement are created. Plans and initiatives are created separately for each employee level.

"Uzbekistan is a secondary non-ferrous metal" in order to create effective marketing strategies in a joint stock company, first of all, the mission, future, values, corporate strategy of the joint stock company must be developed.

Mission - is the main goal of the organization. The meaning of the mission is why this organization exists. The purpose of the organization will also be developed based

on this mission.

After many discussions and debates, O'zikkilamchiranglimetall JSC confirmed the following mission.

"Uzbekistan is a secondary non-ferrous metal" joint stock company mission - "Let's give the metal a second life so that people can benefit from it more than the first life."

"Uzbekistan is a secondary non-ferrous metal" joint stock company value values:

1. Work hard, be conscientious, be flexible;
2. Confidence;
3. Work as a team;
4. Expanding rights and opportunities through education;
5. Caring

"Uzbekistan is a secondary non-ferrous metal" joint stock company corporate strategy:

1. Deep processing of metal, production of products that meet world standards and increase their market share;

2. Bringing the real wealth of the company to a professional level and providing them with social support;

3. Satisfaction of buyers, shareholders, government agencies, the implementation of the requirements and wishes set by them.

"Uzbekistan is a secondary non-ferrous metal" joint stock company it is necessary to develop a marketing strategy based on the corporate strategy. A marketing mix is used to develop a marketing strategy.

In marketing, there is a concept of marketing complex or mix. Its elements are 4R, ie Product - Product, Price - Price, Place - Place, Promotion - Advertising. This model was created in 1960 by American scientist Edmond Jerome McCarthy.

Thus, McCarthy's marketing mix complex is based on the marketing elements included in the marketing program, i.e., Product, Price, Place, Communication, or Promotion.

Elements of the marketing mix complex should be developed by answering the following questions.

Product - What should the product look like to meet the target audience and market demand?

Price - At what price should it be sold to be the target audience, market demand and competitive? Is this price at the required level of profitability to cover costs?

Place - where and in what ways is the product sales system implemented to reach the target audience?

Promotion - In what ways can product information be disseminated?

A product can be an offer, a product, or a service to that market and consumer. The marketing mix starts with this element. The ideal product is based on understanding and comprehending the needs of the target audience.

Marketing strategies for a product element can be

defined based on:

- Trademarks: name, logo, organizational style;
- Functionality: necessary and specific features of the product or service;
- The level of quality based on consumer perception: For example, for someone the quality of bread is measured by the taste and smell of bread, for others it is measured by the variety of wheat;
- Appearance: design, packaging, organizational style;
- Variety or assortment;
- Level of support and service.

Price determines the final profit. The price is determined based on the difference between the value accepted by the buyer, the cost and the premium of competing organizations and the expected net profit.

Marketing strategies for the price element can be defined based on:

- Price policy when the product is put on the market;
- Retail price of the product;
- Separate pricing for different channels of trade. For example, a separate price for wholesale buyers;
- Package price: Set a separate price when purchasing multiple products;
- Availability of various promotions and seasonal discounts;
- Incentive policy: discount conditions, maximum and minimum discounts, repetition of promotional activities.
- Availability of price stratification.

In determining the retail price should be determined taking into account the presence of a number of surcharges and surcharges of wholesalers, value added tax, as well as premiums of retail stores before reaching the consumer.

Place of sale is actually a product distribution model, a place where a consumer sees and buys a product.

Marketing strategies for the sales point element can be defined based on the following:

- Sales markets;
- Distribution channels;
- Type of distribution: exclusive, limited and unlimited;
- Terms of distribution: special offers for dealers, product sales requirements, penalties, etc;
- Conditions for placing the product on the shelves: the level of shelves, the amount of product on the shelf;
- Product balance and logistics: product balance level, shelf life requirements.

Distribution channels are understood as stores, supermarkets, markets, wholesale and retail, e-commerce, direct sales, network marketing.

Advertising is understood as focusing on a product

or service, gaining knowledge and additional information about the product, creating demand.

Marketing strategies for an advertising element can be defined based on:

- Application of Pull and Push strategies;
- Advertising budget and share of advertising costs;
- Levels of understanding, consumption and loyalty of the product within the target audience;
- Participation in various events;
- Communication channels;
- Geography of relations;
- PR strategy and event marketing;
- Brand media strategy;
- Promotional events and promotions throughout the year.

When the 4R complex was created, the companies were mainly engaged in the production of products, not services. Therefore, customer service was not known enough to develop the brand. Later, marketers added 5R in 1987. It is expected in the fall that people will help potential customers shape their perceptions of the product.

Marketing strategies for the human element can be defined based on the following:

- Programs to inspire, improve the skills and abilities of employees of the organization;
- Collaborate with influential leaders;
- Bonus programs for regular and special customers;
- Loyalty programs and training materials for sales staff;
- Methods of collecting feedback data.

In 1981, American scientists B.Bums and M.Bitner added 3 more elements to the marketing complex and founded 7R. These are People - interested, Process - processes, Physical evidence - existing material evidence.

The process begins when the customer applies to the company and the product. Major brands pay special attention to the process when developing a marketing strategy. Because the process often influences the purchasing decision and shapes the emotional attitude of the buyers. The main purpose of the process is to make it easier to purchase a product or use a service.

The best example of this process is the McDonald's restaurant chain. The fact that the work process is put in place is one of the main achievements of the company.

Physical evidence is everything that surrounds a buyer when they buy a product or service. Material evidence helps to shape the reputation of the organization and the specific emotional characteristics of the product.

"Uzbekistan is a secondary non-ferrous metal" joint stock company it was decided to use the 7R marketing mix complex in creating effective marketing strategies for.

Table - 1 "Uzbekistan is a secondary non-ferrous metal" joint

stock company marketing strategies developed using a marketing mix

№	Marketing mix	Marketing strategies
1	Product	Quality retention and customer satisfaction strategies
2	Price	Price strategy
3	Place	Market capture and collaboration support strategies
4	Promotion	PR, event-marketing strategy
5	People	Employee motivation and stakeholder advocacy strategies
6	Process	Creating maximum convenience for customers in purchasing goods and services
7	Physical evidence	Reputation maintenance strategy

Based on the results of the above study, JSC "Uzbekistan is a secondary non-ferrous metal":

1. Product a strategy of maintaining quality and customer satisfaction was chosen for the item. The main reason for this is that it is important to maintain quality, as the metals produced by the company are secondary products and serve as raw materials for manufacturers. Customer satisfaction will be the basis for further orders.

2. Price selected a pricing strategy for the item. The reason is that in the secondary non-ferrous metals market, choosing the most optimal price among competing organizations in the price will lead to maintaining its position in the market.

3. Place a strategy to capture the market and support cooperation was chosen for the item. This is due to the fact that the increase in the number of metal receiving facilities in the provinces, the continuation of cooperation with branches, major suppliers will lead to an increase in the volume of secondary metal reception.

4. Advertising PR, event-marketing strategy was chosen for the element. This is due to the fact that the ability to show the work done in previous years, the development of event-marketing program will certainly affect sales.

5. Stakeholders a strategy was chosen to motivate staff and protect the interests of stakeholders for the element. The company's greatest asset is its skilled professionals. Encouraging them to support in every way will definitely work. Ineffective employees will be separated, it will be possible to select staff. In addition, the interests of stakeholders, first of all, the state asset management agency as a shareholder, the tax inspection as a supervisory body, large buyers as a customer, should be fully protected.

6. Processes the strategy of creating maximum convenience for customers in purchasing goods and services was chosen in the element. This is due to the fact that the volume of products produced by the company is large, so it is necessary to maximize the ease of purchase.

7. Existing material evidence an strategy was

chosen to maintain the company's reputation for the element. Because the price of the product, the attitude of customers, and hence the volume of sales also depends on the reputation of the company.

Table – 2 Implement company marketing strategies and developed to evaluate the effectiveness important indicators of efficiency

№	Marketing mix	Marketing strategies	Key performance indicators (KPIs)
1	Product	Quality retention and customer satisfaction strategies	Quality level
			Advertising
			Defect rate
			Compliance with the requirements of the quality management system
			Increase the number of processes
2	Price	Price strategy	The volume of product produced
			Price competitiveness
			Sales profitability
			The amount of net profit
			Cost reduction
3	Place	Market capture and collaboration support strategies	The amount of sponsorship assistance
			Share of receivables in net profit
			Market share (in terms of scrap collection)
			The rate of increase of metal collection channels
			Number of assortments
4	Promotion	PR, event-marketing strategy	Logistics efficiency
			E-commerce share
			Opening new branches
			Effective from social networks
			Advertising effectiveness
5	People	Employee motivation and stakeholder advocacy strategies	Participation in events (seminars, conferences, other events)
			Creating a showroom
			Increase the number of customers
			Customer retention rate
			Staff motivation
6	Process	Creating maximum convenience for customers in purchasing goods and services	Staff training and retraining
			Organization of recreation in sanatoriums and camps
			Establish a permanent subscription to sports clubs
			Training of reserve staff
			Satisfaction of shareholders
7	Physical evidence	Reputation maintenance strategy	Timely payment of taxes and fees and submission of reports
			Ease of purchase
			Completion of each department task
			Production optimization
			Set up online sales on the website

Summarizing the above information, the approved marketing strategies can be summarized as follows.

The most important issue in creating effective marketing strategies is the availability of a scale of strategies. Only when measurement is available will it be possible to measure, compare, contrast, and evaluate the strategy. All strategies that do not have a scale are considered ineffective. Because it is not possible to determine whether the strategy has been implemented or not, whether the strategy achieved is relevant or not if a measure is not available.

“Uzbekistan is a secondary non-ferrous metal” JSC

has the ability to measure all of the marketing strategies defined by.

Each joint-stock company creates marketing strategies based on this complex after analyzing the marketing complex in its company. Then the importance of marketing strategies is determined based on their importance, necessity and importance. Significant performance indicators (KPIs) are then developed for each strategy. Important indicators of efficiency are a measuring tool for the implementation of the strategy. As many indicators as are needed for a strategy are selected.

Table 3 Quality retention and customer satisfaction strategies effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Product			
			Share, %	Plan	In fact	Completion
1	2	3	4	5	6	7=6/5*4
1	Quality level	%	20	100		
2	Advertising	pieces	20	1		
3	Defect rate	%	20	2		
4	Compliance with the requirements of the quality management system	%	15	100		
5	Increase the number of processes	pieces	15	6		
6	The volume of product produced	Mlrd.sum	10	350		
	Total		100			

“Uzbekistan is a secondary non-ferrous metal” JSC a very comprehensive study was conducted in selecting key performance indicators for marketing strategies. Each strategy was studied separately, the expected results were considered, and its effectiveness was determined.

1. After the study, 6 indicators were selected for the strategy of maintaining quality and customer satisfaction. These are the level of quality, the level of complaints, the level of defects, compliance with the requirements of the quality management system, increasing the number of processes in the quality management system, the volume of products produced.

a) Based on the importance of each indicator, their weights are determined and presented in the form of the table below. “Uzbekistan is a secondary non-ferrous metal” JSC a very comprehensive study was conducted in selecting key performance indicators for marketing strategies. Each strategy was studied separately, the expected results were considered, and its effectiveness was determined.

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quality management system, the volume of products produced.

a) Based on the importance of each indicator, their weights are determined and presented in the form of the table below.

6 indicators were selected for the pricing strategy. These are price competitiveness, sales profitability, net profit, cost reduction, sponsorship, and the share of receivables in net profit.

Based on the importance of each indicator, their weight is determined and presented in the form of the following table.

Table 4 Price strategy effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Price			
			Share, %	Plan	In fact	Completion %
1	2	3	4	5	6	7=6/5*4
1	Price competitiveness	%	25	100		
2	Sales profitability	%	20	20		
3	The amount of net profit	Mlrd.sum	15	15		
4	Cost reduction	%	20	5		
5	The amount of sponsorship assistance	Mlrd.sum	10	100		
6	Share of receivables in net profit	%	10	5		
	Total		100			

5 indicators were selected for the market capture and cooperation support strategy. These are market share, the rate of increase of metal collection channels, the number of assortments, logistics efficiency, e-commerce share.

Based on the importance of each indicator, their weight is determined and presented in the form of the following table.

Table 5 Market capture and collaboration support strategies effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Place			
			Share, %	Plan	In fact	Completion %
1	2	3	4	5	6	7=6/5*4
1	Market share (in terms of scrap collection)	%	25	80		
2	The rate of increase of metal collection channels	pieces	15	20		
3	Number of assortments	pieces	15	15		
4	Logistics efficiency	%	25	100		
5	E-commerce share	%	20	30		
	Total		100			

6 indicators were selected for PR, event-marketing strategy. These are indicators of the effectiveness of social

networks, advertising effectiveness, participation in events (seminars, conferences, other events), the organization of showrooms, increasing the number of customers, the level of customer retention.

Based on the importance of each indicator, their weight is determined and presented in the form of the following table.

Table 6 PR, event-marketing strategy effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Promotion			
			Share, %	Plan	In fact	Completion %
1	2	3	4	5	6	7=6/5*4
1	Effective from social networks	%	20	100		
2	Advertising effectiveness	%	15	100		
3	Participation in events (seminars, conferences, other events)	pieces	10	10		
4	Creating a showroom	pieces	15	2		
5	Increase the number of customers	pieces	20	20		
6	Customer retention rate	%	20	85		
Total			100			

7 indicators were selected for staff motivation and stakeholder advocacy strategies. These include staff motivation, staff training and retraining, sanatorium and resort recreation, regular subscriptions to sports clubs, reserve staff training, shareholder satisfaction, timely payment of taxes and fees, and reporting.

Based on the importance of each indicator, their weights are determined and presented in the form of the table below.

Table 7. Employee motivation and stakeholder advocacy strategies effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	People			
			Share, %	Plan	In fact	Completion
1	2	3	4	5	6	7=6/5*4
1	Staff motivation	mln.sum	20	200		
2	Staff training and retraining	pieces	20	20		
3	Organization of recreation in sanatoriums and camps	pieces	10	30		
4	Establish a permanent subscription to sports clubs	pieces	10	30		
5	Training of reserve staff	pieces	20	20		
6	Satisfaction of shareholders	%	10	40		
7	Timely payment of taxes and fees and submission of reports	%	10	100		
Total			100%			

4 indicators were selected for the strategy of creating maximum convenience for customers in purchasing goods and services. These are indicators of ease of purchase, the performance of each department, the optimization of production, the launch of online sales on the website.

Based on the importance of each indicator, their weight is determined and presented in the form of the following table.

Table 8 Creating maximum convenience for customers in purchasing goods and services effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Process			
			Share, %	Plan	In fact	Completion
1	2	3	4	5	6	7=6/5*4
1	Ease of purchase	step	20	3		
2	Completion of each department task	%	30	100		
3	Production optimization	%	20	100		
4	Set up online sales on the website	Yes/no	30	yes		
Total			100			

5 indicators were selected for the reputation maintenance strategy. These are indicators of office repair, level of supply, improving the quality of packaging, reducing damage to the external environment, making uniforms for employees.

Based on the importance of each indicator, their weight is determined and presented in the form of the following table.

Table 9. Reputation maintenance strategy effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Physical evidence			
			Share, %	Plan	In fact	Completion
1	2	3	4	5	6	7=6/5*4
1	Office repair	mln.sum	20%	50		
2	Level of supply	%	20%	100		
3	Improving the quality of packaging	%	20%	100		
4	Reducing damage to the external environment	%	20%	5		
5	Prepare uniforms for staff	pieces	20%	4000		
Total			100%			

The overall results of the company are summarized by summarizing the marketing strategies structured on the above marketing mix. Here, too, the weight of the strategies is determined based on the importance of the 7 strategies.

Table 10 The effectiveness of the company's marketing strategies overall result

№	Marketing mix	Marketing strategies	Significance, %	Actual, %	Efficiency, %
1	Product	Quality retention and customer satisfaction strategies	20%		
2	Price	Price strategy	15%		
3	Place	Market capture and collaboration support strategies	20%		
4	Promotion	PR, event-marketing strategy	20%		
5	People	Employee motivation and stakeholder advocacy strategies	10%		
6	Process	Creating maximum convenience for customers in purchasing goods and services	10%		
7	Physical evidence	Reputation maintenance strategy	5%		
Total			100%		

The effectiveness of the company's marketing strategies - KPI is assessed in the following order:

- If the KPI is less than 40% - unsatisfactory;
- KPI from 40% to 60% (including this level) - low;
- If the KPI is between 60% and 80% (including this level) - not enough;
- If the KPI is between 80% and 90% (including this level) - on average;
- If the KPI is between 90% and 100% (including this level) - sufficient;
- If the KPI is more than 100 percent - high.

The executive body should not be allowed to set bonuses, pay bonuses and other financial incentives without evaluating the effectiveness of the company's marketing strategies or if their activities are recognized as unsatisfactory or low.

If the effectiveness of a company's marketing strategies is unsatisfactory or low (in any combination) for two consecutive quarters, this will lead to an initiative to terminate the employment contract with the head of the executive body.

The calculated amounts and performance percentages of the KPI shall be published in the prescribed manner on the official website of the organization and shall be provided to the shareholders (participants, owner) upon their written request.

The gains made should serve as a base quantity for subsequent years.

The most important point of this system is that the important indicators of efficiency should be reduced to the level of each employee of the company, the indicators should be developed in an integral way with each other.

Table 11. Quality retention and customer satisfaction strategies effectiveness evaluation

№	Key performance indicators (KPI's)	Unit of measurement	Product			
			Share, %	Plan	In fact	Completion
1	2	3	4	5	6	7=6:5*4
1	Quality level	%	20%	100	95	0,19
2	Advertising	pieces	20%	1	0	0,20
3	Defect rate	%	20%	2	0	0,20
4	Compliance with the requirements of the quality management system	%	15%	100	95	0,14
5	Increase the number of processes	pieces	15%	6	7	0,18
6	The volume of product produced	Mlrd. um	10%	350	363	0,10
Total			100%			101%

For each indicator, it is necessary to use the system by assigning a responsible person based on the duties of departments and job descriptions of each employee, monitoring the implementation of indicators on a monthly basis, determining who is to blame for non-compliance.

Each department should be rewarded for performing important performance indicators attached to it. In case of non-compliance, it is necessary to ensure that no reward is given. If each department performs in excess of the indicators assigned to it, in turn, the established marketing strategies are also implemented, and the company is considered to have achieved its main goal.

Based on the above system of evaluation of the effectiveness of marketing strategies, we evaluate the

effectiveness of marketing strategies for 2019, set by JSC "Uzbekistan is a secondary non-ferrous metal".

According to the table, for 2019, JSC "Uzbekistan is a secondary non-ferrous metal" has fulfilled the strategy of maintaining quality and customer satisfaction by 101%.

According to the table, for 2019, JSC "Uzbekistan is a secondary non-ferrous metal" has fulfilled the pricing strategy by 110%.

When all the data are summarized, we have the following table.

Table 12 The effectiveness of the company's marketing strategies overall result

№	Marketing mix	Marketing strategies	Significance, %	Actual, %	Efficiency, %
1	Product	Quality retention and customer satisfaction strategies	20%	101%	20%
2	Price	Price strategy	15%	110%	16%
3	Place	Market capture and collaboration support strategies	20%	100%	20%
4	Promotion	PR, event-marketing strategy	20%	101%	20%
5	People	Employee motivation and stakeholder advocacy strategies	10%	102%	10%
6	Process	Creating maximum convenience for customers in purchasing goods and services	10%	95%	10%
7	Physical evidence	Reputation maintenance strategy	5%	103%	5%
Total			100%		102%

The table shows that for 2019 the efficiency of marketing strategies based on the marketing mix of JSC "Uzbekistan is a secondary non-ferrous metal" was 102%.

4 CONCLUSIONS AND RECOMMENDATIONS

Based on this result, the effectiveness of marketing strategies can be assessed as "high": Thus, JSC "O'zikkilamchiranglimetall" has created a system of effective marketing strategies and evaluation of the effectiveness of marketing strategies. Accordingly, on the basis of the developed system of evaluation of the effectiveness of marketing strategies, the effectiveness of marketing strategies of JSC "O'zikkilamchiranglimetall" was assessed as high.

1. The results of the study indicate that marketing strategies in joint stock companies are studied separately, and there are specific features in the development and implementation of marketing strategies.

2. The most effective way to develop marketing strategies in joint stock companies is to use a system of balanced indicators developed by American scientists and, accordingly, important indicators of efficiency.

3. The system of balanced indicators uses important indicators of efficiency, and it was found that it is a way to inspire human resources, the most valuable capital of joint-stock companies, to constantly evaluate marketing strategies, thereby achieving the company's efficiency.

4. With the introduction of the BSC and KPI mod-

els, it is possible to observe the implementation of not only financial indicators but also all non-financial indicators;

5. As a result of the introduction of BSC and KPI models, the society should define its general strategy and marketing strategy, and all employees should be responsible for these strategies and act in a common understanding;

6. With the BSC and KPI models, it is possible to evaluate not only the work of employees but also the activities of society, ie the system;

7. KPI models should be developed and implemented from the manager to the lowest staff.

8. The results of the effectiveness of marketing strategies should be regularly published on the community website;

8. A mechanism to motivate employees based on the results of the effectiveness of marketing strategies should be introduced.

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