



THE IMPORTANCE OF MARKETING SERVICES IN THE DEVELOPMENT OF SMALL BUSINESS

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Annotation

The article deals with the implementation of the laws of a market economy, consumer demand in the market, the use of marketing services by small businesses to meet consumer demand, marketing services to study the market and develop recommendations for manufacturers, the organization of marketing services in small businesses. , ministries, corporations, corporations and joint-stock companies. In marketing, the work of departments in cooperation with small businesses is widely covered.

Keywords: small business, economic liberalization, market economy, consumer, domestic and foreign investment, marketing services, consumer demand.

Introduction

It is known that the role of small businesses in the development of the economy is crucial. In the context of liberalization of our economy, various forms of ownership operate on a competitive basis. One of the main conditions for the laws of the market economy to work in practice is to adjust the demand in the consumer market as soon as possible. Consumer demand is always changing, so manufacturers need to be flexible to consumer market demand in order to achieve their goal. It is well known that small businesses, with their flexibility, have a certain advantage over large businesses in a highly competitive environment. This advantage is primarily due to the fact that the enterprise requires relatively low financial costs to produce a new type of product, and the payback period is relatively short. This is a key factor in attracting domestic and foreign investment to small businesses. The share of small businesses in the economies of developed countries is relatively large. As mentioned above, small businesses are flexible to market demand, so they compete with other businesses in the consumer market to capture the market segment.

Small businesses need to use marketing services to meet the requirements of the consumer. The marketing service studies the market and makes its offer to the manufacturer. Based on the suggestions and instructions provided by the marketing service, the manufacturer takes over its segment. The activities of the marketing service, in turn, require funding. The organization of marketing services in



small businesses requires financial costs, which increases the cost of the product. Our research focuses on the organization of marketing services for small enterprises producing chemical and food products and, most importantly, their financing. In solving the above problems, we have conducted research in several areas, one of which is the organization of a centralized marketing service for enterprises operating in a particular industry.

Such centers will be established at the expense of several enterprises and will involve specialists. The center works with each small business individually and cooperates in solving its problems. Small businesses place clearly targeted orders and pay for those orders to be fulfilled by the center. The establishment of such centers and the use of their services is very convenient for small businesses from a financial point of view. Specialists of the center conduct research on a particular industrial sector and work on how the enterprises of this sector can occupy the consumer market. The center develops a marketing management concept for each enterprise and recommends ways to incorporate it into the enterprise's operations.

Another area is the involvement of existing marketing departments of ministries, corporations, corporations and joint-stock companies in cooperation with small businesses. This direction has its own advantages. These are: network-wide knowledge, raw materials, knowledge of problems with specialists. The availability of network-wide marketing research enables small businesses to acquire the information they need across the network. Marketing service research examines the consumer market, services market, small businesses, and consumer demand relevant to the industry. The level of coverage of marketing service research can be expressed as follows.

MARKETING SERVICES	
CONSUMER DEMAND	CONSUMER MARKET
	SMALL ENTERPRISES
	SERVICES MARKET

The fact that small businesses operating in one network, regardless of their form of ownership, have access to marketing services under this network creates a healthy competitive environment. For small industry clusters organized across the network, the use of this marketing service provides high efficiency. Small businesses contract with marketing services under corporations and concerns and work together on specific target orders. Using marketing services in this way is cost-effective.

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