

BEEKEEPING MARKETING: DEVELOPMENT STRATEGIES AND MARKET OPPORTUNITIES

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Abstract: The article presents the opinions of expert scientists on the main functions of strategy and marketing, the author's approaches to this issue. Also, market opportunities in beekeeping are classified. In addition, based on theoretical knowledge, marketing strategies for beekeeping products are developed in accordance with the basic principles of marketing.

Keywords: strategy, honey, beekeeping, beekeeping market, analysis, marketing principles.

Introduction. Beekeeping is an industry that has been valued by mankind for centuries and is still of great importance today. Products such as pollen and propolis are widely used not only in the food industry, but also in the pharmaceutical and cosmetic industries. Therefore, it is important to effectively market beekeeping products, meet market demand and ensure competitiveness. In this regard, it is advisable to first fully understand the concept of strategy.

The concept of strategy is the main determinant in the strategic management system of an enterprise, as it is a connecting link between goals, development opportunities (potential) and the conditions of the marketing environment. Based on the general goals of the business, it determines the means by which the enterprise can turn strategic directions into competitive advantages, taking into account the factors affecting the business environment.

A clearly formulated strategy helps a business entity choose the most optimal path of development and form the most important competitive advantages in the process of entering the market and establishing itself in it. It also prepares the enterprise for changes in the external environment, connects available resources with changes in this environment, identifies problems in market activity and coordinates the work of structural units, and improves the control system. Taking into account the above, in order to achieve the highest possible level of activity of enterprises, there is a need to scientifically substantiate their market development strategy.

Analysis of the literature on the topic

In the 70s and 80s of the last century, K.R. Andrews and A. Thompson defined strategy as a management plan aimed at achieving set goals[1]. - P. Dale described strategy as a set of decisions made by managers to achieve competitive advantages[2].

B. Karloff[3], R.A. Fathutdinov[4], V. Kolpakov[5], V.F. Oberemchuk considered the strategy as a program of actions that determines the development of the enterprise and, accordingly, the construction of a management system, as well as a set of promising directions of activity, as well as a set of potential opportunities for assessing and forecasting the development of the external environment[6]. According to the definition of J. Trout, strategy is what makes you unique and is a great opportunity to gain your uniqueness in the conditions of your customers, present and future[7].

A.Soliev and S.Buzrukxonov define “Marketing strategy is the main program of a company's marketing activities in the target market, which includes the processes of achieving the intended goal through the development and implementation of its long-term marketing complex (marketing mix)”[8].

Research methodology

This article uses traditional methods of economic analysis, such as analysis and synthesis, abstract-logical thinking, and comparison, as research methodology. The scientific and practical views of economists were analyzed and conclusions were drawn based on the results.

Analysis and results

Enterprises choose a strategy depending on which competitive advantage they will rely on during their activities. Marketing strategy is long-term and medium-term. For long-term periods, it is important to initially justify the overall strategy, which, depending on the resources and capabilities of the enterprise, can be divided into three main types: growth, stabilization, reduction, and a fourth option - a mixed type. These are generally accepted basic strategies, within which marketing strategies determine market success[9].

It is necessary to form a general idea of the beekeeping products market, its structure and market segments. The current state of the market, growth rates, main trends and consumer preferences should be analyzed. It is advisable to approach this issue through the basic principles of marketing. (Table 1).

Table 1: Basic principles of marketing¹

Basic principles of marketing	
Market research:	Identifying consumer needs and demands.
Identifying the target audience:	Determine who needs to be served.
Product Strategy:	How to develop and offer a product.
Pricing strategy:	Methods of setting product prices.
Distribution channels:	Ways to deliver the product to the consumer.
Advertising:	Product promotion methods.
Branding:	Creating a market image for the product.
Customer Relationship Management (CRM):	Building long-term relationships with customers.
Measuring marketing effectiveness:	Evaluating the results of marketing activities.

To properly assess the risks that may arise in beekeeping marketing, market volatility, increased competition, natural disasters, etc. are analyzed. It is necessary to develop strategies to minimize and manage them. In this regard, let's consider marketing strategies for beekeeping products in accordance with the basic principles of marketing (Table 2).

¹ Source: Author's development

Table 2: Marketing strategies for beekeeping products²

Product differentiation:	Highlight the unique features of the product
Determining price competitiveness:	Developing a pricing policy that meets market demand
Diversify distribution channels:	Presenting the product through various channels
Boost ads:	Product promotion and brand image creation
Strengthening customer relationships:	It serves to increase customer loyalty and take their feedback into account..

Modern digital technologies play an important role in the marketing of beekeeping products. The ability to promote products and establish relationships with consumers through social networks, websites, email marketing and other digital tools is a factor that contributes to the development of product sales. Taking into account seasonality when choosing a pricing strategy in beekeeping ensures stable profitability for a beekeeping enterprise, therefore, it is worth hanging the pricing strategy and appropriate tactical measures depending on the season.

In the process of forming a pricing policy by beekeeping enterprises, it is advisable to choose a price adjustment strategy or average market prices. For many small agricultural enterprises in the Republic of Uzbekistan, organizing the sale of products is a difficult problem, since they sell a significant part of their products at low prices to intermediaries who receive much higher profits due to the implementation of "efficient distribution strategies". In the beekeeping sector, the situation is often very similar. The marketing strategy for beekeeping products depends on its differentiation and seasonality, as well as the scale of the enterprise's activities, since small batches of goods do not allow creating favorable conditions.

In the works of N. Makarenko and co-authors, it was found that small agricultural enterprises are not sufficiently provided with conditions for storing products, as a result of which they lose their competitive advantages in the market[10]. In the beekeeping industry, the storage of the main product (honey) does not require very specific conditions. However, the storage period is quite limited, usually one year, after which honey and other beekeeping products slightly change their quality and usefulness. Of course, honey can change its structural properties due to improper storage conditions, but even storage at negative ambient temperatures practically does not change its nutritional value, i.e. at -20 °C honey becomes thick.

When heated, it loses its bactericidal properties, but does not lose its taste. Over time, honey crystallizes, but does not lose its nutritional qualities. This is a natural process that depends on the percentage of glucose in its composition. If fructose predominates, crystallization occurs a little later. Honey does not lose its beneficial properties due to a change in consistency. Different

² Source: Author's development

marketing strategies are effective for different types of agro-food products, just as different marketing strategies are used at different times of the year, since the peculiarity of this product is that it can be classified as a staple product, but its production is seasonal.

Conclusions and recommendations.

In conclusion, marketing strategies have been developing rapidly in recent years and are becoming increasingly important in the activities of all categories of beekeeping enterprises. Marketing strategy is an important component of the overall business strategy, as it helps the enterprise achieve a competitive advantage by differentiating its products and aligning marketing activities with the goals and objectives of the established market.

Beekeeping marketing is important for meeting market demand and ensuring competitiveness. By correctly applying the basic principles and strategies of marketing, it is possible to successfully market beekeeping products and establish strong relationships with consumers. The future development prospects of the beekeeping products market are determined by considering issues such as developing new markets, diversifying product types, and expanding export opportunities.

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