

THE ROLE OF MARKETING STRATEGY IN INCREASING COMPETITIVENESS IN THE SERVICES SECTOR

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Abstract: This article discusses the methods of implementing a marketing strategy for the development of services and services in the services market.

Key words: maintenance, maintenance, marketing, competition, customer demand, selfless customers, quality of service.

Introduction. In order to fulfill the will of our people to build a free, prosperous, powerful New Uzbekistan, to create all opportunities for every citizen to develop their potential, to raise a healthy, educated and spiritually mature generation, to form a strong economy that has become an important link in global production, to ensure justice, the rule of law, security and stability, the Presidential Decree No. PF-158 dated September 11, 2023 on the Strategy "Uzbekistan - 2030", developed based on the experience gained in the implementation of the New Uzbekistan Development Strategy and the results of public discussions, was signed. In accordance with this decree, a number of tasks were set to "accelerated development of the service sector in the regions" in order to ensure the well-being of the population through consistent sustainable economic growth. In particular:

1. Increase the volume of service provision by 3 times through the development of service provision and service sectors in the regions;
2. Development of modern market services, IT, education, medicine, law, art, tourism, hotel and catering and transport services in medium and large cities and districts with a population of more than 300 thousand;
3. Development of trade, household, recreation and entertainment services by auctioning 233 thousand vacant land plots on streets with the necessary infrastructure and densely populated areas based on urban development projects;
4. Creation of 36 thousand trade and service facilities by organizing central streets specialized in providing services in medium and large city centers;
5. Construction of 6 thousand trade and service facilities in the "New Uzbekistan" massifs and along international highways;
6. Transformation of markets into modern, convenient shopping complexes that meet all security requirements, involving leading project organizations.

Main part. Based on these objectives, we will dwell on several recommendations for using a marketing strategy in the development of trade, consumer, leisure and entertainment services in the service sector, because today we can observe that the conditions for competition in the service sector have become more complicated than ever. In particular, the impact of technological progress, changing social order and globalization require new perspectives and approaches in business in the service sector. In this case, the importance of marketing strategy is immeasurable. Because marketing strategy serves not only as an important tool for strengthening the position of enterprises in the market, but also as an important tool for increasing their competitiveness. Therefore, it is expedient to use the main tasks of marketing

strategy in the development of trade, consumer, leisure and entertainment services in the service sector, primarily to increase competitiveness. To this end, it is recommended to carry out the following work in the field step by step:

- Identifying the target audience: Each company must clearly define its target audience. This allows you to develop special products or services for a particular segment. It also creates an opportunity to gain an edge over the competition through marketing actions tailored to the target audience.

- Competitive analysis: It is important to analyze the competition in the market, that is, pay attention to the marketing strategy of competitors, their services and pricing policies. Based on this analysis, you can form your own strategy and determine the necessary aspects to differentiate yourself from them.

- Focus on innovation and quality: In the service sector, companies should strive to ensure quality and innovation. Through marketing strategy, you can introduce innovations, techniques and perfection in service delivery. For example, fast and efficient service, use of new technologies, or offer customers new and convenient services.

Secondly, apply a strategy of understanding customer needs. In this case, the marketing strategy should be based on a complete understanding of customer needs, their requirements and desires. This, in turn, allows the company to adapt its services to customers and offer them a unique experience. Establishing strong relationships with customers and correctly perceiving them is important for achieving competitive advantage.

Thirdly, entities operating in the service sector should conduct extensive research to create and strengthen their brands. This is because the quality of the created brand and its meaning are important for customers and help to create positive perceptions, trust and public acceptance of the services or products under the brand, increasing competitiveness.

Fourthly, it is recommended to use the marketing strategy of going to the market and advertising. This is because fast and effective advertising agencies allow the company to introduce its services to a wide audience. Also, through advertising, a company can differentiate itself from competitors and attract the attention of customers. Today, the use of online marketing, advertising on social networks, content marketing and other innovative methods is of great importance in increasing competitiveness.

Fifth, one of the most important aspects of the marketing strategy is the creation of a loyal customer base. Establishing long-term relationships with customers, training them to use services repeatedly or to support new services is a key factor in increasing the competitiveness of the company. Providing comprehensive service to customers and attentively approaching their needs further strengthens customers' trust in the service.

Sixth, another important factor for increasing competitiveness in the service sector is the quality of service. Because high-quality and efficient service has always been more important for customers. Therefore, through marketing strategy, the company should strive to offer customers fast and high-quality services that meet their requirements. The quality of service and a consistent order help the company to take a leading position in the competition.

Conclusion. The importance of marketing strategy in increasing competitiveness in the service sector is incomparable. To overcome competition in the market, companies need to correctly and effectively formulate their marketing strategy, develop services based on customer requirements and constantly be interested in their wishes, introduce innovations and take every measure to strengthen their brand. Marketing strategy, in turn, allows companies to

determine a successful direction for developing their services and gaining an advantage in the competition.

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