

**FUNDAMENTALS OF SCIENTIFIC AND PRODUCTION ECONOMIC  
ACHIEVEMENTS OF MARKETING****Jumayeva Zamira Bustanovna**

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**Abstract:** This study examines the role of entrepreneurial behavior and marketing research in organizing and developing production processes in a market economy, with a focus on agricultural enterprises. The findings emphasize that profit-making is closely linked to marketing activities, which guide decisions on crop selection, seed procurement, fertilizer use, and machinery requirements. The importance of aligning agro-technological conditions with consumer demand is highlighted, as farms must assess market requirements before production. The paper also discusses the role of marketing departments in calculating production costs, preparing business plans, and utilizing electronic reporting systems for efficient management. Furthermore, the study underlines the necessity for agricultural enterprises to conduct market research independently or through marketing services to determine consumer demand, set prices, and ensure the profitability of agricultural products. Ultimately, effective integration of marketing research into production management can enhance sales volumes, optimize resource use, and increase economic interest in the consumer market.

**Keywords:** Market economy, entrepreneurship, agricultural production, marketing research, consumer demand, production efficiency, business planning, electronic reporting systems, farm management, sales strategy

In a market economy, an entrepreneur who carries out his production activities in the production process is the owner of an enterprise that ensures the efficiency of the production process. The purpose of organizing and developing the production process in each market situation is to make a profit. Entrepreneurial behavior associated with making a profit is associated with marketing research. Production enterprises do not guarantee that a specific product enters production.

An entrepreneur does not guarantee that, for example, a farm or farming enterprise is aimed at plant growing, say, growing potatoes, carrots and onions. After these farms have become convinced of the agro-technological demand for these plants, that the condition necessary for organizing the production of these plants is the repeated delivery of seeds, as well as the availability of intermediate machines. In the consumer market for the produced agricultural products, the required income must be established. The entrepreneur must determine whether this product is a regional consumer and what are its requirements for these products. In order to determine the volume of agricultural product supplies by production farms based on the determination of consumer demand for agricultural products, taking into account the centner of yield per hectare from which this type of agricultural product is produced, it is necessary to determine the amount of argan and mineral fertilizers applied to them in the process of selecting varietal seeds of Lami seedlings, as well as the yield of plants.

These costs for organizing a pharmacy in a certain volume are applied by an employee of the marketing department based on the preparation of the relevant farm for its acquisition based on the necessary recommendations and recommendations of plant growing specialists on the most

effective proposals received from dealers for processing the collected information on the market of iste goods for the acquisition of the necessary agricultural product. It determines the material costs for inclusion in the business plan for the production of agricultural products in the form of general production costsAn economical product of the enterprise's electronic calculating machines is a computing system. The enterprise's reporting based on the positive state of the enterprise's economic condition on accounts receivable and payable, on the availability of the necessary raw materials associated with the continuation of the production process, is carried out in production. It performs the tasks of preparing reports on the volume, quality, prices and cash receipts of goods produced and consumed in daily production through an internal reporting system. Large manufacturing corporation. Application of electronic reporting machines in the organization of the marketing service. The enterprise serves to obtain the following monthly and annual information about sales institutions providing services for bringing products to consumers for the sale of goods and available spare materials. Based on the data collected in the consumer market based on marketing research, agricultural production managers must develop their own plan for implementing the corresponding goal, as well as implement it. Farms and peasant farms perform tasks for deliveries to the consumer market in the required volume and at prices, based on the definition of what and where agricultural products are on the consumer market and at what prices they are purchased. As a result, production entities purchase goods supplied to the consumer market for purchases as a result of sales. In the process of selecting marketing information, it will be advisable to study the consumer demand of farms. Marketing marketing research along with the study can be studied by representatives of production marketing based on the collection of information on the requirements of consumer markets. Farmers and farms can obtain market data on consumption as a result of conducting independent market research and the possibility of increasing the volume of purchases of products in the consumer market based on the implementation of purchases of products in the consumer market based on the practical application of measures and measures. Based on increasing the economic interest of market marketing services in general, an increase in the volume of sales of agricultural products in the consumer market can be achieved.

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