

Methodological Aspects of Using Marketing Strategies in Filling the Consumer Market with Food Products

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Abstract. In this paper has been investigated methodological aspects of using marketing strategies in filling the consumer market with food products.

Keywords: Consumer market, food products, goods, filling the domestic, food market.

1. INTRODUCTION

Satisfying the population's demand for consumer goods, filling the domestic consumer market with food products is one of the important indicators of the state's social policy. Therefore, justification of the methodological aspects of using marketing strategies in filling the consumer goods market with food products is considered one of the urgent issues of today.

2. LITERATURE REVIEW

In-depth study of the marketing system, paying special attention to it, began in the 50s of the 20th century . Anderson, K.R. Foreign scientists such as Davis, Howard, F. Kotler, L. Joseph described marketing as an important part of the management process. According to scientists, it was a decision-making and problem-solving process based on concepts from marketing management, economics, psychology, sociology and statistics. Later, gradually, marketing appeared as a function of business activity and began to be emphasized on the basis of its expression in the traditional approach of sales management.

Marketing is not only an activity aimed at meeting the needs and demands of consumers. Perhaps it will also affect the demands of consumers. The goals of marketing activity in production enterprises are determined primarily by studying and taking into account the situation in the market, by the level of consumer desires, and by the entry of enterprises into this or that market. Thus, the demand for consumer goods makes it possible to formulate marketing goals, at the same time, to develop and effectively use the necessary marketing strategies, taking into account the situation in the enterprise.

Marketing strategy occupies a special place in the effective organization of the activities of production enterprises. First of all, it adapts the company's activities to it by studying the market and serves to determine the prospects of the company's development.

In order to fully understand the marketing strategy, we found it necessary to give a definition of the word strategy. "Strategy refers to a set of tools used to achieve certain tasks in the fight against a specific opponent. The origin of the word " strategy" goes back to the military field. The ancient Greeks first used this term to describe the actions of their generals, that is, strategists. [3]

"In relation to marketing, it consists in forming the main long-term goals and tasks of the enterprise, ensuring the consistency of actions, as well as allocating the resources necessary to achieve these goals." [4]

The meaning of the concept of strategy in world practice:

- "to see the future of the enterprise;
- development of various scenarios of enterprise management;

It means reviewing legislation and introducing proposals that include amendments affecting internal and external conditions, both the enterprise and the industry as a whole. [5]

Strategy as a method of action becomes a necessity in a situation where the available resources are insufficient to directly achieve the main goal. The purpose of the strategy is to effectively use the available resources to achieve the main goal.

Sh.Ergashkhodzhaeva in her book " Strategic Marketing" describes five main aspects of marketing strategy based on each other, in particular:

- market selection;

- target selection;
- selection of funds and terms;
- performance monitoring;
- choosing an alternative strategy" described.[6]

"Marketing strategy is looking for an answer to the question of how to act to achieve the goal of studying and organizing the market for goods and services." [7]

In a general sense, " Marketing strategy is to coordinate the company's capabilities with the situation in the market, to determine the complex means of achieving the set goals." [8]

Marketing strategy is the master program of marketing activities in the target market. It includes the main directions of the enterprise's marketing activities and tools of the marketing complex.

3. ANALYSIS AND RESULTS

Marketing strategy is a direction directed to the activity of making a profit by starting production of a product based on demand and selling it in an enterprise. This direction includes the following processes in the enterprise:

- regular, systematic analysis of the demands and needs of the main consumer groups, as well as the development of a concept of goods and services that allows the enterprise to provide better services to selected groups of buyers than competitors and thus gain a competitive advantage;
- analysis of the needs of enterprises and individuals;
- determining the goals of the enterprise, developing a development strategy;
- development of the main directions of the company's strategic policy in the field of goods, price, communication, distribution and sales, taking into account the factors of the changing marketing environment.

Filling the domestic consumer market with food products, especially confectionery products, requires comprehensive development and implementation of a marketing strategy by production enterprises. First of all, when developing a marketing strategy, it is appropriate to take into account the characteristics of the industry in which the enterprise operates, the characteristics of the products that are produced and offered to the market.

Therefore, we believe that it is permissible to dwell on the confectionery market and its classification and characteristics in the research work.

One of the leading segments of the food market of Uzbekistan is the confectionery market. Confectionery products are food products with a high sugar content, high calorie content, pleasant taste, aroma and attractive appearance. [9]

Confectionery products are included in daily necessities and are important in human nutrition. They are considered food supplements and mainly satisfy the human need for carbohydrates. Confectionery products are characterized by their sweet taste, aroma and beautiful appearance. Currently, various types of confectionery products are produced, and their names have reached several thousand.

F.T. Kasimova divides the market of confectionery products into segments of chocolate products, flour and sugar confectionery products. But we often see different combinations in one product, including chocolate wafers, wafer candies, chocolate or dried fruit in yogurt.[10]

Sugar confectionery has assortment groups such as caramel, sweets, chocolate and cocoa products, fruit and berry confectionery, marmalade, marshmallow, holva, oriental sweets and others.

Flour confectionery products include cakes, cookies, cupcakes, pies, roulettes, waffles, snacks and various other baked goods.

Most of the Eastern sweets are produced in all regions of the CIS, especially in the Central Asian republics, and some products have been produced in Uzbekistan for a long time. Therefore, we can call them the national confectionery of the Uzbek people.

Confectionery is one of the food products in constant demand among consumers. Seasonality rarely affects the confectionery market. Seasonal decline can usually only apply to certain types of confectionery products.

Consumer characteristics of confectionery products are the characteristics that manifest themselves in the consumption process and determine the satisfaction of real, unexpected needs in the market. They determine the quality characteristics of confectionery products, the effectiveness of their intended use, social importance, practical utility, harmlessness and aesthetics.

Confectionery products are often used as food on excursions, as they retain their quality for a relatively long time. It is known that the appearance of confectionery products produced for special, including medicinal or dietary purposes, differs from the composition of ordinary products. For example, sugar raw materials used in confectionery

products intended for diabetics are replaced with sorbitol or xylitol. Coffee is removed from confectionery products intended for children, and cocoa raw materials are added as much as possible.

"The quality of confectionery products is more affected by the composition of raw materials and production technology. In the modern technology industry, there are many types of substitute raw materials that reduce the cost of the final product or make it less caloric. In this kind of production, the quality decreases at the same time. [12]

Today, it is not enough for manufacturing enterprises to produce only high-quality confectionery products. Because the modern confectionery market is characterized by increased competition. The role of marketing in the activities of Uzbekistan's confectionery manufacturers is increasing more and more. The situation in the confectionery market, the strengthening of the competitive environment, the increasing demand, wishes and demands of consumers require the development of the necessary marketing strategy.

When developing a marketing strategy, certain requirements are set for the production of confectionery products. When studying the market of food products, especially confectionery products, and filling the market with confectionery products, it is desirable to observe a number of requirements (Figure 1).

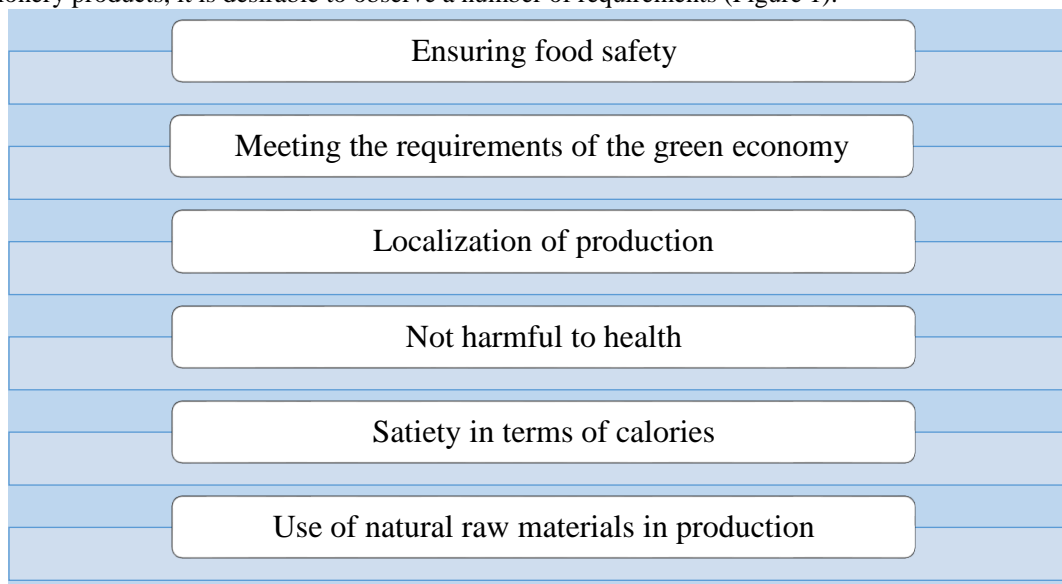


Figure 1. Requirements for the production of confectionery products

Every manufacturer should first of all define their target audience when developing a marketing strategy and have complete information about them. The accuracy, reliability and completeness of the information obtained about the target audience and the confectionery market, as well as the best created marketing strategy, predetermine the success of enterprises. The company's marketing strategy depends on its position in the market, assessment of market change prospects and future actions of competitors, set goals and available resource limitations.

Basic marketing strategies include cost leadership, differentiation, and specialization to provide competitive advantage to manufacturing firms.

Enterprises producing any food products, especially confectionery products, must choose their marketing strategy in order to operate effectively in the conditions of the market economy. The marketing strategy is developed on the basis of market research and prospecting, product and consumer research.

When filling the domestic consumer market with food products, the formation of the marketing strategy of enterprises begins with the selection of a competitive advantage (advantage in terms of costs, advantage in terms of market opportunities, etc.). At the same time, the company aims to achieve its strategic goals with the help of the chosen competitive advantage. In turn, a basic marketing strategy is chosen based on a certain advantage. In this case, the marketing strategy is based on re-evaluation and comparison of the planned and implemented current strategy.

The specific features of the marketing strategy in food production enterprises are that the tasks that are being implemented and planned for the future are to take into account the circumstances, changes and emergency conditions that are not directly related to the enterprise's activities, to ensure the consistency and efficiency of the enterprise's activities.

Corporate strategies, business strategies, and functional strategies can be identified as the most important

competitive strategies for any manufacturing enterprise, especially confectionery manufacturing enterprises. Enterprises producing confectionery products in our republic have been effectively using the following marketing strategies in their activities (Table 1).

Table 1: Classification of marketing strategies used in confectionery production enterprises

The name of the strategy	Content of the strategy
Corporate strategy	Emphasis is placed on the development and evaluation of the company's strategic goals and the satisfaction of various customer needs. During the use of the strategy, the strategic priorities of the enterprise in terms of production capacity, finance, personnel and other directions are determined.
Competitive strategy	Measures will be developed to give the enterprise an advantage over potential consumers and main competitors, and to strengthen its position in the market.
Market expansion strategy	This strategy is aimed at increasing the profit and profitability of the enterprise. It is carried out by entering new markets, entering new segments, and introducing new products.
Market penetration strategy (old market-old product)	If the market is not yet completely saturated with goods, the strategy will be effective. Advantages can be achieved by reducing costs and selling goods at lower prices than competitors.
A cost-effectiveness strategy	Implementation of systematic measures to reduce costs. This allows the enterprise to reduce the cost of the product and attract a large audience.
Stratification strategy	Implementation of systematic measures to improve the consumption characteristics of confectionery products.
Specialization strategy	Implementation of systematic measures to deepen production. In this case, the company gains leadership in the field and focuses all its efforts on one segment.
Product strategy	Product strategies focus on the main principles that can ensure the profitability and stable sales volume of confectionery enterprises at any stage of the product life cycle.
Price strategy	A pricing strategy is a set of recommended rules and practices for setting market prices for confectionery products. The purpose of this strategy is to determine the prices of confectionery products, to optimize them and increase their competitiveness for consumers.
Distribution strategy	A special method of carrying out activities that ensure the delivery of the producer's goods and services to intermediate and final consumers
Shifting strategy	The action plan of the manufacturing enterprise is a set of measures aimed at increasing sales, communicating information about the product or service to the target audience, increasing brand loyalty, and achieving marketing goals.
Socio-economic marketing strategy	Studying the needs of the target audience, focusing on the promotion of goods and services focusing on their environmental friendliness, production concepts and the high social importance of this mission.
Segmentation strategy	Segmentation is the division of potential customers into groups (segments) based on a number of criteria. For example, according to needs, requests, financial possibilities or a combination of all of the above.
Positioning strategy	It is to develop and create the image of the product in the mind of consumers in such a way that it occupies a worthy place in contrast to that of competing products.
Differentiation strategy	Differentiation strategy is aimed at working with different segments of the market and developing specific groups of products for them with their own prices, features, sales channels and advertising communications.

Today, in practice, it is advisable for companies producing food products, especially confectionery products, to use several marketing strategies together, i.e. in combination. Such use of marketing strategies in the activity of the enterprise provides an opportunity to ensure the stable development of the enterprise and to adapt the internal environment to changes in the external environment.

Making changes to the established marketing strategy requires periodic and continuous strategic analysis. Firstly, considering the production enterprise as a "integrated system", depending on competitors, peers, suppliers, buyers,

market situation and position in the competition, in the current conditions required a more extensive and extensive external strategic analysis. Secondly, it is necessary to effectively organize the internal changes of the production enterprise, to increase the desire for scientific renewal - after each step, it is necessary to reassess the strategic position. Thirdly, the efficient operation of the production enterprise, the need to constantly monitor the effectiveness of economic indicators, requires the analysis of the current plan, as well as the quantitative assessment of the current strategy.

The marketing strategy takes into account the company's adaptation to the rapidly changing market climate and plans ways to outpace competitors, consumers expect companies to clearly perceive their problems and needs and respond to them quickly. In order for enterprises to retain their existing customers and attract the attention of potential customers, it is necessary to constantly study their needs and requirements, and to meet these needs in a timely manner, conduct effective marketing activities and develop a fundamental marketing strategy using marketing principles and methods.

Thus, we believe that it is appropriate to develop the marketing strategy of food, especially confectionery production enterprises, taking into account the following:

- to which market, in what assortment and at what price, the produced confectionery products will be sold;
- for which group of consumers the confectionery products put on the market are intended and which consumers can be attracted later;
- what conditions are needed to organize the sale of confectionery products in the intended amount;
- the availability of sales channels for the supply of confectionery products and in what quantities should be organized;
- consumer demand for confectionery products and how marketing methods can be used to influence sales promotion.

The confectionery industry plays an important role in ensuring the balance between supply and demand in the market of food products and filling the market with food products.

According to its purpose, confectionery products play an important role in providing the population with necessary food products. Confectionery is presented in the form of chocolate, caramel and flour confectionery. The range of confectionery products is expanding due to chocolate and products added to it - sweets, cookies, cakes, etc.

The result of the study of the confectionery industry network shows that, compared to the food industry, they are growing significantly in number. Figure 1 shows the dynamics of changes in the number of enterprises producing confectionery products in Uzbekistan in 2012-2021.

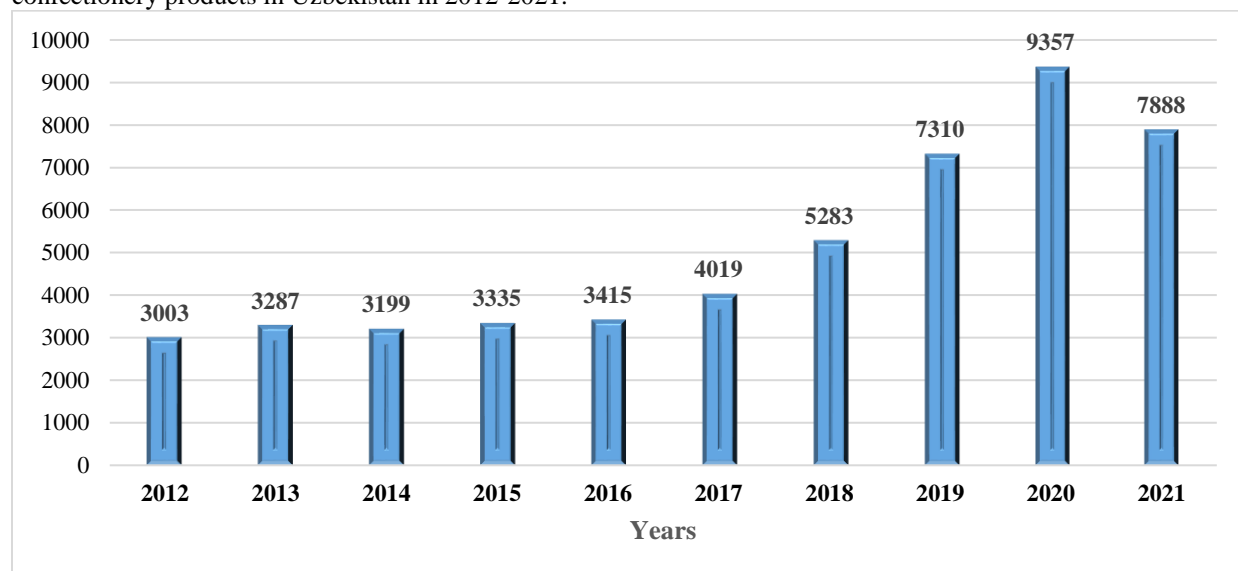


Figure 1. The dynamics of changes in the number of enterprises producing confectionery products in Uzbekistan in 2012-2021

The data shows that in 2012, the number of enterprises producing confectionery products in the republic was 3,003, and by 2021, this figure will be 7,888, which has increased by almost 2.6 times. The increase of this indicator indicates that the government of the republic is paying attention to launching the activities of production enterprises, providing the population with confectionery products, and expanding their participation in filling the domestic market with

quality confectionery products.

Special attention is being paid to the development of the production of food products, especially confectionery products, based on the measures taken by our Government to fill the domestic consumer market and ensure food safety. As a result, the production indicators of confectionery products in the republic showed a growing trend. Table 2.1 shows the dynamics of confectionery production per capita in the republic.

Table 1: Dynamics of confectionery production per capita in the Republic of Uzbekistan in 2011-2021

Indicators	2012 year	2013 year	2014 year	2015 year	2016 year	2017 year	2018 year	2019 year	2020 year	2021 year
Confectionery i/ch, thousand t.	43.6	46.4	59.2	116.1	141.5	142.8	120.5	124.8	129.7	130.2
Growth rate, %	114.7	122.1	155.7	3 m.	3.7 m.	3.8 m.	3.2 m.	3.3 m.	3.4 m.	3.4 m.
Population, thousand people	29994	30493	31023	31576	32121	32657	33256	33905	34559	35271
I/ch per capita, kg	1.4	1.5	1.9	3.7	4.4	4.4	3.6	3.7	3.8	3.7

The data of Table 1 shows that in 2012, the production volume of confectionery products was 43.6 thousand tons, and by 2021 it was 130.2 thousand tons, and the production volume has increased by 3.4 times. The indicators of confectionery production per capita in the republic were 1.4 kg in 2012 and 3.7 kg in 2021, respectively.

Table 2 presents the main indicators of the confectionery market in the Republic of Uzbekistan in 2014-2021.

Table 2: The main indicators of the confectionery market in Uzbekistan in 2014-2021, in tons

Show them	2014	2015	2016	2017	2018	2019	2020	2021
Confectionery production of	59200	116100	141500	142800	120500	124800	129700	130200
Import	17996.7	13833.5	8569.6	7263.9	10682.1	19519.5	26129.3	42355.5
Export	1236.6	1734.7	2746.9	8860.8	8175.2	6862.1	12785.9	15053.4
Market size	75960.1	128198.8	147322.6	141203.1	123006.9	137457.4	143043.4	157502.1

In 2014, 17996.7 tons of confectionery products worth 14249.6 thousand US dollars were imported into the Republic of Uzbekistan. From 2015 to 2017, a decreasing trend was observed in the export of confectionery products, which amounted to 13,833.5 tons in 2015, 8,569.6 tons in 2016, and 7,263.9 tons in 2017. From 2018, the import of confectionery products began to increase significantly. In 2018, the import of confectionery products was 10,682.1 tons, and in 2021, this indicator was 42,355.5 tons.

The table shows that in 2014, 1236.6 tons of confectionery products worth 1738.7 thousand US dollars were exported. Confectionery exports have been increasing year by year, and in 2021, 15,053.4 tons of confectionery products worth 15,006.0 thousand US dollars were exported. Only in 2019, due to the pandemic, the export of confectionery products decreased compared to 2017-2018, and 6862.1 tons of confectionery products with a value of 9116.5 thousand US dollars were exported.

The dynamics of changes in the size of the confectionery market in the Republic of Uzbekistan are presented in Figure 2.

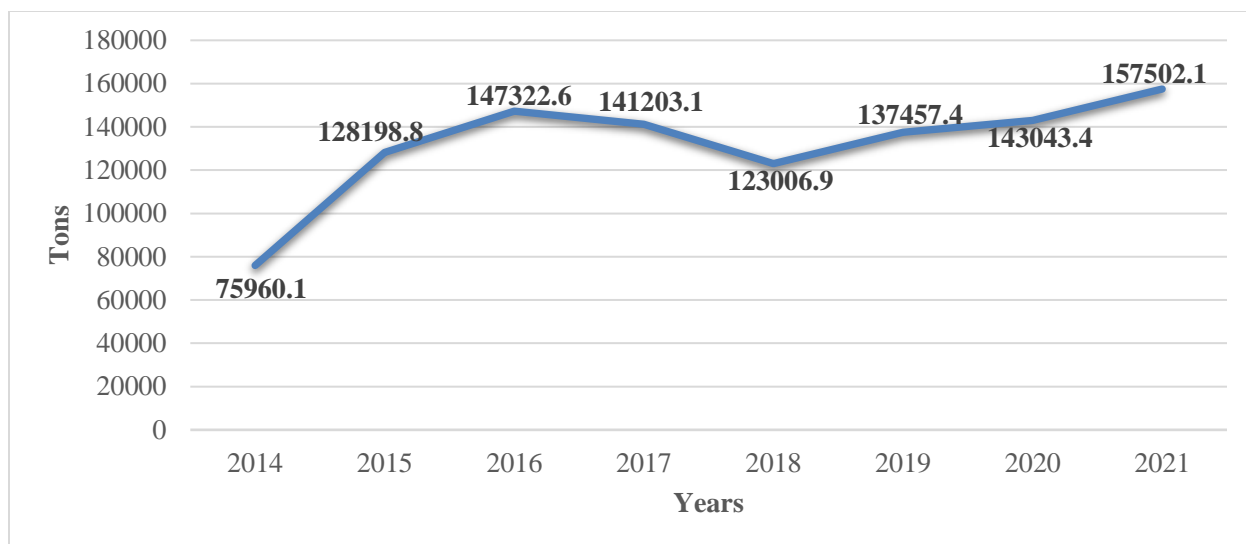


Figure 2. The dynamics of changes in the size of the confectionery market of the Republic of Uzbekistan

The data obtained as a result of the research show that in 2014, the size of the confectionery market in the republic was 75,960.1 tons. In 2021, this figure was 157,502.1 tons, which increased by 81,542 tons compared to 2014.

As a result of the reforms carried out in our republic, special importance is attached to the production of consumer goods, in particular, food goods, that is, to the development of domestic production. At the same time, it is aimed to export the produced confectionery products not only to the domestic market, but also to the foreign market - CIS and EU countries.

The price of confectionery products is one of the important elements representing the state of the confectionery market. The price level in the republic's food goods market depends on many factors: first of all, production costs, the price of imported confectionery products, the volume of consumer demand, and the tariffs of customs duties imposed on confectionery products brought to the country from abroad.

The dynamics of price changes for confectionery products in Uzbekistan in 2018-2021 are presented in Table 2

Table 2: Dynamics of price changes for confectionery products in Uzbekistan in 2018-2021

Confectionery products Name	2018 2017 relative to price index, in %	2019 2018 relative to, price index, in %	2020 2019 relative to, price index, in %	2021 2020 relative to, price index, in %
Confectionery products From this:	107.3	112	112	114.8
Nowvot	101.2	110.5	115.5	118.8
Caramel	104.2	108.8	113	110.2
Chocolate	104.0	104.5	105.9	108.8
Chocolate candies	104.8	108.1	110.6	109.7
Pryanics	108.2	119	114.5	115.3
Cake	111.4	111.7	110.2	110.5
Biscuits	110.1	115.8	115.8	114.7

The data in the table shows that the price index for confectionery products increased during the research period. In particular, compared to 2017, it increased by 107.3 percent in 2018, by 112 percent in 2019-2020, and by 114.8 percent in 2021.

Table 2.4 presents an analysis of the export and import of confectionery products in Uzbekistan in 2014-2021 by segments.

The data of Table 2.4 shows that the import of sugar confectionery was 12,728.6 tons in 2014, and increased by 905.9 tons to 13,634.5 tons in 2021. The import of chocolate and chocolate products amounted to 892.6 tons in 2014,

and in 2021, this indicator increased by 5855.1 tons to 6747.7 tons.

Table 3: The main indicators of the export-import of confectionery products in Uzbekistan in 2014-2021 by segments, tons

Indicators	2014	2015	2016	2017	2018	2019	2020	2021
Import	17996.7	13833.5	8569.6	7263.9	10682.1	19519.5	26129.3	42355.5
Including:								
Sugar confectionery	12728.6	7288.3	2059.0	3177.9	4325.1	7465.6	8326.5	13634.5
Share, in %	70	53	24	44	40	38	32	32
Chocolate and chocolate products	892.6	2086.2	2498.8	577.4	753.4	1783.7	3051.4	6747.7
Share, in %	6	15	29	10	12	9	12	16
Confectionery with flour	4375.5	4459.0	4011.8	3508.6	5078.5	10270.2	14751.4	21973.3
Share, in %	24	32	47	48	48	53	56	52
Export	1236.6	1734.7	2746.9	8860.8	8175.2	6862.1	12785.9	15053.4
Including:								
Sugar confectionery	470.7	769.3	1377.5	5551.4	4355.1	3158.2	6783.4	6819.9
Share, in %	38	44	50	63	53	46	53	45
Chocolate and chocolate products	14.7	1.5	66.8	172.8	226.2	210.5	164.1	233.1
Share, in %	1	1	3	12	3	5	1	8
Confectionery with flour	751.2	963.9	1302.6	3136.6	3593.9	3368.7	5838.4	7053.0
Share, in %	61	55	47	35	44	49	46	47

Import of flour confectionery products was 4375.5 tons in 2014, and in 2021 this indicator increased by 17597.8 tons and made 21973.3 tons.

The export of confectionery products in Uzbekistan is also increasing year by year. The export of sugar confectionery was 470.7 tons in 2014, and increased by 6349.2 tons to 6819.9 tons in 2021. Export of chocolate and chocolate products amounted to 14.7 tons in 2014, and increased by 218.4 tons to 233.1 tons in 2021. Flour confectionery products in 2021 increased 10 times compared to 2014 and amounted to 7053.0 tons.

The results of the analysis show that among the confectionery products imported to the Republic of Uzbekistan in 2014, sugar confectionery products accounted for 70%, chocolate and chocolate products for 6%, and flour confectionery products for 24% (Appendix 1). In 2021, the volume of imported confectionery products increased, but their share was 32 percent of sugar confectionery, 16 percent of chocolate and chocolate products, and 52 percent of flour confectionery.

Among the confectionery products exported to the Republic of Uzbekistan in 2014, sugar confectionery products accounted for 38 percent, chocolate and chocolate products for 1 percent, and flour confectionery products for 61 percent (Appendix 2). In 2021, although the volume of export of confectionery products increased, their share was 45 percent of sugar confectionery, 8 percent of chocolate and chocolate products, and 47 percent of flour confectionery.

In general, the participation of Uzbekistan in the foreign trade of confectionery products is not very active. There is a clear predominance of imports over exports, which indicates the low international competitiveness of local confectionery products.

International trade of confectionery products (import and export) is carried out mainly in the territory of the CIS. Confectionery products from the republic are mainly exported to Russia, Kazakhstan, Tajikistan, Turkmenistan, and Kyrgyzstan. The terms of Uzbekistan's future WTO membership are currently being discussed as a major importer. The safety of the confectionery market will largely depend on it. The "Concept of Food Industry Development of Uzbekistan until 2025" envisages a number of directions for the development of the republic's food industry.

The analysis of the wholesale turnover of confectionery products shows that in 2016, 310426.0 mln. sale of confectionery products was carried out. In 2021, the wholesale turnover will increase by 9 times compared to 2016 and will reach 2789975.9 million. amounted to soums (Appendix 3).

The data on the wholesale and retail turnover of confectionery products at the republic level show that the wholesale turnover in 2021 will be 2,789,975.9 mln. amounted to 7,187,683.4 million soums. amounted to soum (appendices 3, 4).

Although the share of wholesale trade turnover has decreased in the region, the share and volume of retail trade turnover has a tendency to increase over the years. This shows that most of the wholesale trade enterprises are operating as small business structures.

Marketing strategies such as market expansion, differentiation, specialization, product, price, promotion, segmentation, and distribution are used to meet consumer demand for confectionery products.

Taking into account the above, as well as the information obtained during the study of the supply situation and innovations in the confectionery market, it can be concluded that the organization of the production and sale of confectionery products with high biological value, high quality and new types meets the market requirements. This helps to satisfy the demand of consumers for confectionery products and increase their reasonable consumption.

4. CONCLUSIONS

As a result of the study of the theoretical and methodological basis of the use of marketing strategies in filling the consumer market with food products, the following conclusions were formed:

1. After studying the theoretical aspects of the consumer market and the food market, the classification of the definitions given in the research of foreign and domestic scientists to the concept of "Consumer market" and the classification of the food market was developed, the concepts of "Consumer market" and "Food market" were developed. scientific definition was formed.
2. The market is an economic relationship between sellers (producers) and buyers (consumers) arising from the monetary exchange of goods and services, in which economic activities related to the production and sale of goods and the provision of services are carried out.
3. The market of consumer goods is a relationship related to the sale and supply of the most consumed food, clothing, household, and cultural items based on the natural conditions, lifestyle and style, customs and traditions of each region.
4. The market of food products is a system that determines the interaction of sellers and buyers, ensures the achievement of the necessary quality and price in the volume and structure of production, and is an activity that organizes economic relations based on the rational formation of primary and secondary processed food resources . It is also a system of economic relations that forms supply and demand for food products within producers, market infrastructure entities and consumer groups.
5. It is important to fill the domestic consumer market with food products in order to guarantee food stability in the country, the population's access to food products in accordance with the physiological minimum in quantitative, economic and social terms, and to ensure the safe consumption of food products.
6. While filling the domestic market with food products, researching changes and trends in demand for them, we believe that the specific characteristics of food products should be taken into account when organizing the trade process.
7. Filling the domestic consumer market with food products, especially confectionery products, requires comprehensive development and implementation of a marketing strategy by production enterprises. First of all, when developing a marketing strategy, it is appropriate to take into account the characteristics of the industry in which the enterprise operates, the characteristics of its products that are produced and offered to the market.
8. Today, in practice, it is advisable for food products, especially confectionery manufacturers, to use several marketing strategies together, i.e. in combination. Such use of marketing strategies in the activity of the enterprise provides an opportunity to ensure the stable development of the enterprise and to adapt the internal environment to changes in the external environment.

The success of any country, regardless of the international situation, depends to a large extent on providing all layers of the population with safe, high-quality food products necessary for leading an active and healthy lifestyle.

On the basis of the measures taken by our Government to fill the domestic consumer market and ensure food safety, special attention is being paid to the development of the production of food products, especially confectionery

products.

As a result of the reforms implemented in our republic, special importance is being paid to the production of consumer goods, in particular, food goods, that is, to the development of domestic production. At the same time, the manufactured confectionery products are aimed not only at the domestic market, but also at the foreign market for export to CIS and EU countries.

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