



MAIN DIRECTIONS OF COMMODITY POLICY AT LOCAL COMPANIES IN THE CONTEXT OF INNOVATION AND DIGITAL ECONOMY

Musayeva Shoira Azimovna, Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

ABSTRACT: *This article examines the use of modern market mechanisms is becoming an urgent problem of our time. As a result of rapid changes in the country's economy, profound structural changes in industrial production, accelerated modernization and diversification, the volume of finished products is growing.*

Key words: Market, efficiency, production, structure, development, modernization, diversification.

In his address to parliament, President Mirziyoyev said that the next five years will be marked by the country's socio-economic development, an active domestic and foreign policy, the effectiveness of reforms in all spheres of life, first of all, welfare and prosperity. the living conditions of our people. The formation of the national economy of the republic and ensuring its stability is carried out as a result of economic reforms in the country and the implementation of the identified priorities. The development of reforms in the Republic of Uzbekistan will lead to the work of many enterprises. Their number and place in production are growing day by day. Consequently, the increase in the efficiency of enterprises lies in the saturation of the domestic market.

The use of modern market mechanisms is becoming an urgent problem of our time. As a result of rapid changes in the country's economy, profound structural changes in industrial production, accelerated modernization and diversification, the volume of finished products is growing. This, in turn, requires the effective organization of such events as the effective sale of domestic finished products in the domestic and foreign markets, entering new markets, studying the market situation, increasing the competitiveness of our products, and timely informing consumers about our products. All the work that needs to be done is directly related to marketing activities.



Innovation is the materialization of investment and creative activity based on the use of scientific achievements and advanced experience, the process of improving and developing social production, the formation of new consumer goods (goods, products, equipment, technologies, other organizational forms and tools). , implementation. The end result is that it helps meet market and social needs, reduces costs and makes people more productive in different walks of life and work. The activity is aimed at increasing production efficiency through the creation and production of products that meet the needs and requirements of consumers, increasing the economic potential of the enterprise.

Economic efficiency can be achieved in sectors of the economy through the full use of the potential of innovative technologies and the widespread involvement of investments in practice. Modernization, diversification and restructuring of the economy, new scientifically based ideas and technologies for economic development, system development management, filling the market with innovative products are among the priorities of the economy. Today one of the main tasks is to provide employment, fill the market with cheap and high-quality products, invest in economic sectors, deepen the process of modernization, introduction of high technologies and innovations.

For sustainable development of the economy at the level required by the laws of a free market economy, the need to create various forms of ownership and entrepreneurship, high-quality material and technical resources, scientific and technological development, innovative technologies and their effective The use of state investment policy is advisable to justify ways to increase the income of enterprises. The innovation policy provides for an increase in production efficiency through the creation and release of products that meet the needs and requirements of consumers, and an increase in the economic potential of the enterprise. Today's products must meet certain requirements: technology of technical and economic training,

The development of new products primarily leads to the collection, analysis of marketing information, and the development of recommendations. A detailed study of all these scientific and technical developments will allow solving the following key issues:

- production of a completely new unique product;
- to have similarities and commercial success in the market and its segments, developing new types of products for the enterprise.



Science and technology policy should assess the prospects for market development, the ability to concentrate resources on promising areas of economic activity. The development of science and technology should ensure the long-term improvement and renewal of the products manufactured by the enterprise, which, in turn, emphasizes the organization and conduct of research and development work, product development and its application in mass production. In this regard, the creation of theories and methods for the study of innovative activity in production, the development of methods and means of their implementation is one of the important tasks of today, focused on increasing innovative activity.

The design of the technical modernization of the product involves the solution of the following tasks: improving the modernization of the product, changing its packaging, service, ensuring its superiority over competing firms. To improve the life cycle of the products of enterprises, first of all, it is necessary to improve the quality and range of products, the correct organization of sales, the use of new equipment and technologies, the correct organization of the supply of raw materials and materials. the formation of the assortment policy.

It is advisable to carry out assortment policy in the following areas:

- explore the relationship between a new product that requires improvement and modernization, and an outdated product that does not require improvement and modernization;
- determination of product varieties by quality and quantity;
- determination of the number of new models;
- determine the expiration date of the product for all new types of products.

The assortment policy provides for a gradual study of the product life cycle and timely decision-making on the modernization and improvement of the product, the introduction of a new one, and the withdrawal from production of the old product. Local enterprises should be constantly involved in the development and implementation of the assortment policy. All enterprises operating in the Republic of Uzbekistan should be able to compete in the field of sustainable development, have regular customers, maintain their positions in the market, create new brands and receive high profits. they have to use marketing tools to get it.



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