MODERN CONCEPT OF DEMAND FORMATION AND DEVELOPMENT OF SALES PROMOTION SYSTEM

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Abstract. *The article discusses the current state of the art in marketing practice in developed countries, where the CRM (Customer Relationship Marketing) system for managing customer relationships in the field of demand generation and sales promotion (FOSSTIS) is widely used. Based on this system, the sales volumes of companies are increasing year by year, and the need for this method is also relevant for the subjects of our national economy. This scientific article is aimed at explaining the essence, purpose, importance, principles of operation and levels of opportunity of the system.*

Keywords*: demand generation and sales promotion system, CRM technology of relationship management, communicative marketing, commercial enterprises, customer loyalty.*

Introduction. The program of drastic measures being implemented in our country demonstrates the need to further strengthen efforts, widely introduce modern technologies into enterprises, develop the process of localization of production, expand the scope of attracting investments for this purpose, and use them effectively.

Since the consumer, as the central subject of the market, reveals the essence of socio-economic relations and is a factor determining the success of economic systems, the issue of obtaining and increasing the profits they generate requires that they be resolved precisely within the framework of the consumer and his will.

In conditions of fierce competition, the issue of achieving competitive advantage through the broad involvement of non-price factors, that is, the marketing communication complex, is becoming a priority. Accordingly, the success of marketing communication, which is an important lever of company management, in terms of achieving customer goodwill towards the enterprise, depends on the scientific and theoretical formation of one of the modern directions of marketing - the concept of mutual relations. In this regard, having complete and accurate information about customers and their behavior is an important task.

Based on foreign experience, it should be noted that many economists have been engaged in the development of marketing principles and their application in practice. Among them, we can include such famous scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

Analysis of literature on the topic While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory in the economy. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. YO. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

Research methodology. The research process used a systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, and selective observation methods.

Analysis and results. Each commercial enterprise's microdatabase of its customers is not sufficient to justify specific commercial decisions. This situation can be solved positively by implementing one of the new communication technologies - the CRM system - and based on it.

First of all, this system concerns consumer segmentation, implementation and determination of marketing activities, as well as interaction with customers. Establishing personal contacts with customers allows for targeted advertising activities, introduction of the most demanded types of goods and services. In addition, the wide use of CRM-system capabilities creates great opportunities for increasing the competitiveness of sales services and organizing marketing management in general.

CRM (Customer Relationship Marketing / Management) is a communication tool that involves the formation of a business strategy for the continuous development of a business based on the principle of customer orientation. Technically, the CRM system consists of special tools and software that collect all information about customers of commercial enterprises (for example, in trade organizations, hotel or travel agencies, banks), process them and ensure the operational updating of information. The main task of this system is to support the company's marketing activities, sell goods and services and organize customer service (sales and after-sales service), as well as guarantee the effectiveness of the activities carried out. The system helps to store information about customers for a long time and has the ability to process and use it at any time.

Commercial enterprises (providing wholesale and retail services, banking services, tourism and social and household services, business services, catering services, and similar services) set the following goals when introducing a CRM system into their activities:

- firstly, the interest in maintaining relations with its customers in order to more fully satisfy their needs and, on this basis, to obtain a certain level of profit;

- secondly, to have complete information about its customers and, on this basis, to make a reasonable offer at the right time in order to fully satisfy their needs;

-thirdly, developing and implementing measures aimed at increasing customer loyalty.

One of the conditions for creating an advantage in the competitive struggle is the constant updating of a detailed database of customers of a commercial enterprise (a trading organization, a banking institution, a travel agency, a communication service, and other intermediary enterprises) based on new information, depending on changes in market conditions.

The CRM system can be used in any area of business where it is necessary to create all the conveniences for customers with high customer personalization:

- in the field of services;
- in production;
- in wholesale and retail trade;
- in insurance and finance;
- in the field of telecommunications and transport;
- in construction;
- in tourism and others.

Today, the advent of the Internet, which is considered a remote channel for promoting and selling goods and services, is giving impetus to the development of Internet marketing in our

country. This commercial network includes search, banner, interactive and text advertising related to the promotion of goods and services.

This proposed method also allows solving some problems related to internal factors in increasing the competitiveness of sales of goods and services. This business strategy uses advanced management and information technologies to collect and analyze data on the implementation of purchases and sales in all processes of customer activities.

Commercial enterprises that implement a CRM system will be able to achieve the following as a result of mutually beneficial relationships with their customers:

- the implementation of the system will bring income to the commercial institution;
- customers gain socio-economic, consumer benefits or other moral values;
-The system helps to activate mutually beneficial relationships.

International practice shows that the implementation and development of a CRM system is not effective for all industries. The implementation of this system is considered appropriate for the following types of companies:

- institutions that collect, process, and analyze very large amounts of data on their customers and other sectors. These may include large wholesale and retail retailers, exclusive distributors, branded hotels, commercial banks, credit card companies, insurance companies, mobile phone companies, etc.;
- companies with a constantly expanding customer base, high demand, and economic stability.

When organizations introduce a CRM system into their operations, the following goals are considered:

- firstly, the interest in conducting relations with its customers in order to more fully satisfy their needs for goods and services and, on this basis, to obtain a certain income;
- secondly, to have complete information about its customers and, on this basis, to make a timely and reasonable offer in order to fully satisfy their needs;
- the enterprise's offer should satisfy the customer's needs, provide him with convenience, have a positive impact on his activities, and at the same time bring a certain level of income to the enterprise;
- The company must be able to demonstrate that it will only maintain mutually beneficial and mutually beneficial relationships with each of its customers, based on their individual characteristics. There is no uniformity in this regard.

In international practice, the increasing importance of the SRM system in the life of companies should be highlighted by the following issues:

- the first issue is to form a complete, accurate, and reliable database of consumers based on various (primary and secondary) sources, enrich it, and use it effectively. High-tech CRM systems make this possible, and on this basis, modern marketing can quickly adapt to any changes;
- the second issue is to determine the economic potential of each consumer based on the use of functional cost analysis (Activity based Costing – ABS, Return on Marketing Investment – ROMI) and Customer Lifetime Value – CLV – Analysis;
- the third issue is to develop consumer-oriented offers and deliver them personally;
- the fourth issue is the creation of a communication center and website in commercial departments and their widespread use in telemarketing, as a result of the intensification of mutually beneficial relations between the company and its consumers.

In conclusion, the main activity of commercial enterprises is to achieve a set economic goal (profit) by allocating resources, conducting various commercial transactions with customers, creating and implementing programs in accordance with the wishes and desires of customers. In this context, the use of this communication technology is of great importance. This system is being effectively used in the marketing practice of developed countries, but local companies are waiting for their opportunity to fully utilize the capabilities of this system.

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