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THE IMPORTANCE OF MARKETING IN SMALL BUSINESS AND ENTREPRENEURSHIP

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Abstract: This article provides insights and comments on the importance of marketing in small business and entrepreneurship.

Keywords: small business, entrepreneurship, risk, capital, economic well-being

Marketing is an effective tool and basis for small business and entrepreneurship in decision-making and development in small business and entrepreneurship, and plays an important role in the management system, organization, planning and control of small business and entrepreneurship. John Harvey Jones, Chairman of the Board of I-Si-Ay, describes the role of marketing in small business and entrepreneurship, saying, "Marketing is a key factor in small business and entrepreneurship. It's not just fuel, it's the ship's crew. "

The emergence of marketing elements dates back to the middle of the 17th century. Until this period, various forms of natural exchange of goods appeared, followed by the development of the first elements of marketing activities, namely, advertising, pricing, sales.

The concept of marketing is related to any activity of the market sector, so the translation and origin of the word marketing is given (Market - market, ing - active, activity, action).

Marketing is not only a field of philosophy, way of thinking and economic thinking, but also a practical activity for individual firms, companies, industries and the economy as a whole.

The interaction of supply and demand is a process of continuous satisfaction of the needs of individuals or groups. This process, in turn, is based on the interaction of such socio-economic categories, ie they include need, need (desire), demand, purchase (exchange, transaction) and consumption (use) of specific goods and services.

These concepts allow us to define the essence of the concept of marketing.

Below are the main categories of marketing.

Need is when a person feels that something is missing.

Need is the need for a special form based on the cultural level of the individual.

Demand is the need to have purchasing power.

Demand is divided into existing, potential and desire.

A commodity is anything that can satisfy a need or need and is offered to the market for the purpose of attracting, purchasing, using, or consuming.

Marketing integrates a way of thinking in a philosophical sense.

In general, we can define marketing as follows: marketing is a type of human activity aimed at satisfying needs and wants through exchange. One of the main reasons for the emergence of marketing is the increase in production, the emergence of new industries, the increase in the range of goods and the problem of selling products among entrepreneurs.

Among the main directions of comprehensive market research on the basis of marketing, it is necessary to point out the following:

demand study;

determine the composition of the market;

commodity study;

study of competitive conditions;

analysis of sales forms and methods.

Marketing teaches:

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market research;
to distribute it;
placement of goods;
marketing policy;
brand policy;
pricing policy;
distribution policy;
relocation policy;

promotion, additional services (Plus) - (this may include brand, after-sales service, warranty and technical support, delivery, assortment, personal consumption, etc.).

Marketing is a set of methods, tools, procedures for the study of consumers and their needs, the creation of appropriate goods, pricing, supply, delivery, sale of goods, organization of services. All this serves to coordinate supply and demand with the first main goal.

Marketing principles are a condition, a requirement, which reveals the basis of marketing and its essence. The essence of marketing is that the production of goods and services, of course, is aimed at the consumer, the production capacity of demand is always in line with market demand. From the essence of marketing comes the following basic principles.

Basic principles of marketing:

market knowledge;
to adapt to it;
market impact.

In summary, the essence and goals of marketing stem from the following basic principles:

the consumer-oriented principle, i.e., the consumer is king;
forward-looking principle, ie the entity's activities must be forward-looking;
the principle of achieving the end result, i.e., increasing market share, profits, and so on.

The content of the marketing concept is decided by the implementation of its functions. Marketing functions are divided into the following groups:

marketing research;
development of the range of products;
sales and distribution function;
movement of goods;
price organization function;
marketing-management function.

Marketing functions are performed in conjunction with other functions of the firm, ie production, personnel, logistics, financial, accounting functions.

The functions of marketing differ from other functions of business entities in that marketing functions are aimed at the implementation and organization of the process of exchange between business entities, its consumers, customers. That is why marketing functions affect the formation, creation and development of ever-changing needs and demands.

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