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# THE MAIN DIRECTIONS OF COMMODITY POLICY AT DOMESTIC ENTERPRISES IN AN INNOVATIVE ECONOMY

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Abstract:	Keywords
The article describes ways to improve product policy at domestic enterprises in an innovative economy.	Innovation, brand, economy, competition, assortment, quality.

## Introduction

President of the Republic of Uzbekistan Sh.M. As Mirziyoyev noted, "today we are following the path of innovative development aimed at radical renewal of all spheres of life of the state and society. Of course, not in vain. Because who will win in the current era, when times are developing rapidly. The state wins, relying on a new thought, a new idea, innovation."

As defined in the "development strategy of new Uzbekistan" for 2022-2026, certain work is being carried out in the country in the direction of innovative development as one of the factors of meeting the requirements of the current stage of consistently implemented reforms. The development of reforms in the Republic of Uzbekistan determines the activities of many enterprises. Both their number and their role in production are growing every day. Therefore, an urgent issue of our time is increasing the efficiency of enterprises, the use of modern market mechanisms to saturate the domestic market. As a result of rapid changes in the economy of our country, the volume of production of finished products is increasing. This, in turn, requires effective organization of work on the organization of effective sales of domestic finished products in the domestic and foreign markets, entering new markets, studying the state of the market, improving the competitiveness of products of own production, timely informing consumers about the products. All the work that needs to be done is directly related to marketing activities.

Innovation is a materialized end result of investment and creative activity based on the use of scientific achievements and best practices, on the processes of improvement and development of social production, on the formation and implementation of its products with new consumer properties, contributing to the satisfaction of market and social needs, cost savings and improving the efficiency of people in various spheres of life and activities. provides. It is designed to increase production efficiency by creating products that ensure

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the growth of the economic potential of the enterprise that meets the needs and needs of consumers.

Economic efficiency can be achieved through the full use of the possibilities of innovative technologies in economic sectors and the broad attraction of investments in practice. In the sectors of the economy, the priority tasks of the economy are modernization, diversification and structural changes of the economy, management of the development of technologies, systems that ensure the development of the economy, and filling the market with innovative products that ensure the implementation of new scientifically sound ideas and innovative projects. Today, providing employment to the population, filling the market with affordable and high-quality products, investing in the economic sector, deepening the modernization process, introducing high technologies and innovations are among the main tasks facing us. For the sustainable development of economic sectors at the level of the requirements of the laws of a free market economy, it is advisable to justify the necessity, quality, material and technical resources, scientific and technological progress, innovative technologies and their effective use in industries, the state's policy regarding investments, ways to increase the incomes of enterprises. The innovation policy provides that the enterprise is designed to increase production efficiency by creating and producing products that meet the requirements and needs of consumers, ensuring the growth of the economic potential of the enterprise. The product produced today must meet certain requirements: technology feasibility study, reliability and durability of use, meet the intended purpose, be environmentally friendly, aesthetic, ergonomic. The development of new products primarily leads to the collection of marketing information, analysis, and development of recommendations. A detailed study of all these innovative developments involves solving the following main issues:

- ❖ creating a completely new product that has no analogues;
- ❖ has similarities and commercial success in the market and in its segments, develops new product lines for the company.

Innovation policy should assess the prospects for market development, the possibility of concentrating resources on promising areas of economic activity. The development of innovative activities should ensure the long-term improvement and updating of the products manufactured by the enterprise, which, in turn, highlights the issues of organizing and conducting research and development work, mastering products and introducing them into mass production. From this point of view, the creation of theories and methods of conducting research in innovative activities in production, the development of ways and means of their implementation, based on the current challenges of today, focuses on increasing innovation activity.

The purpose of the manufactured products for technical renewal involves solving the following issues: improving the modernization of products, changing its packaging, service, ensuring the achievement of advantages over competing firms. To improve the commodity life cycle of enterprises, first of all, it is necessary to improve the quality and

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range of products, properly organize the sale of goods, apply new equipment and technology, properly organize the supply of raw materials, form an assortment policy.

Assortment policy should preferably be carried out in the following areas:

- conduct a study of the relationship between a new product that requires improvement and modernization, and an outdated product that does not require improvement and modernization;
- designation of the varieties of products according to qualitative and quantitative indicators;
- determination of the number of new models;
- determination of the product life cycle for all new types of assortment produced.

Assortment policy involves a gradual study of the product life cycle and timely decision-making on modernization and improvement of products, the introduction of new products, the removal of old products from production. Domestic enterprises should regularly engage in the development and implementation of assortment policy. All enterprises operating in the Republic of Uzbekistan should be able to withstand competition with sustainable development, have regular customers, maintain their positions in the market, create new brands of their products depending on the market and use marketing tools to generate high profits.

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