



THE IMPORTANCE OF MARKETING SERVICES IN ASSESSING THE FINANCIAL STATE OF ENTERPRISES.

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Article history:		Abstract:
Received:	11 th August 2025	<i>The article provides recommendations on the content of marketing services, the formation of their theoretical foundations, the importance of business entities in market activities, and the establishment of research work on the development of marketing services in Uzbekistan.</i>
Accepted:	10 th September 2025	
Keywords: Marketing, Marketing Service, Marketing Service Object, Marketing Service Purpose, Intangible, Indivisible, Variable, Impossibility Of Storage.		

ENTRANCE

In the current conditions of globalization, the development and implementation of measures to combat competitors by economic entities engaged in entrepreneurial activity, conducting free activities in the market, not only in terms of increasing production volumes, but also in terms of attracting consumers to sell manufactured products and expanding their range, is becoming an urgent issue. The introduction of advanced modern technologies in the service sector creates opportunities for companies to enter sectoral and regional service markets.

Implementation of the priority tasks of the State Program for the implementation of the "Development Strategy of New Uzbekistan for 2022-2026" "Accelerated development of the national economy and ensuring high growth rates" ... Based on the 5-year target indicators for the development of the service sector, the implementation of the program to increase the volume of services by 1.5 times, create 1.5 million new jobs and create more than 60 thousand service facilities in 2022... Creating conditions for the organization of entrepreneurial activity and the formation of permanent sources of income, increasing the share of the private sector in GDP to 80 percent and in exports to 60 percent..." This confirms that the rapid development of the service sector in Uzbekistan is becoming the main "driver" of the economy.

Significant practical work is being carried out in the country to accelerate the development of the national economy, reduce the state's share in the economy, and expand the scale of attracting investments to the private sector. In particular, as a result of the implementation of 1451 projects worth 8.2 trillion soums within the framework of the regional investment program in the Namangan region in 2021, 35,341 new jobs were created, 585 projects worth 1.4 trillion soums were implemented in the service sector, respectively, and 4,996 jobs were created. In 2022, it is planned to launch 1137 new projects through the

development of investment funds totaling 10.5 trillion soums, thereby creating 34,806 new jobs. Of these, in the service sector, "Asr Steel Group" LLC, located in the city of Namangan, with a total value of 108.0 billion soums, plans to create a modern multifunctional shopping complex and parking lot with the creation of 300 new jobs. [2]

LITERATURE ANALYSIS AND METHODOLOGY

In the process of service provision, a new, previously non-existent material product is not created, but the quality of the existing, created product changes. These are goods presented in the form of activity, not in the form of consumer or exchange goods. The service itself creates the desired result for the consumer. Among the types of services, the concept of "marketing services" first appeared in scientific literature in the 1970s. In the world economy, within the service sector, the marketing service is formed as a separate discipline, and scientific research is being conducted by foreign, CIS, and domestic scientists.

Scientific research on "marketing services" was conducted by: F. Kotler, E. Johnson, C. Weinberg, R. Judd, D. Ratmel, P. Eigle, K. Grenroos, E. Lanjeat, K. Lovlock, J. Shostak, and others[9]. In his research, E. Johnson first raised the question: "Is there really a difference between physical goods and services?"

In 1977, two important events occurred in the history of the development of marketing service as a science. One of them was the publication of a collection created at that time by The Marketing Service Institute (MSI). A number of research results were published in this publication. In particular, J. Bateson's "Do We Need Marketing Services?," P. Ayglie and E. Langeat's "A New Approach to Service Marketing" and "Notes on the commonality of problems in marketing management: field research," K. Lovlock and R. Young's "Marketing Potential in Increasing Performance in Service Sectors" and others. The second event was the publication of Citibank Vice President J. Shostak's article "A Break in Product Marketing" in the Journal of Marketing.



Regarding this article, F. Kotler expressed the following opinion: "This article should change not only our understanding of marketing as a science, but also our understanding of the marketing service." L. Shostak's article states:..."Service sectors were very slow in integrating marketing into decision-making and management processes, as marketing did not provide them with terminology or rules related to the service sector"[3].

Among Uzbek scientists, A.Soliyev, Sh.Ergashkhodzhaeva, A.Bekmurodov, A.Fattakhov, M.Ikramov, M.Boltabaev, N.Tukhliev, Yo.Abdullaev and others studied the scientific problems of the service sector, including marketing services. According to Professor A. Soliyev, "The services market represents the buying and selling relations for the provision of household, educational, medical, technical, communal, cultural, communication, transport, consulting, engineering, leasing, and other services to the population. Its own branches and institutions will also be formed. The similarity of consumer goods and services markets is that they are directly aimed at satisfying the needs of people"[4]. As can be seen from the above definitions, services are an integral element of the national social product, a type of activity that does not have a material form of benefit, but satisfies certain human needs or brings economic benefits.

RESULTS

"The intensification of competition between producers in the struggle for the consumer ultimately requires a change in the principles of doing business, that is, a shift from production-oriented to sales-oriented. As a result, the specific needs and desires of the consumer come to the forefront" [5]. In turn, this requires ensuring a high level of profitability through the organization and practical application of "marketing services" in business entities.

Scientists and practicing specialists who have conducted research in the field of economics define marketing and "marketing service" in a broad sense - as a business philosophy that determines the strategy and tactics of a firm in a competitive environment[6].

This necessitates the use of marketing services to adapt the supply, production, sales, financial, and personnel activities of firms to constantly changing economic conditions (income, price, market conditions) and consumer demand in the market.

In the modern economy, the following can be defined as the object of marketing:

- Goods for consumption and production;
- Product of mental labor (invention, know-how, technology, project, complex of applied programs, etc.);

- Services for consumption and production needs (transport, communication, storage, pre-sale and post-sale services, education, healthcare, household, etc.);
- Intangible assets (trademarks and marks);
- Property rights (shares and other securities, copyrights, property rights to land and buildings, etc.).

CONSIDERATION

Marketing service is a marketing task related to bringing a company's products to market. In published scientific literature on marketing, **marketing service** (derived from the English word "marketing services" meaning "market services") is defined as a branch of modern marketing science that consists of studying and serving companies' marketing activities in business for profit. The provision of marketing services differs significantly from the marketing policy of market entities, companies engaged in the production and sale of tangible goods. This is primarily due to the specific nature of the "production" or service provision.

The specifics of the service arise only when the buyer (user) of the service and the manufacturer (provider) of the service interact or connect. The marketing service differs in content from other services, and it is indicated that services have the following main features that influence the development of the marketing program:[7]

Intangible - cannot be shown, viewed, tasted, transported, stored, packaged, or studied. All of this is only possible with respect to the final result (this is what happened);

Inseparability - the service can be provided only upon receipt of an order or upon the appearance of a client, i.e. services are provided and consumed simultaneously;

variability (non-standardized) - customers are direct participants in the service delivery process and influence its final result;

lack of storage capability - unlike material goods, they cannot be produced for future use.

The purpose of marketing services, in our opinion, is the implementation of material and intellectual actions aimed at ensuring a high level of profitability and, ultimately, an increase in market share due to high consumer value, regular use, ease of use, and advantages of the goods and services produced by firms. Including,

- ✓ satisfaction of the consumer or buyers with the purchased goods and services rendered;
- ✓ Having regular clients and expanding their geography;
- ✓ Increasing the value of goods and services;



✓ Improving the quality of goods production and services;

✓ Profit from the sale of goods and services and its growth.

In modern conditions, firms and companies providing marketing services are offering increasingly improved types of services. Including

- Market research of goods and services;
- Determination of market conditions and trends in its development;
- Analysis of market conjuncture;
- Analysis of the competitive environment in the market;
- Market segmentation and search for business partners;
- Monitoring, analysis and review of prices;
- Study of the foreign market;
- Preparation of marketing data based on the results of procurement;
- Formation of an information base used in procurement;
- Development of a presentation of the enterprise and investment projects;
- Development of commercial proposals, etc.

RESULT

Based on the results of scientific research conducted on "Marketing Services" as a branch of marketing science, in our opinion, *"marketing services" - the organization of the market of goods and services, and in this process, the manufacturer, intermediary, seller understands the processes of delivering goods for retail sale, demonstration for sale, advertising, establishing relationships with the buyer, selling and*

organizing additional services, and consists of a set of actions carried out by the service provider (manufacturer) and the consumer.

Based on the above-mentioned scientific considerations, by focusing on the scientific and methodological foundations of the organization and implementation of marketing services in the accelerated development of the national economy, strengthening the scientific significance of the development of marketing services, expanding scientific research and preparing teaching aids for students specializing in marketing.

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