

---

MARKETING PRINCIPLES

Khurramova Dilnoza

Student of KarSU

**ABSTRACT**

This article considers the task of network marketing is the information coverage of the maximum coverage of people. Selling is a natural result of this outreach. Turnover in network marketing arises and is maintained due to the fact that people inform about the company's products.

**Keywords:** Marketing, trade, factor, people, sale, products.

**Introduction**

For any business to be successful, a good marketing strategy is vital. In basic terms marketing is about giving potential customers information about your products or services and the reasons that they should choose your company.

Good marketing educates customers so that they can find the products they want, make better and more informed choices about the products, and get the most value from them. Marketing helps facilitate exchanges between buyers and sellers for mutual benefits for both parties.

The same marketing principles have been around for decades. There are four original marketing principles known as the 4Ps or the marketing mix. By mixing these four ingredients in different ways, you can produce a synergy between all four that drives product adoption within your target audience. They are interdependent and work together to complement and align all the parts of a marketing plan. The marketing mix is fluid, allowing the marketing team to be able to emphasise any one area as needed based on marketing conditions and what's best for the targeted audience. In addition to the obvious advantages and disadvantages, there are also very controversial points, for example, the inability to predict the expected income can be both a plus - for a successful networker, and a minus - for a beginner or a person who does not have the ability for this type of activity. Thus, the relevance of the organization of network marketing is as follows: The 4 basic marketing principles are product, price, place and promotion.

**Product**

Product is one of the most crucial principles of marketing. The product can either be a service you provide or goods. If you want to sell a product that is going to be profitable then you need to do thorough research and understand your customer and what is likely to appeal to them. You need to consider the quality of your product, how safe the product is, and what its selling point is.

**Price**

This needs thorough market research, known as market-orientated pricing. It is important to understand what your customers are willing to pay and the price of the same type of product offered by your competitors. You will need to determine the market value before setting your price.

---

## **Place**

This is where your products or services are available to the customer, whether this is a shop or an online website, or both. You will need to think about what is convenient for your customers in terms of location and how to connect your potential customers to your location. As more people use the internet to source products and services, a digital presence can make a huge difference to your success.

## **Promotion**

This involves raising awareness about your company, brand, products or services offered. You should be giving information about your products and reasons to use them. It involves communicating with your target audience and making your product appeal to them. Effectively promoting your product or services is crucial for the success of any business. Network marketing offers people an opportunity to earn money by working for themselves. They can create a business – whether full time or on the side – that helps them achieve their financial goals. If you've been hesitating to get into the industry, now is the time to explore your possibilities.

Small business marketing management is based on a set of principles that include tasks from planning to ad creation, and long-term maintenance. This can vary depending upon the industry you are in and your target audience. A lot of small business marketing management depends on creating the interest of the consumer; it also involves ad creation and day-to-day operation of the marketing strategy.

Knowledge – It is important to understand what consumers want, and how best to reach them. There should be an understanding of what your message should be and why, and what the short- and long-term goals of advertising are for the company.

Organisation – The development of marketing plans is a key part of small business marketing management. Plans should outline the initiatives of each proposed campaign, outlining the cost to the customer, and the return. Developing relationships with marketing partners can lead to partial or full funding of advertisements.

Creativity – Creativity in advertising is important for small businesses as often they do not have the funding or resources that large corporations would have.

Efficiency – Each campaign initiative must be distributed, which involves hiring people to hand out fliers, proofs for magazines, delivery of recordings to TV and radio stations, and placing adverts in publications.

Adaptability – It is important to have continual oversight of the progress of each campaign. This may involve altering promotions and redistributing where necessary. Constant maintenance and adaption is a principle of marketing management that will help the continued success of any small business.

## **Importance of Network Marketing:**

1. Work from anywhere
2. Your own schedule
3. Low cost of entry
4. No employees
5. No billing/account receivables
6. Tax benefits from a home based business
7. No discrimination between men/women/age/race

8. Residual income
9. Training already in place and readily available
10. Receive the help, encouragement, and support from others in the same profession
11. Personal growth.

Network marketing is basically a medium of marketing that manufacturers use to expand their sales. Manufacturers use them when they have to deal with several distributors to push out their products. Sometimes, these distributors might have sub-distributors. As a result, this leads to a “network” of distributors that operate at various levels of the distribution chain.

### **Structure of Network Marketing**

Firstly, manufacturers require several distributors, sub-distributors and dealers in order to create a network marketing structure. Secondly, these distributors procure goods from manufacturers themselves at wholesale prices. They may either use them personally or they may sell them to other distributors for a profit. This chain continues further. The distributors, thus, will end up marketing goods until they reach customers or else they may become final customers themselves. Furthermore, these distributors get an opportunity to make some profits from this marketing network. They can receive some commission from manufacturers on the basis of the total volume of goods they buy and sell. Hence, the functioning of these distributors is similar to that of insurance agents.

### **Advantages of Network Marketing**

- There are absolutely no limits on the size of the network marketing structure. This happens because companies can tie-up with innumerable people to become distributors. Further, distributors can further co-ordinate with other sub-distributors to expand the company’s sales.
- Due to a reliable and robust distribution network that engages customers directly, companies do not need to rely on advertising to market their goods.
- The structure of distributors also reduces the profit margins of retailers that companies consider as an expense. These margins get passed on to distributors and the companies do not have to bear their burden.
- Another advantage is that companies do not need to spend a lot of money on storage and distribution. This is because distributors end up bearing these expenses themselves.
- Finally, this structure allows distributors to earn an unlimited income from their dealings with the company. They can earn an income from their own profits as well as commissions.

### **Disadvantages of Network Marketing**

- Since manufacturers depend on distributors to determine consumer demand, it can be difficult to predict production targets. They may end up under or over-stocking their products.
- In this form of business, it is basically the distributors who facilitate delivery of goods to final customers. Manufacturers have a limited role in this regard. As a result, they may find it difficult to control distribution and sales.

These distributors and dealers, therefore, act as independent representatives of the company. As a result, this way the company can market their goods widely without spending more money on traditional methods of marketing, like advertising.

Digital economy is defined as an economy that focuses on digital technologies, i.e. it is based on digital and computing technologies. It essentially covers all business, economic, social, cultural etc. activities that are supported by the web and other digital communication technologies.

The term was first coined in a book "The Digital Economy: Promise and Peril in the Age of Networked Intelligence" by author Don Tapscott in 1995.

There are three main components of this economy, namely,

- e-business
- e-business infrastructure
- e-commerce

In the last 15 years, we have seen the tremendous growth of digital platforms and their influence on our lives. Now consumers are influenced by things they see on social media (Facebook, Twitter, Instagram) and other such popular websites (youtube etc).

So this economy is a way to exploit this opportunity. Now it is integrated into every aspect of the user's life – healthcare, education, banking, entertainment etc.

## References

1. G'ulomxasanov, E. M. O. G., & Rahmatillaev, O. X. O. (2021). O'ZBEKISTONDA TURIZM SOHASINING DAVLAT RIVOJIGA QO'SHGAN HISSASI. Central Asian Academic Journal of Scientific Research, 1(1), 52-56.
2. G'ulomxasanov, E., Sardor, A., & Dilnoza, S. (2021). Onlayn Turizmning Jahonda Hamda O'zbekistonda Tutgan ORni Va Rivojlanishi. BARQARORLIK VA YETAKCHI TADQIQOTLAR ONLAYN ILMIIY JURNALI, 1(6), 367-374.
3. Erkin, G., & Shakhrozoda, N. (2022). THE IMPORTANCE OF GEOGRAPHIC LOCATION IN TOURISM. Uzbek Scholar Journal, 5, 145-150.
4. Азизова, Н. Б. (2011). Социально-исторический процесс перехода узбекской письменности на латинскую графику. Исторические, философские, политические и юридические науки, культурология и искусствоведение. Вопросы теории и практики, (1), 19-23.
5. Azizova, N. (2019). DEVELOPMENT OF BILINGUALISM IN THE PERIOD NATIONAL INDEPENDENCE OF UZBEKISTAN. Theoretical & Applied Science, (6), 388-391.
6. Азизова, Н. Б. (2011). Социально-исторический процесс перехода узбекской письменности на латинскую графику. Исторические, философские, политические и юридические науки, культурология и искусствоведение. Вопросы теории и практики, (1), 19-23.
7. Azizova, N. (2019). DEVELOPMENT OF BILINGUALISM IN THE PERIOD NATIONAL INDEPENDENCE OF UZBEKISTAN. Theoretical & Applied Science, (6), 388-391.
8. Набижонов, О. Г., Райимов, Г. Н., Каттаханова, Р. Ю., & Рахманов, Д. К. (2014). Ранняя релапаротомия в абдоминальной хирургии при гнойно-септических осложнениях. Инфекции в хирургии, 12(3), 33-33.
9. Райимов, Г. Н., Набижонов, О. Г., Каттаханова, Р. Ю., & Холматов, К. К. (2014). Лечение гнойных осложнений в неотложной абдоминальной хирургии. Инфекции в хирургии, 12(3), 36-36.
10. Каттаханова, Р. Ю. (2020). ДИАГНОСТИКА И ТЕРАПИЯ АТОПИЧЕСКОЙ БРОНХИАЛЬНОЙ АСТМЫ В СОЧЕТАНИИ С АЛЛЕРГИЧЕСКИМИ РИНОСИНОСИТАМИ У ДЕТЕЙ. In European research: innovation in science, education and technology (pp. 83-86).

11. Каттаханова, Р. Ю., & Ахмедова, М. М. (2019). ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ В ДИАГНОСТИКЕ И ТЕРАПИИ АТОПИЧЕСКОЙ БРОНХИАЛЬНОЙ АСТМЫ, СОЧЕТАННОЙ С АЛЛЕРГИЧЕСКИМИ РИНОСИНУСИТАМИ У ДЕТЕЙ. In *Инновации в медицине. Материалы I международной научно-практической конференции-Махачкала, 2019.-Том. II.-232 с. (р. 28).*
12. Махмудов, Н. И., Сайидалиев, С. С., & Каттаханова, Р. Ю. (2019). ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ В ДИАГНОСТИКЕ ПОВРЕЖДЕНИЙ ПОДЖЕЛУДОЧНОЙ ЖЕЛЕЗЫ У ДЕТЕЙ. In *Инновации в медицине. Материалы I международной научно-практической конференции-Махачкала, 2019.-Том. II.-232 с. (р. 37).*
13. Каттаханова, Р. Ю. (2019). ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ В ЛЕЧЕНИИ ХЕЛИКОБАКТЕРНОЙ ИНФЕКЦИИ У ДЕТЕЙ. In *Инновации в медицине. Материалы I международной научно-практической конференции-Махачкала, 2019.-Том. II.-232 с. (р. 33).*
14. Каттаханова, Р. Ю. (2019). ПРОСТАЦИКЛИН-ТРОМБОКСАНОВАЯ СИСТЕМА И ТРОМБОЦИТАРНО-СОСУДИСТЫЙ ГЕМОСТАЗ У БОЛЬНЫХ С ОСТРЫМ КОРОНАРНЫМ СИНДРОМОМ. *Евразийский кардиологический журнал, (S1), 207-208.*
15. Каттаханова, Р. Ю. (2018). СОСТОЯНИЕ ПРОСТАЦИКЛИН-ТРОМБОКСАНОВОЙ СИСТЕМЫ У БОЛЬНЫХ ИШЕМИЧЕСКОЙ БОЛЕЗНЬЮ СЕРДЦА С ОСТРЫМИ РАССТРОЙСТВАМИ КРОВООБРАЩЕНИЯ ПОСЛЕ ОПЕРАЦИИ АОРТОКОРОНАРНОГО ШУНТИРОВАНИЯ. *Инновации в образовании и медицине. Материалы V Все, 195.*
16. Ikhtiyarova, G. A., Navruzova, N. O., & Karimova, G. K. (2019). Modern diagnostic methods for early detection of cervical diseases. *Doctor akhborotnomasi, (4), 78-80.*
17. Navruzova, N. O., Karimova, G. K., & Ikhtiyarova, G. A. (2020). Modern approaches to the diagnosis of cervical pathology. *Medicine and sports,(1), 74-77.*
18. Navruzova, N. O., Ikhtiyarova, G. A., & Karimova, G. K. (2020). Colposcoria as a diagnostic method for early detection of cervical diseases. *Problems of Biology and Medicine,(1.1), 117.*
19. Navruzova, N., Ikhtiyarova, G., & Navruzova, O. Retrospective analysis of gynecological and somatic anamnesis of cervical background and precancerous diseases. *SCIENTIFIC PROGRESS» Scientific Journal ISSN, 2181-1601.*
20. Navruzova, N. O., Karshiyeva, E. E., Ikhtiyarova, G. A., Hikmatova, N. I., Olimova, N. I., & Muminova, N. K. (2021). CLINICAL AND LABORATORY MARKERS FORECASTING OF CERVICAL DISEASES AND ITS PREVENTION. *Annals of the Romanian Society for Cell Biology, 13098-13110.*
21. Ikhtiyarova, G. A., Navruzova, N. O., & Karimova, G. K. (2019). Modern diagnostic methods for early detection of cervical diseases. *Doctor akhborotnomasi, (4), 78-80.*
22. Navruzova, N. O., Ikhtiyarova, G. A., & Matrizayeva, G. D. (2021). MODERN ASPECTS OF DIAGNOSIS AND TREATMENT OF PRECANCEROUS DISEASES OF THE CERVIX. *Journal of Natural Remedies, 22(1 (2)), 65-72.*
23. Ashurova, N. G., & Navruzova, N. O. (2017). Preclinical diagnosis of cervical diseases. *News of dermatovenerology and reproductive health, (3), 4.*
24. Ibragimkhodjayev, A. M., Rakhmonberdiyev, G. R., Murodov, M. M., & Kodirov, O. S. (2009). "Influence of ripening process of cellulose from topinambour on its fractional composition. *Chemistry and chemical technology. Tashkent, (4), 57.*

25. Турдибоева, Н. У., Муродов, М. М., & Урозов, К. М. (2018). РАЗРАБОТКА ТЕХНОЛОГИИ ПОЛУЧЕНИЯ ЦЕЛЛЮЛОЗЫ ИЗ РАСТЕНИЙ КЛЕЩЕВИНА И ПОЛУЧЕНИЯ НАКАРБОКСИМЕТИЛЦЕЛЛЮЛОЗА НА ЕЁ ОСНОВЕ. Учредители, 36.
26. Муродов, М. М., Юсупова, Н. Ф., Сидиков, А. С., Турабджанова, С. И., Турдибаева, Н., & Сиддиков, М. А. OBTAINING A PAC FROM THE CELLULOSE OF PLANTS OF SUNFLOWER. SAFFLOWER AND WASTE FROM THE TEXTILE INDUSTRY.
27. Umirzoqov, A. (2020). The Tasks of Optimal Design and Research of Systems for Cleaning Gas Emissions of Industrial Enterprises. International Journal of Engineering and Information Systems (IJEAIS) ISSN.
28. Nasirov, U., Umirzoqov, A., & Fathiddinov, A. (2021). ANALYSIS OF THE MODERN DEVELOPMENT OF MINING AND PROCESSING COMPLEXES IN UZBEKISTAN. Збірник наукових праць Л'ОГОΣ.
29. Usmanovich, S. A., Ikhtiyorovich, N. N., & Abdurashidovich, U. A. (2022). Processing of Layout Tails of Gold-Extracting Plants. CENTRAL ASIAN JOURNAL OF THEORETICAL & APPLIED SCIENCES, 3(1), 7-13.
30. Бекпулатов, Ж. М., Махмарежабов, Д. Б., Умирзоқов, А. А., & Кушназоров, И. С. Ў. (2021). БОЙИТИЛИШИ ҚИЙИН БЎЛГАН ОЛТИН ТАРКИБЛИ РУДАЛАРНИ УЗЛУКСИЗ ЖАРАЁН ПРИНЦИПИ БЎЙИЧА ФЛОТАЦИЯЛАШНИНГ АМАЛИЙ АҲАМИЯТИ. Scientific progress, 2(1), 1266-1275.
31. Петросов, Ю., Хайитов, О., Умирзоков, А., Исаманов, У., & Имамбердиев, Ў. (2021). ПРОБЛЕМЫ ДОБЫЧИ И ПЕРЕРАБОТКИ ПОЛЕЗНЫХ ИСКОПАЕМЫХ В УСЛОВИЯХ ГЛУБОКИХ КАРЬЕРОВ. Збірник наукових праць SCIENTIA.
32. Samadov, A. U., Nosirov, N. I., & Umirzoqov, A. A. (2022). OVERVIEW OF THE CONCEPTS OF GOLD RECOVERY FROM STALE TAILINGS OF A GOLD RECOVERY PLANT. BARQARORLIK VA YETAKCHI TADQIQOTLAR ONLAYN ILMIIY JURNALI, 2(1), 3-8.
33. Ixtiyorovich, N. N., & Abdurashidovich, U. A. (2022). Study the Location of the Useful Component from the Tailings of the Gold Recovery Plant. International Journal of Innovative Analyses and Emerging Technology, 2(1), 5-8.