

OPTIMIZING THE PRODUCT SUPPLY CHAIN FROM A MARKETING POINT OF VIEW

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Abstract: This article discusses the issues of optimizing the product supply chain from a marketing perspective. The inextricable link between the supply chain and marketing strategy, the importance of a customer-oriented approach, and the issues of adaptability to market requirements are analyzed. Based on international experience, the mechanisms of marketing-based supply chain management in developed countries are studied. The research results prove that optimizing the supply chain increases the competitiveness of the enterprise and ensures customer satisfaction.

Keywords: supply chain, marketing, logistics, optimization, customer focus, competitiveness.

Annotation: This article examines the issues of optimizing the supply chain from a marketing perspective. The interconnection between the supply chain and marketing strategy, the importance of a customer-oriented approach, and adaptability to market demand are analyzed. Based on international experience, mechanisms for marketing-based supply chain management in developed countries are studied. The results show that optimizing the supply chain enhances enterprise competitiveness and customer satisfaction.

Keywords: supply chain, marketing, logistics, optimization, customer orientation, competitiveness.

ENTRANCE

In a modern market economy, the efficiency of enterprises depends not only on the quality of the product, but also on the speed and conditions of its delivery to the consumer. Therefore, the product supply chain is considered a strategic resource of the enterprise. While in traditional approaches the supply chain was evaluated only as a logistics process, today it has become an important system that creates marketing value.

The main goal of the marketing concept is to maximize consumer satisfaction. The effective functioning of the product supply chain plays an important role in achieving this goal. Therefore, optimizing the supply chain from a marketing perspective is an urgent scientific and practical problem today.

The experience of developed countries shows that the supply chain is considered an integral part of the marketing strategy. For example, in the USA and the European Union, companies actively use demand-driven supply chain systems. In this approach, consumer demand, determined through marketing research, determines all stages of the supply chain.

In Japan, the "Just-in-Time" system is widely used, minimizing inventories based on marketing forecasts. This prevents excess costs and ensures timely delivery of products to customers.

Chinese and South Korean companies are focusing on integrating digital marketing and logistics, optimizing their supply chains by forecasting demand based on artificial intelligence and big data.

International experience shows that a marketing-driven supply chain provides a competitive advantage in the market.

Optimizing the product supply chain from a marketing perspective has the following practical significance:

the ability to quickly and accurately meet customer needs increases;



product delivery time is reduced;
logistics costs are reduced;
inventory management efficiency increases;

The company's brand image and customer loyalty are strengthened.

In practice, by strengthening cooperation between marketing and logistics departments, supply chain efficiency can be improved, which in turn leads to increased profits for the company.

The strategic role of the product supply chain in marketing

In marketing theory, the value of a product is not determined solely by its production process. How the product reaches the consumer, how quickly and conveniently it is delivered, is also an important component of marketing value. In this context, the supply chain appears as a central element of marketing strategy.

In modern marketing, in the concept of “4P” (Product, Price, Place, Promotion), it is “Place” — that is, the process of launching and distributing a product on the market — that is closely related to the supply chain. If the supply chain does not work effectively, even the highest quality product cannot fully satisfy market demand. Therefore, when developing a marketing strategy, it is imperative to take into account the capabilities of the supply chain.

Marketing segmentation and supply chain

Marketing segmentation involves dividing consumers into groups based on their needs, purchasing behavior, and geographic location. This segmentation is essential for optimizing the supply chain.

For example:

Short logistics routes will be established for segments requiring fast delivery;
for price-sensitive segments, a logistics model focused on reducing costs is chosen;
For the premium segment, service quality and individual delivery are priorities.

Therefore, marketing segmentation allows you to accurately respond to market needs by adapting the supply chain.

Demand management and marketing forecasts

Accurate demand forecasting is one of the most important conditions for optimizing the supply chain. Forecasts based on marketing research serve to effectively plan production and logistics processes.

If the demand is misjudged:
excess product is produced;
warehouse costs increase;
there is a risk of product obsolescence.

A supply chain managed based on marketing forecasts allows for rapid adaptation to market changes and ensures the financial stability of the enterprise.

Digital Marketing and Supply Chain Integration

In recent years, digital marketing tools have played a significant role in optimizing the supply chain. Online sales platforms, electronic ordering systems, and real-time monitoring systems are strengthening the inextricable link between marketing and logistics.

For example, in e-commerce, the logistics system is automatically activated as soon as a customer places an order. This:

reduces delivery time;
reduces errors;
increases customer satisfaction.

A supply chain organized around digital marketing creates an advantage in the modern marketplace.

CONCLUSION



In conclusion, optimizing the supply chain from a marketing perspective is an important strategic task for modern enterprises. The integration of marketing and logistics activities ensures customer orientation and allows for rapid adaptation to market demands. International experience shows that a supply chain managed on the basis of marketing increases the competitiveness of the enterprise and ensures sustainable development.

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