



ISSN 2091-5187

СЕРВИС

№3

ИЛМИЙ-АМАЛИЙ
ЖУРНАЛ

2024



СЕРВИС

ИЛМИЙ-АМАЛИЙ ЖУРНАЛ 2024 йил, 3-сони

Муассис: Самарқанд иқтисодиёт ва сервис институти

Ўзбекистон Матбуот ва ахборот агентлиги томонидан 2008 йил 31 декабрда
0561-рақам билан рўйхатга олинган.

ЎЗР ОАК Риёсатининг 19.03.2017 й., 239/5-сонли қарори билан эътироф этилган

**Тахририят ижодий
жамоаси:**

Бош муҳаррир:
и.ф.д., проф. М.Э.Пўлатов

**Бош муҳаррир
ўринбосари:**
и.ф.н., проф. Д.Х.Асланова

Масъул котиб:
и.ф.д., проф. М.Қ.Пардаев

Муҳаррирлар:
и.ф.д. Ф.А.Сафаров
PhD, доцент И.М.Пардаева
катта ўқит. Ш.З.Ўразов

Техник муҳаррир:
и.ф.н., доц. А.Н.Холиқулов

Корректор:
PhD С.А.Бабаназарова

Саҳифаловчи:
PhD Х.Н.Очилова

1 йилда 4 мартаба
чоп этилади.

**Ўзбекистон худудида
тарқатилади.**

Тахририят манзили:
140100, Самарқанд шаҳар,
Амир Темур кўчаси, 9-уй,

тел.: +998(66)233-28-38,
+998(97)913-74-40

факс: +998(366)231-12-53
эл.почта:

samisiservis@mail.ru

Тахририят кенгаши раиси:

М.Э.Пўлатов – Самарқанд иқтисодиёт ва сервис
институти ректори, и.ф.д., профессор

Тахририят кенгаши раиси ўринбосари:

Д.Х.Асланова – СамИСИ илмий ишлар ва
инновациялар бўйича проректори, и.ф.н., профессор

Тахрир кенгаши аъзолари:

Б.А.Бегалов – Ўзбекистон Республикаси Президенти
хузуридаги Статистика агентлиги директори, и.ф.д.,
профессор

М.Қ.Пардаев – СамИСИ профессори, и.ф.д.

Б.К.Ғоибназаров – и.ф.д., профессор.

М.М.Мухаммедов – СамИСИ профессори, и.ф.д.

Д.Р.Зайналов – СамИСИ профессори, и.ф.д.

О.М.Муртазаев – ТДИУ СФ директори, и.ф.д., проф.

М.Р.Болтабаев – ТДИУ профессори, и.ф.д.

Р.Х.Эргашев – ҚарМИИ профессори, и.ф.д.

И.С.Тўхлиев – СамИСИ профессори, и.ф.д.

К.Б.Уразов – СамИСИ профессори, и.ф.д.

Қ.Ж.Мирзаев – СамИСИ профессори, и.ф.д.

Б.И.Исроилов – ТДИУ профессори, и.ф.д.

Г.М.Шодиева – СамИСИ профессори, и.ф.д.

Б.Абдукаримов – СамИСИ профессори, и.ф.н.

Р.Қобилов – Самарқанд вилояти ҳокими ўринбосари

С.Н.Тошназаров – СамИСИ профессори, и.ф.д.

Р.Н.Нормахматов – СамИСИ профессори, т.ф.д.

А.Бектемиров – СамИСИ профессори, и.ф.д.

О.М.Пардаев – СамИСИ профессори, и.ф.д.

М.Т.Алимова – СамИСИ профессори, и.ф.д.

З.Дж. Адилова – ТДИУ профессори, и.ф.д.

Ш.О.Қувондиқов – СамИСИ профессори в.б., иқтисод
фанлари доктори

Л.Н.Халикова – СамИСИ профессори в.б., DSc

Ф.А.Сафаров – СамИСИ доценти в.б., DSc

МЕНЕЖМЕНТ ВА МАРКЕТИНГ	
Olimjon G‘ayrat o‘g‘li Fattoyev Peculiarities of stock market development	157
Abdulxay Xasanboyevich Xodjayev, Omonilla Saydaminovich Umarov Transformatsion davlatda iqtisodiy xavfsizlikka ta’sir qiluvchi omillar	160
Рохила Баходир қизи Азизова Заргарлик хизматларини кўрсатишда маркетинг стратегияларидан фойдаланиш	163
Shahnoza Abdirashitovna Po‘latova Global iqtisodiyot sharoitida innovatsiyalar va yashil marketing konsepsiyasidan foydalanishning dolzarb masalalari	169
Xilola Nematovna Ochilova O‘zbekistonda oliy ta’lim tizimini boshqarishning o‘ziga xos xususiyatlari	173
Baxtiyor Nabijanovich Dedajanov Operatsion faoliyat, uni boshqarish va yangi tendensiyalar	178
Bekzodjon Oblakulov, Mekhrusa Vafokulova Marketing analysis of international brand in the case of “Chartak mineral water jv ltd”	182
ИНВЕСТИЦИЯ	
Заррух Умарович Мухаммадиев Иқтисодиётнинг ривожланишида капитал инвестицияларнинг роли ва аҳамияти	186
МОЛИЯ, ПУЛ МУОМАЛАСИ ВА КРЕДИТ	
Жахонгир Расулович Зайналов Проблемы налогообложения прибыли инновационных предприятий	192
Xusnora Dilmurod qizi Umarova Kuchli raqobat sharoitida korxonalar moliyaviy barqarorligini ta’minlash masalalari	196
Abdusamat Abdusaitovich Mamanazarov Bank faoliyatini tartibga solishning zamonaviy mexanizmlarini tatbiq etish	199
БУХГАЛТЕРИЯ ҲИСОБИ, ИҚТИСОДИЙ ТАҲЛИЛ ВА АУДИТ	
Mamurjon Avazxon o‘g‘li Abdivoxidov Xizmat ko‘rsatish sohasini samarali rivojlantirish yo‘llari	206
ТАЪЛИМ, КАДРЛАР ТАЙЁРЛАШ ВА ПЕДАГОГИКА	
Jaxongir Baxtiyorovich Quljanov, Shaxnoza Ergashevna Samandarova Katta sonlar qonuni va markov teoremasi	213
ЭЪТИБОРГА МОЛИК МАСАЛАЛАР	
Мамаюнус Қаршибаевич Пардаев Мамлакатимизда маънавий-маърифий ишлар самарадорлигини ошириш соҳасини янги босқичга олиб чиқиш, ёшларни ўз атрофига жалб этадиган лойиҳа ва ташаббусларга оид айрим таклиф ва тавсиялар	216
ИБРАТЛИ БИТИКЛАР	
Мамаюнус Қаршибаевич Пардаев Бола тарбияси	218

8. Nabijanovich, D. B. (2022). INNOVATIVE ACTIVITY MANAGEMENT ISSUES. Journal of Pharmaceutical Negative Results, 3744-3755.

<p>Б.Дедажанов</p> <p>Операционная деятельность, управление ею и новые тенденции</p> <p>Аннотация. Эффективность предприятия напрямую зависит от правильного выполнения и рационального управления осуществляемыми операциями. Операционный менеджмент – это деятельность по организации, использованию и совершенствованию бизнес-процессов, направленная на производство основных видов продукции и услуг. В статье отражены операционные процессы и их природа, различные подходы и некоторые проблемы в данной области. Также даются соответствующие рекомендации по развитию отрасли и устранению существующих проблем.</p> <p>Ключевые слова: операции, ресурсы, материальные ресурсы, инвестиции, операционная деятельность, глобализация, производственные стратегии, менеджмент качества, кооперация в производственной цепочке, гибкость производства, удовлетворение индивидуальных потребностей, делегирование полномочий.</p>	<p>B.Dedajanov</p> <p>Operational activities, its management and new trends</p> <p>Abstract. The efficiency of enterprises directly depends on the correct implementation and rational management of operations carried out at the enterprise. Operations management is the activity of organizing, using and improving business processes aimed at producing the main types of products and services. The article reflects operational processes and their importance, various approaches and some problems in this area. Relevant recommendations for developing the industry and eliminating existing problems are also offered.</p> <p>Keywords: operations, resources, material resources, investments, operational activities, globalization, production strategies, quality management, cooperation in the production chain, production flexibility, meeting individual needs, delegation of authority.</p>
--	--

Bekzodjon Oblakulov – assistant teacher at Silk Road International University of Tourism and Cultural Heritage

Mekhruza Vafokulova – assistant teacher at Silk Road International University of Tourism and Cultural Heritage

MARKETING ANALYSIS OF INTERNATIONAL BRAND IN THE CASE OF “CHARTAK MINERAL WATER JV LTD”

Abstract. This article analyses current trends of international company in the case of Chartak such as BCG (Boston Consulting Group) matrix, SWOT analysis and STP analysis and gives recommendation for further improvements. It also gives a general understanding of business and marketing reports of this company.

Keywords: SWOT, BCG matrix, segmentation, targeting, positioning, social media, concentrated and differentiated marketing, marketing strategy.

Introduction. This article mainly aims for the analyzing one of the water industries in Uzbekistan and expects some of the possible results from its implemented research. Nowadays it is vital for marketing students to put their knowledge into practice which is acquired from the lesson. In this article shows how the companies implement some marketing strategies such as BCG matrix, SWOT and STP marketing for surviving in this global market. Some of the small entrepreneurs are finding some difficulties after establishing their business not knowing where to begin. In this case, marketing or marketers can come to help for understanding to use some tactics for the development their business. Thanks to AI machines or technologies, manufacturing of goods or delivering has already been alleviated but selling main products is becoming one of the difficulties that sellers have. Chartak mineral water has taken as a main key for checking whether

marketing techniques are working well or not.

Literature Review. In 2016, Chartak Mineral Water JV Ltd. was established. In particular, thanks to the investment of Buncra BV (Netherlands) and local shareholders, a plant for bottling water in 0.5 and 0.33 liter glass bottles was constructed at the place where the mineral water source is located. Construction began in June and was completed in October 2016. The plant has the most modern equipment that meets the standards of quality and food safety. A socially responsible institution that maximizes the aspirations and potential of individuals and organizations through the provision of high quality and globally recognized programs. A place of excellence in learning and living. The Chartak company provides their customers with high-quality water. Those who administered this mineral drinking water noticed positive changes in the secretion and absorption function of the digestive system, which improves a digestive process. Water stimulates the enzymes splitting the fats, which helps to get rid of excess weight. Water promotes the regeneration of abnormal tissues, improves the trophic process. One bottle of Chartak mineral water will provide the recommended daily intake of iodine and help to improve mental activity. Chartak water is used to treat gastric diseases, diseases of liver, bile ducts, pancreatic diseases and diabetes, and the iodine deficiency. Chartak water is very healthful for people suffering from diabetes. It can also be healthful in obesity, as it helps to destruct fats in the human body, which, as a consequence, helps to normalize the body weight. It is important to talk about the advantages for kidneys and urogenital system.

Methodology. This paper adopts secondary research, consider qualitative and quantitative data regards marketing analysis of this company. Apart from this, deep analysis is also introduced to explore fully understanding of research object.

Analysis and Research. This research consists of the following outcomes:
1) External Analysis (Macro Environment): What external factors are influencing their business?

- Social: Education level (people understood the value of fresh water)
- Economic: Inflation (increased price of medical ingredients)
- Technology: E-commerce technologies
- Competition: Entrance of new brands like: ASU, Borjomi

2) SWOT analysis

Strength	Weakness	Opportunity	Threats
Rich in medical ingredients	Failure to develop new tastes	Possibly growth in foreign market	Entrance of new competitors
First hand fresh water			Products may not be favored by young people
Most sponsored corporate partnerships			

3) Analysing BCG matrix of company

Does the company have the products that are unique in the market?

Chartak Mineral Water JV Ltd was founded with investment of Buncra BV (Netherlands) and local shareholders. Unique product of Chartak Mineral Water JV Ltd is Chartak green bottled water. Because of long-term preservation of all the useful properties of Chartak mineral water, the product is more expansive and unique at the market.

Does the company have the products that are the most profitable?

There are 2 products which are considered as the best profitable: Chartak Water and Silver Water.

Does the company have the products that are uncertainty?

I think Silver Water which is segment of Brand * Chartak Mineral Water JV Ltd * is uncertain. Because, this product is packaged in the plastic bottle. So, it leads to change the product’s quality for about 1 month, even both products are packaged.

Part B : STP analysis**1. Segmentation.**

Geographic segmentation: Chartak may focused on cities and suburbs, but it also maintains a nationwide network for product distribution. This is due to the business realizing that there is a demand from people in rural areas as it grows. I thought the product especially exported to countries of Central Asia, like Tajikistan, Kazakhstan, Kyrgyzstan, Turkmenistan. But, I realize that the premium is intended for marketing and tasting events by potential buyers. And also main aim of company is that increasing volume of suppliers in China. And even the mineral water is also exported to the Voronezh region of Russia.

Demographic segmentation: Firstly, the company targets everyone. They use celebrities in their advertisements to attract them and arrange campaigns in pharmacy at the hospital etc. Because, the digestive system's secretion and absorption functions improved after receiving this mineral-infused drinking water, which enhances the digestive process. Water encourages the enzymes that break down lipids, which promotes in weight loss. The product is suitable for all people and beneficial for all older people. Those who has a problem with stomach problem should drink Chartak or Borjomi according to the medicine. The product is consumed by all class like social, middle and upper class. I know it is more expansive than other dinks.

Psychological segmentation: This main segment varies from attitudes, lifestyle and personality of consumers.

2. Targeting

Size: Additionally, there is a need to satisfy a variety of consumers, from common people to health-conscious ones. There are some big water markets for younger consumers in the age range of 10 to 25, with a secondary market made up of people in the range of 35 to 75.

Difference: The company targets the market that desires fresh and drinks with their regular taste. Meanwhile, the product and their variants target those customers who want to taste from other brands.

Reachability: The product is accessible to sale in the market, and the company is totally protected by government. Because, the product is local and friendly for the environment.

Profitability: The product can attract all class of people. So, all people purchase the product. But not more !

Positioning: Chartak promotes its products as refreshing and sensation. They claim that their products make their target market happy. Chartak beverages and other goods are linked to having a good time with loved ones and loving everyday life. The company also continuously and successfully markets its high-quality water.

Chartak is definitely one of the brands that come to mind for consumers looking for premium beverages. Each product offered by the medicine provides customers with a satisfying experience. Chartak promotes itself as a product that brings happiness and good change to customers' lives, in contrast to other beverage brands. In the end, the company's main priority is to satisfy the demands and tastes of its diverse clientele.

Part C: Analysing IMC and SM with competitors

1. Advertising: Chartak actively markets its product through advertising across multiple mediums and channels, including TV, online ads, social media etc.

2. Direct Marketing: Specialists of Chartak company actively organizes meetings with Medicine students in different regions.

3. Internet marketing: Internet Marketing is well organized in Chartak company, for instance: 5789 followers on *Instagram* (Chartakuzbekistan), 1223 follower on *Telegram* (Chartak Mineral Water) and 5 star company in terms of reviews on *Google* (46 reviews).

4. Personal Selling: Weekly TV shows about medicine by the sponsorship of *Chartak*.

Recommendations and Conclusion. By analyzing current situation of Chartak we found out lots of information and gained real experience how to organize a company's marketing network and how to deal with customer both directly and indirectly. As a conclusion, we can state that, even there are so many disadvantages of this company, generally they have a well-organized

company network and marketing system. In order to adapt to market changes and customer behavior, it has institutionalized its strategy and culture, which has eventually allowed it to maintain its market share. Business has built up a sizable market share and brand identity in urban markets. Therefore, it is advised that the company concentrate on the rural markets in order to build brand equity, loyalty, and awareness. This can be accomplished by creating a distinct brand allowance method through trade marketing techniques that clearly distinguishes Chartak items from other competitor items. Strategic growth is the most advised course of action among the choices because it guarantees corporate profitability while cutting back on wasteful spending on advertising and efforts to expand distribution. Additionally, it develops a more stable market for the product, lowering the risk factors associated with shifting market trends. The company should concentrate on promoting the product more in nations with higher sales and greater consumer receptivity since this would ensure profitability and long-term viability for the business. Prior to beginning the implementation phase, research would be essential in creating such marketplaces. The research of the other options would be beneficial to the organization if the suggested plan did not prove to be feasible because they all work toward.

Reference:

- 1.Chernev, A. (2018). Strategic marketing management. Berlin/Heidelberg, Germany: Cerebellum Press.
- 2..KHS competence "The Water Mission" (2021) <https://competence.khs.com/en/012020-rethink/the-water-mission/#:~:text=IDS%20Borjomi%20has%20made%20it,healthy%20lives%20by%20drinking%20water>
3. Borjomi website https://www.borjomi.com/int_en/products/a-borjomi-in-the-0-15-l-can
4. Groucutt, J., & Hopkins, C. (2015). Marketing. London: Macmillan International Higher Education.
5. Georgian Glass and Mineral Water SWOT Analysis & Matrix / MBA Resources <https://embapro.com/frontpage/swotcase/4816-borjomi-mineral>
- 6.Stead, M., & Hastings, G. (2018). Advertising in the social marketing mix: getting the balance right. In Social Marketing (pp. 29-43). London, England: Psychology Press.
7. Sheraliyevich, B. O., & Zarina, M. (2022). Marketing Research and Customer Satisfaction of Nestle in Uzbekistan. *American Journal of Economics and Business Management*, 5(6), 31-38.
- 8.Sheraliyevich, B. O., Kadorkin, K., Akramov, N., Nuriddinov, R., & Abiyorov, N. (2023). Market Analysis and Research of Nestle Company. *Journal of Marketing and Emerging Economics*, 3(4), 18–23. Retrieved from <https://openaccessjournals.eu/index.php/jmee/article/view/2052>
9. Sheraliyevich, B. O., Erkinova, R., & Umedova, M. (2023). Business Analysis and Marketing Report of Nestle. *Journal of Marketing and Emerging Economics*, 3(4), 24–28. Retrieved from <https://openaccessjournals.eu/index.php/jmee/article/view/2053>
10. Sheraliyevich, B. O(2023)The Seybold Report. ISSN 1533-9211. "Human Resource Management in The Case of the Company LOBLOW"

<p style="text-align: center;">В.Облакулов, М.Вафоқулова Chartak misolida xalqaro brendning marketing tahlili</p> <p>Аннотация. Ushbu maqolada BCG (Boston Consulting Group) matritsasi, SWOT va STP tahlili asosida “Chartak” kompaniyasi misol sifatida olinib, ushbu xalqaro kompaniyaning joriy tendensiyalari, shuningdek kompaniyaning keyingi takomillashtirish bo‘yicha tavsiyalari tahlil qilindi. Shuningdek, kompaniyaning biznes va marketing tahlillari haqida umumiy ma’lumot beriladi.</p> <p>Калит so‘zlar: SWOT, BCG matritsasi, segmentatsiya, maqsadlilik, joylashishni aniqlash, ijtimoiy tarmoqlar, konsentrlangan va tabaqalashtirilgan marketing, marketing strategiyasi.</p>	<p style="text-align: center;">Б.Облакулов, М.Вафоқулова Маркетинговый анализ международного бренда на примере Чартак</p> <p>Аннотация. В этой статье анализируются текущие тенденции международной компании на примере Чартак, с помощью таких методов, как матрица BCG (Boston Consulting Group), SWOT-анализ и STP-анализ, а также даны рекомендации компании по дальнейшим улучшениям. Это также дает общее представление о бизнес- и маркетинговых отчетах этой компании.</p> <p>Ключевые слова: SWOT, матрица BCG, сегментация, таргетинг, позиционирование, социальные сети, концентрированный и дифференцированный маркетинг, маркетинговая стратегия.</p>
--	--

ISSN 2091-5187

☞ “СЕРВИС” ☞

Журнал Самарқанд иқтисодиёт ва сервис институти таҳририят
бўлимида нашрга тайёрланди.

12.09.2024 йилда теришга берилди. 27.09.2024 йилда босишга рухсат этилди.
Офсет босма қоғози. Қоғоз бичими 60x84_{1/8}. “Times” гарнитураси. Офсет
босма усули. Шартли босма табоғи 15,76. Ҳисоб-нашриёт
табоғи 13,75. Адади 100 нусха. Буюртма № 0110А/24

Самарқанд иқтисодиёт ва сервис институтининг
матбаа бўлимида чоп этилди.
Лицензия № 025316.
Реестр № Х-119112.

Манзил: Самарқанд шаҳри, Шохрух кўчаси, 60-уй.

© Самарқанд иқтисодиёт ва сервис институти, 2024.