

**STATE COMMITTEE FOR COMMUNICATIONS, INFORMATION AND  
TELECOMMUNICATION TECHNOLOGIES OF THE REPUBLIC OF  
UZBEKISTAN**

**TASHKENT UNIVERSITY OF INFORMATION TECHNOLOGIES  
“SPHERE OF ICT ECONOMY AND MANAGEMENT” FACULTY  
“Economics in ICT sphere” Department**

Admitted to defense

Chairman of Department: \_\_\_\_\_

“ \_\_\_\_ ” \_\_\_\_\_ 2014 y.

**GRADUATION QUALIFICATION WORK**

On a theme:

**“Methods of the estimating efficiency in marketing activity of  
telecommunication enterprises”**

**Graduate:** \_\_\_\_\_ Tohtasinov T.X.  
signature

**Supervisor:** \_\_\_\_\_ Sobirov A.A.  
signature

**Reviewer:** \_\_\_\_\_ Khaytmetov N.V.  
signature

**Adviser:** \_\_\_\_\_ Khodjiev Kh.Kh.  
signature

**The adviser of S.V.A** \_\_\_\_\_ Borisova Y.A.  
signature

TASHKENT-2014

**STATE COMMITTEE FOR COMMUNICATIONS, INFORMATION AND  
TELECOMMUNICATION TECHNOLOGIES OF THE REPUBLIC OF  
UZBEKISTAN**

**TASHKENT UNIVERSITY OF INFORMATION TECHNOLOGIES**

Faculty of “Economics and Management in ICT sphere”  
“Economics in ICT sphere” department  
Direction: 5340100 - Economics (on branches and spheres)

**I CONFIRM  
MANAGING CHAIR\_\_\_\_\_**  
«\_\_\_\_\_»\_\_\_\_\_ 2014 year

**Student :** Tohtasinov Temurmaliq Xusanovich

“Methods of the estimating efficiency in marketing activity of telecommunication  
enterprises”  
The theme for graduation qualification work

**TASK**

1. **The theme is confirmed by order on university** from December 30<sup>th</sup>, 2013 Number 1323.
2. **Term of delivery of finished work:** 27.05.2014y.
3. **The initial data to work:** President’s books, economics text-books, law and orders, other necessary documents, company’s financial report.
4. **Accountant is a content of written explanation:** [the content of the marketing analysis, theoretical aspects of the analysing marketing efficiency on enterprises, the analysis of marketing efficiency of “Uzbektelecom” JSC Andijan branch, the estimation of marketing efficiency of “Uzbektelecom” JSC Andijan branch and the perspectives of increasing efficiency in marketing activity](#), safety of vital activity.
5. **The table of graph materials:** the first table is analysis of the structure of marketing results and their dynamics, the second is structure of revenues and expenses of “Uzbektelecom” JSC Andijan branch during the reporting period, the third is comparative evaluation of the influence of factors on net profit of “Uzbektelecom” JSC Andijan branch and the last is comparative assessment of marketing results of “Uzbektelecom” JSC Andijan branch.
6. **The date of delivery of the task** on 15<sup>th</sup> January 2014y.

The supervisor: \_\_\_\_\_  
signature

Task has accepted: \_\_\_\_\_  
signature

## 7. The advisers of some parts of work

The name of the sections	Consultant	Signature, data	
		The task was given	The task was given
1. The role of marketing activity of enterprises and the methods of calculating its efficiency	Sobirov A.A	15.01.2014	15.01.2014
2. Analysis and estimation of efficiency in marketing activity of telecommunication enterprises (for instance "Uzbektelecom" JSC Andijan branch)	Sobirov A.A	01.02.2014	01.02.2014
<a href="#">3. New approaches of increasing efficiency in marketing activity</a>	Sobirov A.A	07.03.2014	07.03.2014
4. Life safety at enterprise	Borisova Y.A	29.05.2014	29.05.2014

## 8. The schedule of performance of work

№	The names of diploma work's parts	Period of finishing	Head (sign)
1.	The role of marketing activity of enterprises and the methods of calculating its efficiency	01.02.2014	
2.	Analysis and estimation of efficiency in marketing activity of telecommunication enterprises (for instance "Uzbektelecom" JSC Andijan branch)	07.03.2014	
3.	<a href="#">New approaches of increasing efficiency in marketing activity</a>	24.05.2014	
4.	Life safety at enterprise	3.06.14	

Graduate: \_\_\_\_\_

2014 year \_\_\_\_ June

Supervisor: \_\_\_\_\_

2014 year \_\_\_\_ June

The purpose of graduation qualification work is researching a circumstance of marketing activities in telecommunication sphere, managing this process, creating new methods by practice of foreign telecommunication companies and applying them to our local companies.

At the end of the work the recommendations of creating effective marketing activities are provided.

Целью выпускной квалификационной работы является исследование обстоятельств маркетинговой деятельности в области телекоммуникации, управление этим процессом, создание новых методов маркетинговых деятельностью используя практические навыки зарубежных телекоммуникационных компании и их применение нашим компаниям.

В конце работы предложены рекомендации о создании эффективной маркетинговой деятельности.

Битирув малакавий ишининг мақсади телекоммуникация соҳасида маркетинг фаолиятини тадқиқ қилиш, ушбу жараёнларни бошқариш, чет эл телекоммуникация компанияларининг амалий тажрибаси асосида янги маркетинг фаолияти услубиётларини ишлаб чиқиш ва уларни маҳаллий компанияларда қўллашдан иборат.

Ишнинг сўнгида самарали маркетинг фаолиятини ишлаб чиқишда тавсиялар берилган.

## CONTENTS

INTRODUCTION.....	5
I. THE ROLE OF MARKETING ACTIVITY OF ENRPRISES AND THE METHODS OF CALCULATING ITS EFFICIENCY .....	7
1.1. Theoretical principles of leading marketing activity of enterprises.....	7
1.2. Methods of estimating economic efficiency in marketing activity of enterprises.....	25
1.3. Methods of competitiveness in the telecommunication market and conditions.....	32
II. ANALYSIS AND ESTIMATION OF EFFICIENCY IN MARKETING ACTIVITY OF TELECOMMUNICATION ENTERPRISES (for instance JSC “Uzbektelecom” Andijan branch).....	37
2.1. Overall description features of JSC “Uzbektelecom” Andijan branch...	37
2.2. Analysis of marketing activity of JSC “Uzbektelecom” Andijan branch.....	42
III. NEW APPROACHES OF INCREASING EFFICIENCY IN MARKETING ACTIVITY .....	56
3.1. Estimation of efficiency in marketing activity of JSC “Uzbektelecom” Andijan branch.....	56
3.2. The perspectives of increasing efficiency in marketing activity of JSC “Uzbektelecom” Andijan branch.....	60
IV. OCCUPATIONAL SAFETY AND SAFETY ENGINEERING.....	71
4.1. Safety of work.....	71
4.2. Working conditions.....	74
CONCLUSION.....	80
LISTS OF THE USED LITERATURE .....	82
APPENDIX	

## INTRODUCTION

As principles of management, communication is perpetual activity. This is universal and one of the main characteristics as communion of human being, thus also work of any organization. So here its adopting could be vast, if society is also broad. As a basic features of communication will exhibit sending and receiving of knowledge, ideas, facts, manners, aims, emotions and prices.

So, why today's main issue is making effective relationships - communications. As all advanced countries, Uzbekistan is also trying to handle its economic system - market economy by worldwide distributions of knowledge. In early days of independence, the President of Uzbekistan indicated: "last year noticed to put into action of info – communication technologies in all fields of economics. By use of modern communication and information, make chances to add row of high developed countries"<sup>1</sup>.

It's important to search and learn theoretical and practical aspects of marketing communications thoroughly, as this sphere is becoming one of the developing and prospering ranges in Uzbekistan.

According to speech the President of Uzbekistan at the conference of cabinet ministry of Uzbekistan: "service field in our Republic in 2014 has developed speedily, its shares of general national product were 37% in 2000 and now its shares 53%. During the year volume of service communication and informatization has grown up to 41,6% and this indicator should be marked as a positive tendency which the answer to nowadays demand. This indicator is first satisfied by rising number of users from mobile communication and internet. For doing it some works depended on going down to 22% of internet price growth for consumers was important. Nowadays consumers of our Republic nearly 8 billion

---

<sup>1</sup> Karimov I.A. Cabinet of Ministers' meeting annual report 2013for developing social – economics and the most important directions for economics program to 2014 [p. 14]

are using from internet very activity. Last year noticed to promoting information-communication technologies to all branches of economy and lifestyle of people”<sup>2</sup>.

It is now widely recognized that marketing communication is at the very heart of effective management. There is an ever-expanding demand for valid and generalizable information on how best to relate to people in organizational contexts. Communication Skills for Effective Management meet this demand. It demonstrates how to be successful for managers, they need to employ a range of key communication skills, styles and strategies. The contents are based upon the authors' considerable experiences of researching, learning and consulting in a range of telecommunication sector. Each chapter contains series of boxed text, diagrams, tables and illustrations which summarize core points devoted to marketing communications in a telecommunication company.

Although we may view the communication of telecommunications as a network of information flow, we must keep in mind that an organization consists of people and that the communication occurs among people. Thus, it is important to get basic understanding of marketing communications to know how communication occurs among people. The following review will explain you the conception given above.

## **I. THE ROLE OF MARKETING ACTIVITY IN ENTERPRICES AND THE METHODS OF CALCULATING ITS EFFICIENCY**

### **1.1. Theoretical principles of leading marketing activity of enterprises**

---

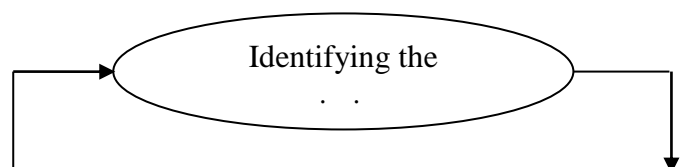
<sup>2</sup> Karimov I.A. Cabinet of Ministers' meeting annual report 2013for developing social – economics and the most important directions for economics program to 2014

The theory of marketing has been created in America in 10-20 of XX century. Marketing has arisen as reaction to negative displays of roughly developing "wild" market: excessive spontaneity, not predictability of development, a disorder competition to bent for of permissiveness, aspiration of the manufacturer to dictate the will to the consumer, the tendency to monopolization growth, etc., threatening by serious economic and social shocks. Founders of the theory which have received the name marketing, started with the thesis, that the mankind has not found the best mechanism of distribution, than the market. It is necessary to find a way to soften negative displays of action of a market mechanism, to subordinate manufacture and distribution to interests of the consumer.

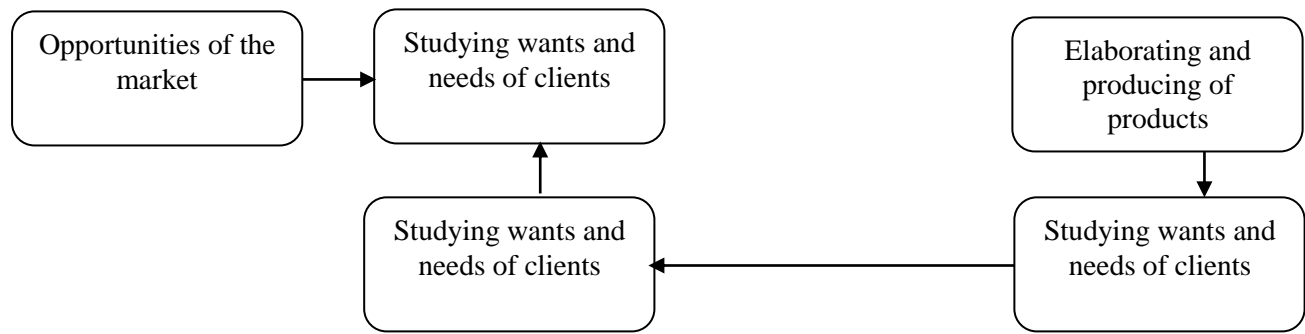
Marketing (from English "market" - the market) - system of the administrative, regulating and research activity directed on effective finishing of the goods from sphere of manufacture to sphere of consumption. The marketing purpose - satisfaction of requirements of the buyer and that the account of it reception has arrived the seller. In the civilized market there is a mechanism which causes reception have arrived satisfaction of demand. The businessman, aspiring to increase the profit, should stimulate demand and result is industrial-with the household program in conformity with interests of consumers.

Marketing - any activity directed on concluding of the goods from sphere of manufacture to sphere of consumption on satisfaction of requirements according to consumer demand.

"Marketing is the art and science to correctly choose target market, to attract, retain and increase the number of consumers by providing the buyer confidence that it represents a higher value to the company and orderly and purposeful process of understanding the consumer and regulation of market activity" (the founder of the theory of marketing Philip Kotler) (Figure 1.1.1).







**Figure 1.1.1. Process of Marketing<sup>3</sup>**

Marketing is the implementation of business processes in the direction of flow of goods and services from producer to consumer.

Marketing is a system of planning, pricing, promotion and distribution of ideas, goods and services to meet the needs and desires of individuals and organizations: advertising is only one of the factors of the marketing process.

Marketing is one of control systems of capitalist enterprise, involving the careful consideration of the processes occurring in the market for economic decision making. The goal of marketing is to create conditions for the adaptation of production to public demand, market requirements, and to develop a system of organizational-technical measures on market research, sales intensification, enhancement of competitiveness of products in order to maximize returns. The basic functions of marketing: market research, pricing, advertising and sales promotion, planning, product range, marketing and trading operations, activities related to the storage, transportation of goods, control of trade and sales personnel, organization of customer service. Most researchers agree that marketing is a process. It starts with the research of the target market segment, which is going to run the company. Marketers determine the potential demand and the size (capacity market segment, i.e. identify customers, whose needs are not met sufficiently or experiencing an implicit interest in certain products or services. Is market segmentation and choice of those parts that are able to provide services in the best way. Plans of creating and bringing products to the consumer, as well as the

<sup>3</sup>Kotler Philip. Marketing management. Northwest University. Upper Saddle River, New Jersey 0745

strategy of marketing mix (eng. the mix) impact on demand through product, price, distribution channels and methods of product promotion. Create a marketing system audit, which will allow evaluating the results of activities and their impact on consumers.

Marketing starts not with goods, but with the search of effective consumer who is willing to buy something. Usually content equate marketing with sales and its promotion, advertising. However, in fact, marketing is one of the functions of marketing and often not the most significant. If the company did a good job on such topics marketing as identifying customer needs, design appropriate products and establishment of the relevant rates, establishment of a system for their distribution and effective incentives, that such goods will not have problems with sales. According to the theorists of management: "the Goal of marketing is to make efforts on selling unnecessary. Its purpose is so good to know and understand the client that the goods or services will be accurate approach latest and sell themselves". All this does not mean that the efforts of sales and promotion lose value. These functions become part of a larger complex of marketing" (mix), etc. the set of marketing tools that need harmoniously linked with each other in order to achieve maximum impact on the market. Overall marketing is human activity is somehow related to the market. Marketing functions form the following concepts: a need, demand, demand, commodity, currency, transaction and the market. The original idea underlying the marketing is the idea of human needs. Necessity is the feeling of lack of something. People's needs are diverse and complex, but in General the number of course, unlike needs. Here and basic physiological needs in food, clothing, warmth and safety; and social needs in spiritual closeness, influence and affection; personal needs for knowledge and self-expression. Most of these needs are defined by the original elements of human nature. If the need is not satisfied, the person feels unsatisfied and wants either to find the object is able to satisfy the need or try to suppress it.

The second original idea of marketing is the idea of human needs. As the progressive development of society is growing and needs of its members. People

are faced with a growing number of objects that evoke their curiosity, interest and desire. Producers on the other hand undertake targeted actions to stimulate the desire to have the goods. They are trying to create the connection between what they produce and the needs of the people. The product is promoted as a means of satisfaction of one or a number of specific needs. Figure marketing does not create a need, it already exists. The needs of the people are almost limitless, but people buy only those goods which cause him the greatest satisfaction at minimum cost, time, information costs. Change of choice may be the result of changing prices or income. People usually choose the product, the set of properties which provides him the greatest satisfaction for this price, taking into account their specific needs and resources.

Goods can not meet the needs of, and may correspond to partially finally fully meet the needs that are to be the so-called perfect item. The fuller product meets the desires of the consumer; the manufacturer will achieve greater success. The term "product" is not limited to physical objects. Item can be called everything that can provide the service that is to satisfy the need. In addition to products and services, it may be the individual, places, organizations, activities and ideas. Consumer decides what kind of entertainment programs on television to see, where to go on vacation, what ideas to support, etc.

Marketing takes place in cases when people decide to satisfy their needs and demands through the exchange.

The notion of "the market" to return to the basic notion of "marketing". Exchange process requires certain actions. Anyone who wants to sell, you must search for buyers, identify their needs, design appropriate products, promote them on the market, store, transport, negotiate prices, etc. Constitute the basis of marketing activities, processes such as product development, research, networking communications, organization of distribution, pricing, service deployment service.

What are the main purposes of marketing? The overall aim consists in providing satisfaction of demand of the consumers shown in the market, and at the expense of it to receive the greatest possible profit.

**Marketing activities** are messages and related media used to communicate with a market. Marketing activity is the "promotion" part of the "Marketing Mix" or the "four Ps": price, place, promotion, and product. As the term suggests, marketing communication functions within a marketing framework. Traditionally known as the promotional element of the four Ps of marketing, the primary goal of marketing communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding (Figure 1.1.2).



Figure 1.1.2. Market goals<sup>4</sup>

A multitude of changes in business, consumer behavior and the world in general has shaped our current marketing environment over the last several decades. From the print, radio and TV media revolution to the digital age. From industries dominated by a few key players to a mix of successful companies of all sizes in today's market. From unassuming, susceptible consumers to the analytical, scethical and information buyer of today (figure 1.1.3).



<sup>4</sup> Kotler Philip. Marketing management. Northwest University. Upper Saddle River, New Jersey 0745

### **Figure 1.1.3. The Marketing Communications Wheel<sup>5</sup>**

Marketing communication acquires new customers for brands by building awareness and encouraging trial. Marketing communication also maintains a brand's current customer base by reinforcing their purchase behavior by providing additional information about the brand's benefits. A secondary goal of marketing communication is building and reinforcing relationships with customers, prospects, retailers, and other important stakeholders.

Successful marketing communication relies on a combination of options called the promotional mix. These options include advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has also become a powerful tool for reaching certain important audiences. The role each element takes in a marketing communication program relies in part on whether a company employs a push strategy or a pull strategy. A pull strategy relies more on consumer demand than personal selling for the product to travel from the manufacturer to the end user. The demand generated by advertising, public relations, and sales promotion "pulls" the good or service through the channels of distribution. A push strategy, on the other hand, emphasizes personal selling to push the product through these channels.

For marketing communication to be successful, however, sound management decisions must be made in the other three areas of the marketing mix: the product, service or idea itself; the price at which the brand will be offered; and the places at or through which customers may purchase the brand. The best promotion cannot overcome poor product quality, inordinately high prices, or insufficient retail distribution.

Likewise, successful marketing communication relies on sound management decisions regarding the coordination of the various elements of the promotional mix. To this end, a new way of viewing marketing communication emerged in the 1990s. Called integrated marketing communication, this

---

<sup>5</sup> Kotler Philip. Marketing management. Northwest University. Upper Saddle River, New Jersey 0745

perspective seeks to orchestrate the use of all forms of the promotional mix to reach customers at different levels in new and better ways.

In the early XX century, most firms were small, and their employees know their customers personally. Executives gather marketing information, communicating with their regular customers. In the future began to appear and grow three trends that led to the need for more extensive and more benign information.

The first trend - is the transition from marketing at the local level to marketing on a national scale. Companies are continually expanding its market territory, and its managers are not aware of their clients directly. We need new ways to collect marketing information.

The second trend concerns the transition from buying needs to customer needs. As their incomes rise, consumers are becoming more discerning when choosing products. Sellers increasingly difficult to predict the reaction of customers to different characteristics, design and other characteristics of goods. There is a need for specific marketing research.

A third trend - the transition from competition in prices to non-price competition. Sellers are increasingly using non-price methods of marketing, such as the assignment of goods branded names, advertising and sales promotion . There is a need to form a feedback system providing information about how to react on the market to use these methods.

In order to realize these needs, many companies are developing a marketing information system.

Marketing information system (marketing information system) - a permanent structure of the relationship of people, equipment, and instructional techniques. It is designed to collect, classify, analyze, evaluate and disseminate relevant, timely and accurate information to improve planning and monitoring of marketing activities.

Marketing information system (MIS ) forms a database, which, depending on the sources of information is divided into internal reporting system and a system

for collecting external marketing information. Internal reporting system (internal records information) reflects the current sales figures, the amount of loss, the amount of inventory, etc.

The Association Information Industry (IIA) - a set of personnel, equipment, procedures and methods for collecting, processing, analysis and distribution of timely and accurate information necessary for the preparation and adoption of marketing decisions [Appendix 1].

Key Advantages of MIS:

- An organized collection of information;
- A wide scope of information;
- Crisis prevention in the firm;
- Coordination of marketing plans;
- Speed of analysis;
- Presentation of results in a quantitative manner.

However, MIS expensive, high initial costs required.

Marketing research (marketing research) - the process of gathering the information necessary for marketing activities.

Marketing Intelligence - involves getting important marketing information from public sources. Among the methods of operation such departments include media analysis, social surveys (questionnaires), internal corporate investigations, analysis of performance indicators. Thus, analyzes of total turnover, net profit share of buyers of total visitors (tracking systems).

Marketing Research (born marketing research) - a form of business research and direction of applied sociology that focuses on understanding the behaviors, desires and preferences of consumers, competitors and the market as dictated by the market economy. Marketing research as a statistical science was initiated by Arthur Nielsen, together with the creation of ACNielsen Company in 1923.

Integrated Marketing Communications (IMC), according to The American Marketing Association, is “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or

organization are relevant to that person and consistent over time.” Marketing Power Dictionary. Integrated marketing communication can be defined as a holistic approach to promote buying and selling in the digital economy. This concept includes many online and offline marketing channels.

The evolution of this new perspective has two origins. Marketers began to realize that advertising, public relations, and sales were often at odds regarding responsibilities, budgets, management input and myriad other decisions affecting the successful marketing of a brand. Executives in each area competed with the others for resources and a voice in decision making. The outcome was inconsistent promotional efforts, wasted money, counterproductive management decisions, and, perhaps worst of all, confusion among consumers.

Secondly, the marketing perspective itself began to shift from being market oriented to market driven. Marketing communication was traditionally viewed as an inside-out way of presenting the company's messages. Advertising was the dominant element in the promotional mix because the mass media could effectively deliver a sales message to a mass audience. But then the mass market began to fragment. Consumers became better educated and more skeptical about advertising. A variety of sources, both controlled by the marketer and uncontrolled, became important to consumers. News reports, word-of-mouth, experts' opinions, and financial reports were just some of the "brand contacts" consumers began to use to learn about and form attitudes and opinions about a brand or company, or make purchase decisions. Advertising began to lose some of its luster in terms of its ability to deliver huge homogeneous audiences. Companies began to seek new ways to coordinate the multiplicity of product and company messages being issued and used by consumers and others.

Thus, two ideas permeate integrated marketing communication: relationship building and synergy. Rather than the traditional inside-out view, IMC is seen as an outside-in perspective. Customers are viewed not as targets but as partners in an ongoing relationship. Customers, prospects, and others encounter the brand and company through a host of sources and create from these various contacts ideas



about the brand and company. By knowing the media habits and lifestyles of important consumer segments, marketers can tailor messages through media that are most likely to reach these segments at times when these segments are most likely to be receptive to these messages, thus optimizing the marketing communication effort.

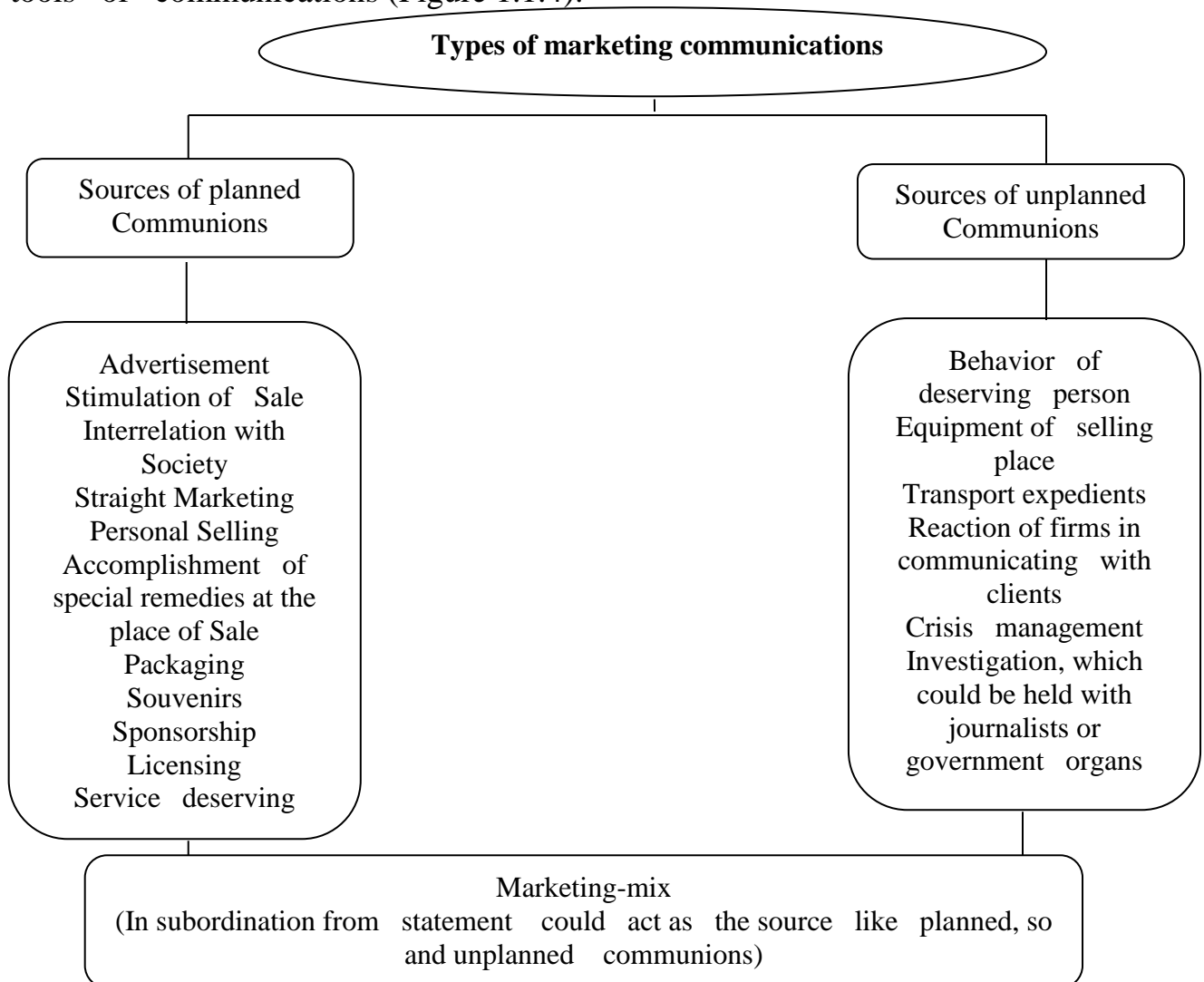
Ideally, IMC is implemented by developing comprehensive databases on customers and prospects, segmenting these current and potential customers into groups with certain common awareness levels, predispositions, and behaviors, and developing messages and media strategies that guide the communication tactics to meet marketing objectives. In doing this, IMC builds and reinforces mutually profitable relationships with customers and other important stakeholders and generates synergy by coordinating all elements in the promotional mix into a program that possesses clarity, consistency, and maximum impact.

Practitioners and academics alike, however, have noted the difficulty of effectively implementing IMC. Defining exactly what IMC is has been difficult. For example, merely coordinating messages so that speaking "with one clear voice" in all promotional efforts does not fully capture the meaning of IMC. Also, changing the organization to accommodate the integrated approach has challenged the command and control structure of many organizations. However, studies suggest that IMC is viewed by a vast majority of marketing executives as having the greatest potential impact on their company's marketing strategies, more so than the economy, pricing, and globalization.

**Evaluation of effectively integrated communications.** Marketing communications present itself a process of transmission of the information about goods to purposeful audience. It is important to understand, that any type of firm is not in the position to act in all markets at once, satisfying at the demands of all customers. As opposition, company could prosper only in a one position, if it is aimed to this kind of market, clients with the more impressions could interested in their marketing program. *Purposeful audience* present itself the group of people, that receive

marketing communion and have a chance to understand to them. Even giants like “Coca-Cola” and “PepsiCo” in order to promote their new communication will orientate to exact groups of people. For example, target market “Diet Coke” contains from conscious customers of beverage, building with utilizing dieted ingredients. By this way, “Diet Coke ” signed for those, who perceivably prefer equally beverages without alcohol - teen-agers at the age of from 12 to 24 both women and men from 25 to 45.

In order to delivery to customer planned references utilize following tools of communications (Figure 1.1.4):



**Figure 1.1.4. References of Marketing Communication<sup>6</sup>**

<sup>6</sup>Karasev. A. Segmentation of cellular communication market / A. Karasev // Marketing.2008. №5(102).C.21-31.

❖ Advertisement - any form of communication that motivated by precise person, directed to promote commodities, services and ideas

❖ Stimulation of sale - different types of marketing activity, that in exact period of time increase the initial worth of goods or services and will stimulate directly the buyer activity of customers (for instance, coupons or taste samples ), at the job of distributors and traders.

❖ Public Relations (communication with public or society) – coordinated exertion for construction favorable presentation about goods in confession of people.

❖ Straight marketing - interactive system of Marketing, allows to the customer easily receiving of information, which they interested in, and acquire the goods with the aid of utilizing the various channels in order to diffuse the information.

❖ Personal selling – setting the personal contact with one or more potential customers in purpose to sell the goods. As a sample of these contacts can deserve phone calls with regional representatives- producer of a local company entrepreneur of retail trade, selective calls with potential purchaser without expedient in the house or sale of commodities with telephone order.

❖ Special remedy for stimulating sale or advertising-design remedy for sale place implies – fulfillment of expedients, that transmit marketing usage spontaneously at the place of sale and raising probability of acquisition of goods to customers. Such means, in particular internal coupons of the

❖ shops, explain to customer about definite commodity, deliver it to marketing usage of company or inform about incomes of purchase.

❖ Packaging - apart from basic function deserves place situation of marketing communication usages. That is why with treatment of packaging of goods engage as technologists and designers, thus and specialists in planning marketing communications. So far as particularly marketing usage with packaging caller of shop in front of his at the moment of deciding

about purchase of good, it plays exclusively important role at the process of persuasion of customers.

❖ Special souvenirs – free of charge gifts, deserving reminding about company, producing good, and about its trade mark.

❖ Sponsorship - financial maintenance, expresses the company as noncommercial organization on the holding of different legislative measure in exchange to the right setting main relation with them.

❖ Allowance to the license - this is the practice of sale straight to accomplishment of firm symbols of company or its commodities.

❖ Programs of service deserving are aimed to satisfaction current wants of clients.

❖ Service deserving - the most important part of maintenance of marketing communication, confining in after purchase service to the customers.

**Unplanned** references include themselves all the other manners transmitting to the potential client various information about company or about its trade mark. For example, dirty car, that in this stuff transmits goods, absence of safe place for parking near the shop. All collaborators of firms, and in the first turn those, who immediately have the work with the clients, can premeditatedly become the source of transmitting undesirable information, if not directed to the special training, in the process that meet with communicational effects their action and manners of communion.

Though specialists works with problems of marketing communication not always should carry responsibility for these unplanned references, all of them will have to foresee and expel apparition of references.

Before examine the organizational claim, it is necessary for realization strategies of integrated communications could be useful to get acquainted with all organizational structure of firms and that terminology that could meet with manager in marketing communications.

Large company thrives to decreasing prices in the own communication, equal sections will share out main attention to the clients, not to trade mark. Company, that directed its attention to client, must be assured to this, that workers of marketing section do all necessities for satisfaction of demand and wishes of purchasers. In other word, in them must be created division orientated to work not with trade mark, but with definite groups of clients or with definite goods.

Advertising is an important element of the marketing communications mix. Put simply, advertising directs a message at large numbers of people with a single communication. It is a mass medium. Advertising has a number of benefits for the advertiser. The advertiser has control over the message. The advert and its message, to an extent, would be designed to the specifications of the advertiser. So the advertiser can focus its message at a huge number of potential consumers in a single hit, at a relatively low cost per head. Advertising is quick relative to other elements of the marketing communications mix (for example personal selling, where an entire sales force would need to be briefed - or even recruited). Therefore an advertiser has the opportunity to communicate with all (or many of) its target audience simultaneously (Table 1.1.1).

Table 1.1.1

Advertiser media<sup>7</sup>

Outdoor (Posters or transport)	New Media - Mobile devices	New Media Internet - websites and search engines
Newspapers (Local and National)	Television	Magazines
Radio	Cinema	Others...

Advertising has four characteristics: it is persuasive in nature; it is non-personal; it is paid for by an identified sponsor; and it is disseminated through mass channels of communication. Advertising messages may promote the adoption of goods, services, persons, or ideas. Because the sales message is disseminated through the mass media as opposed to personal selling - it is viewed as a much

---

<sup>7</sup> By author's

cheaper way of reaching consumers. However, its non-personal nature means it lacks the ability to tailor the sales message to the message recipient and, more importantly, actually get the sale. Therefore, advertising effects are best measured in terms of increasing awareness and changing attitudes and opinions, not creating sales. Advertising's contribution to sales is difficult to isolate because many factors influence sales. The contribution advertising makes to sales are best viewed over the long run. The exception to this thinking is within the internet arena. While banner ads, pop-ups and interstitials should still be viewed as brand promoting and not necessarily sales drivers, technology provides the ability to track how many of a website's visitors click the banner, investigate a product, request more information, and ultimately make a purchase.

To develop a program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions in developing an advertising program known as “The five Ms”:

Mission: What are the advertising objectives?

Money: How much can be spent?

Message: What message should be sent?

Media: What media should be used?

Measurement: How should the results be evaluated?

Through the use of symbols and images advertising can help differentiate products and services that are otherwise similar. Advertising also helps create and maintain brand equity. Brand equity is an intangible asset that results from a favorable image, impressions of differentiation, or consumer attachment to the company, brand, or trademark. This equity translates into greater sales volume, and or higher margins, thus greater competitive advantage. Brand equity is established and maintained through advertising that focuses on image, product attributes, service, or other features of the company and its products or services.

Cost is the greatest disadvantage of advertising. The average cost for a 30-second spot on network television increased fivefold between 1980 and 2005. Plus, the average cost of producing a 30-second ad for network television is quite

expensive. It is not uncommon for a national advertiser to spend in the millions of dollars for one 30-second commercial to be produced. Add more millions on top of that if celebrity talent is utilized. Credibility and clutter are other disadvantages. Consumers have become increasingly skeptical about advertising messages and tend to resent advertisers' attempt to persuade. Advertising is everywhere, from network television, to daily newspapers, to roadside billboards, to golf course signs, to stickers on fruit in grocery stores. Clutter encourages consumers to ignore many advertising messages. New media are emerging, such as DVRs (digital video recorders) which allow consumers to record programs and then skip commercials, and satellite radio which provides a majority of its channels advertising free.

**Public Relations (PR)** is a single, broad concept. It is broad since it contains so many elements, many of which will be outlined in this lesson. Public Relations (PR) are any purposeful communications between an organization and its publics that aim to generate goodwill. Publics, put simply, are its stakeholders. PR is proactive and future orientated, and has the goal of building and maintaining a positive perception of an organization in the mind of its publics. This is often referred to as goodwill (Figure 1.1.5.).



**Figure 1.1.5. The relationship between organization and its publics in PR<sup>8</sup>**

It is difficult to see the difference between marketing communications and PR since there is a lot of crossover. This makes it a tricky concept to learn. Added to this is the fact that PR is often expensive, and not free, as some definitions would have you believe.

---

<sup>8</sup>Kotler Philip. Marketing management. Northwest University. Upper Saddle River, New Jersey 07458

Public relations is defined as a management function which identifies, establishes, and maintains mutually beneficial relationships between an organization and the publics upon which its success or failure depends. Whereas advertising is a one-way communication from sender (the marketer) to the receiver (the consumer or the retail trade), public relations considers multiple audiences (consumers, employees, suppliers, vendors, etc.) and uses two-way communication to monitor feedback and adjust both its message and the organization's actions for maximum benefit. A primary tool used by public relations practitioners is publicity. Publicity capitalizes on the news value of a product, service, idea, person or event so that the information can be disseminated through the news media. This third party "endorsement" by the news media provides a vital boost to the marketing communication message: credibility. Articles in the media are perceived as being more objective than advertisements, and their messages are more likely to be absorbed and believed. For example, after the CBS newsmagazine 60 Minutes reported in the early 1990s that drinking moderate amounts of red wine could prevent heart attacks by lowering cholesterol, red wine sales in the United States increased 50 percent. Another benefit publicity offers is that it is free, not considering the great amount of effort it can require to get out-bound publicity noticed and picked up by media sources.

Public relations' role in the promotional mix is becoming more important because of what Philip Kotler describes as an "over communicated society." Consumers develop "communication-avoidance routines" where they are likely to tune out commercial messages. As advertising loses some of its cost-effectiveness, marketers are turning to news coverage, events, and community programs to help disseminate their product and company messages. Some consumers may also base their purchase decisions on the image of the company, for example, how environmentally responsible the company is. In this regard, public relations plays an important role in presenting, through news reports, sponsorships, "advertorials" (a form of advertising that instead of selling a product or service promotes the



company's views regarding current issues), and other forms of communication, what the company stands for.

Marketing in telecommunication sphere a society stands on a top of the mission. Improving infrastructure of citizens considered an important task of marketing. Government management also affects to marketing process as well. Operation staff is the main part of the executors, as they are responsible to get revenue, to function effectively and to develop company in future. In other hand, consumer's satisfaction from telecommunication services, plays a big role in this activity.

Qualities and quantities researching considered one of the basic instruments of estimating marketing communications' efficiency. It depends on type of product or service, mission auditorium, and executive task. In Republic of Uzbekistan the state laws are accepted "About advertising"(Order №723-I, 25<sup>th</sup> December 1998), "Concepts of marketing researches and monitoring postal and telecommunication services" (Order №139, 5<sup>th</sup> April, 2000.) and etc. to regulate activity of the enterprises and citizens of Uzbekistan in the field of telecommunication. According these documents, telecommunication companies are provided with qualified specialists, computers and other modern information technologies. In most companies, the results were increased after financial and material providing; marketing became an important part of telecommunication companies.

## **1.2. Methods of estimating economic efficiency in marketing activity of enterprises**

The estimation to efficiency in marketing activities is very difficult problem and not is always given possibility to express the quantitative effect obtained through marketing activities. Nevertheless, there are many different approaches to solve this problem with respect to that and allows you to select the following classification methods to assess the effectiveness of marketing.

The qualitative methods involve the use of marketing audit, during which is realized comprehensive analysis of the external environment of the organization, as well as all threats and opportunities. It is possible to identify two areas of marketing control: marketing control, results-oriented marketing and auditing, that analysis of the qualitative aspects of the organization.

Quantitative methods of estimating to efficiency in marketing require comparing the costs of marketing with the resulting gross profit and advertising expenses to sales; they characterize the final financial results of the organization. Analysis of profitability and cost analysis may also be an option quantitative method for assessing the effectiveness of marketing. When evaluating marketing activities must be submitted parameters characterizing the activities of a particular business unit - sales volumes, market share for the organization, and net profit margin. The volume of sales ( gross sales ) is complex index reflects not only and not so much to the success of efforts to implement the product, but also the appropriateness of the price, and most importantly, how a product " hit " in the target group of consumers. Dynamics of volume of sales - an indicator of an organization's position in the market, and its share of trends. It should also be noted that an independent place in the analysis of the cost structure and assessment of the potential development of the organization takes a break-even point analysis - breakeven value shows the amount of goods to be sold, so that the resulting contribution margin covers all fixed costs. This amount of room for maneuver indicator is organization in the market.

Sociological Methods evaluating the effectiveness of marketing tools aimed at the use of applied sociology - a program of sociological research and correspondent with her conduct of the study. The use of instruments of applied sociology and focused assessment of the effectiveness of marketing communications (advertising effectiveness, sales promotion, public relations, personal selling and direct marketing).

Scoring methods for assessing the effectiveness of marketing "isolate" its effectiveness for each activity on the list of criteria be up to quality compliance

structures and processes of the marketing concept with setting certain points for each criterion. There is now a growing number of methods to assess the effectiveness of information marketing, the most widely discussed in the Internet. The essence of these methods contain that to assess the effectiveness of marketing programs are used Sales Expert 2, Success and others that are a software for marketing information systems. In fact, the evaluation of the effectiveness of marketing activity is one of the functions of marketing information system. All indicators are needed to assess the effectiveness of marketing activities should be incorporated in the marketing information system. Marketer, the system user only needs to define the algorithms and methods of performance evaluation. Evaluating the effectiveness of the marketing plan. Modern marketers have all the necessary metrics to allow evaluation of marketing plans. They use four instruments monitor the implementation of the marketing plan: analysis of marketing; analysis of market share; an itemized analysis of profit and loss; analysis of the ratio of marketing costs and sales volumes.

Sales analysis. Sales analysis involves decomposition of aggregate sales data into categories such as products, end-users, marketing intermediaries, sales territory and the size of the order.

The purpose of the analysis - to identify the strengths and weaknesses of the area; for example, products with the highest and lowest sales, buyers, who account for the most of the revenue, as well as sales agents and territories showing the highest and lowest quality. Apparently, that aggregated data on sales and costs often mask the real situation. Sales analysis not only helps to assess and monitor marketing activities, but also helps management to better formulate objectives and strategies, and manage the non-marketing activities, such as production planning, inventory management and capacity planning.

Analysis of market share. Sales and market share are functions of a number of primary determinants. For consumer goods, these factors include the efficient allocation, the relative price, retain or change the perception of one or more essential characteristics of the product to consumers in comparison with

competitors' products and product placement on store shelves. These determinants, in turn, are functions of secondary factors such as the number and frequency of visits of trade, commercial transactions, the effectiveness of advertising with a specific plan coverage and frequency capping. Analysis of the factors of market share should provide insight alleged relationships of inputs and outputs of the firm: for example, the number and frequency of visits of trade and efficient distribution. This, in turn, leads to a better understanding of the success of the marketing activities of the company. Whether sellers commit planned number of visits per day to target customers in order to achieve a certain level of distribution?

To identify the levels of the key factors in sales, marketing research usually required. For example, an important determinant of sales is to maintain lower prices for the same product in comparison with major competitors. In the case of «Wal-Mart» interviewers will have to go shopping on the target to get the information about the prices.

Itemized analysis of profit and loss. Sales data - this is certainly not the only necessary information relating to the success of marketing activities. Need to track values of gross margin and profit margin as well as measure the effectiveness and efficiency of all the articles in marketing expenses. The creators of marketing effectiveness measurement systems should develop suitable indicators to otslezhivaniya critical performance indicators in respect of profits and expenses so that you can make timely mid-course corrections. Analysis of the ratio of marketing costs and sales volumes. Analysis of annual plans require ongoing monitoring to achieve the goals of expenditure. The main indicator is the ratio of administrative costs of marketing and sales. The change in this indicator can be monitored using control charts.

The upper and lower dotted lines - the upper limit and lower limit control according to control. The solid line between them - the desired level. The graph shows that in the last period of the fifteenth deviation exceeded the upper permissible value. Explain this deviation allows one of the following assumptions:

❖ the company continues to control their costs, and this situation - a random event;

❖ the company has lost control over costs, should establish the reasons for this situation; conceptually there may be two reasons:

a) The company held a marketing event, the return on which was relatively low;

b) The Company has not conducted marketing activities, however, for some reason, sales dropped.

Advisable to construct a similar plot on the basis of each month at least, and in some cases - and by the end of the week. The closer the points lie to the lower limit control, the higher the effectiveness of the company marketing activities.

Marketing performance indicators provide a weighty addition to traditional indicators of financial performance. They allow marketing managers to understand and monitor the effectiveness of the market to manage it with a marketing strategy. Table 1.2.1 - 1.2.2 shows the three categories of performance marketing.

1. Indicators of market efficiency. These indicators evaluate external market conditions and attractiveness of markets. These include growth, market share, market attractiveness, attractiveness of the industry and the potential market demand.

2. Indicators competitive efficiency. These external indicators demonstrate the competitiveness of goods firm. These otositsa efficiency of firms in the proposal competitive price, quality products and services, brand and cost.

3. Performance client. These external indicators characterize the effectiveness of cooperation with customers. These otositsa satisfaction score, conservation, loyalty, customer awareness and perceived customer value.

Internal indicators in comparison with external performance indicators for the success of any business needs, both internal and external performance indicators. In correspondence to table 1.2.1 Internal indicators are important for the control of unit costs, expenses, asset turnover, worker productivity, capital productivity and overall profitability calculations. Indicators of market activity and are equally

important to ensure that the external evaluation of the effectiveness of the business. Although audit firms great job and developed methods of calculating the internal performance of any company, the next frontier for them and for companies engaged in the study of the market, will be the development of a standardized methodology for assessing the performance of external market activity.

Table 1.2.1.

**Financial indicators in comparison with indicators of efficiency in marketing<sup>9</sup>**

<b>Financial indicators</b>	<b>Indicators of efficiency in marketing</b>
<ul style="list-style-type: none"> <li>Indicators of the cost               <ul style="list-style-type: none"> <li>• Average cost of per product</li> </ul> </li> <li>• Expenses on marketing and distribution               <ul style="list-style-type: none"> <li>• Current expenses</li> </ul> </li> <li>Indicators of production               <ul style="list-style-type: none"> <li>• Inventory turns</li> <li>• Sales per employee</li> </ul> </li> <li>• Expire of debtor indebtedness</li> <li>Indicators of income               <ul style="list-style-type: none"> <li>• Profitability of sales</li> <li>• Profitability of assets</li> <li>• Profitability of investments</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Indicators of the market               <ul style="list-style-type: none"> <li>• The market growth rate                   <ul style="list-style-type: none"> <li>• The market share</li> </ul> </li> </ul> </li> <li>• The potential of market demand</li> <li>Competitiveness indicators               <ul style="list-style-type: none"> <li>• A relative quality of the product</li> <li>• A relative quality of the service</li> </ul> </li> <li>• The relative price and value</li> <li>Indicators of the client               <ul style="list-style-type: none"> <li>• Client satisfaction</li> <li>• Client retention</li> <li>• Loyalty of clients</li> </ul> </li> </ul>

With both sets of indicators of productivity, management, as well as financial analysts and shareholders will be in a much better position to assess the effectiveness of marketing and the company as a whole.

Current indicators in comparison with the final performance indicators

The primary purpose of performance marketing - the current estimate of its effectiveness. And since many of his figures precede the financial result, they are important for the implementation of the strategy and direct achieve this result. However, not all marketing metrics are leading indicators of business performance. There are current and final marketing metrics. Important and both, but especially the first, as they are also leading indicators yavlyayutsya financial performance. Outcome indicators fairly accurately reflect the financial results.

Awareness about the product, purchase intent, the trial use of the product, as well as satisfaction and dissatisfaction with buyers consumer perceptions reference

<sup>9</sup>Hamdamova G.A. lecture of discipline in marketing.-T.: 2007

product quality, service quality and customer value - all current marketing metrics. Changes in each category, positive or negative, usually precede actual changes buying behavior of consumers. As a result of these current figures thinking and customer show important indicators of future consumer behavior and, therefore, revenue and profit.

For example, customers are satisfied, but the perceived value of your product compared with competitors steadily decreased options. Perhaps this process is not due to your actions, just a combination of their perceived benefits compared to the costs led to the fact that consumer value offered by competitors increased. However, you have the final result: the perceived value of your product buyers decreased. This change in perception, in turn, opens the door to competitors' products. Received an early warning, the market firm can adjust their actions before her customers some consumers will rival. Excluding current marketing performance problems may go unnoticed and unresolved until until after declining financial results it is clear that something is going wrong.

As shown in table 1.2.2 to the external end marketing indicators pertain to market share, customer retention, revenue only one user, etc. These indicators are displayed at the end of a certain period of financial activities, each of which provides a different set of diagnostics and analysis of events.

Table 1.2.2.

**Internal indicators compared with the external and current performance as compared with the end<sup>10</sup>**

<b>Evolution perspectives</b>	<b>The perspective on time</b>	
	Current indicators	Final indicators

<sup>10</sup> Hamdamova G.A. lecture of discipline in marketing.-T.: 2007

<b>Internal (in the company)</b>	The defects of products The untimely of delivery Errors in the invoicing Debtor of indebtedness inventory turns	Net profit / income Profitability of sales The margin per unit of product Profitability of assets Rate of assets turnover
<b>external (on the market)</b>	Customer Satisfaction Comparative quality of the product Comparative quality of service intentions to buy Awareness about the product	the market share customer retention The comparative selling new products Revenue of per one client The market growth rate

However, if the final marketing indicators suggest that the company is losing share in a growing market, and the lack of customer retention is masked by increasing the number of new customers, there is reason for concern. The company is not located outside the marketing end performance, has a limited view of the prospects for its performance.

### **1.3. Methods of competitiveness in the telecommunication and conditions market**

Dynamical development of telecommunication, demonopolization of branch and realization of market principles of managing, occurrence of new technologies and services with higher qualitative characteristics made active a competition in the telecommunication market and has aggravated a leadership problem. For effective functioning in the market of a telecommunication service to operators it is necessary not only to watch constantly consumer demand fluctuations, but also to analyze firm structure of the market, to study strategy and tactics of competitors, operatively to react to change of an economic conjuncture as in the plan commercialization and expansions of services, and in respect of organizational-technical perfection of manufacture. Thus, studying of activity of competitors,



definition of competitiveness and working out of actions for its increase become one of the major problems of the organization of telecommunication.

In the telecommunication markets there are, as a rule, following kinds of a competition:

- ❖ Functional when it is possible to satisfy requirement for an information transfer with various ways, for example, post and telecommunication services.

- ❖ Specific - a competition between the companies offering identical services, differing separate consumer properties. As examples the competition between operators stationary and a mobile communication, between the cellular and paging companies can serve.

- ❖ Interfere (subject) - a competition between the operators offering similar services, for example, of service of cellular communication offered various operators.

Competitiveness of the telecommunication company is understood as real and potential possibility in conditions existing for it to realize service which under the price and not price characteristics are more attractive to consumers, than services of their competitors. Tariffs, incomes, profit and other important economic indicators are directly connected with competitiveness level enterprise activity in the market. Thus studying of a competition and an estimation ability of the company is the integral element of marketing activity of any managing subject. Importance of carrying out of such estimation it is caused by variety of circumstances. Among the main things it is possible to name necessity of working out of actions for increase of competitiveness, choice the operator of partners, attraction of means of investors, drawing up of programs of advancement of new services or an exit on the regional markets. In any case estimation carrying out pursues the aim: to define company position in the regional market and prospects of its development taking into account a competitive environment.

Marketing in sphere of telecommunications has a number of the features, consisting that the final good is the telecommunication service given by the operator or the provider. Thus the equipment of telecommunications which is

established on a telecommunication network or at the subscriber, is closely connected with the final telecommunication service which is immaterial, does not carry over the subscriber and is defined by time factors. In the conditions of becoming aggravated competitive struggle in the world telecommunication market the sense of the basic concept of any marketing consists that any modern enterprise can reach the purposes only on a way of satisfaction of requirements of clients was more able and is effective, than competitors, remains invariable. Until recently the market of telecommunications all over the world developed distinct from other markets by. If growth of indicators of the companies in the majority of branches first of all depend on demand in sphere of telecommunications development of technologies always predominated: there was a new standard, a kind of communication or service, and the offer always exceeded demand.

**The tariff policy** - is a complex of actions for definition of the purpose and price strategy of the company, to working out of a method of pricing, definition of base tariffs and a substantiation of methods of price stimulation of sales. At an establishment of tariffs it is necessary for operator to be guided by following moments prospective expenses for manufacture and realization of services, a competition from other operators, demand for service and behavior of consumers.

The major role of communication in industrial, public, private life of people, its value in formation of a market infrastructure, feature of functioning of the branches which many fields of activity concern natural monopolies, cause necessity of a combination of state regulation of process of formation of tariffs for separate services and independence of operators for a question of an establishment of tariffs in those sectors of the market where free tariffs will not cause essential reduction in demand and other negative phenomena. The mechanism of state regulation of tariffs for telecommunication services on the one hand should provide the greatest possible account of interests of consumers and their social security concerning access to vital socially significant services.

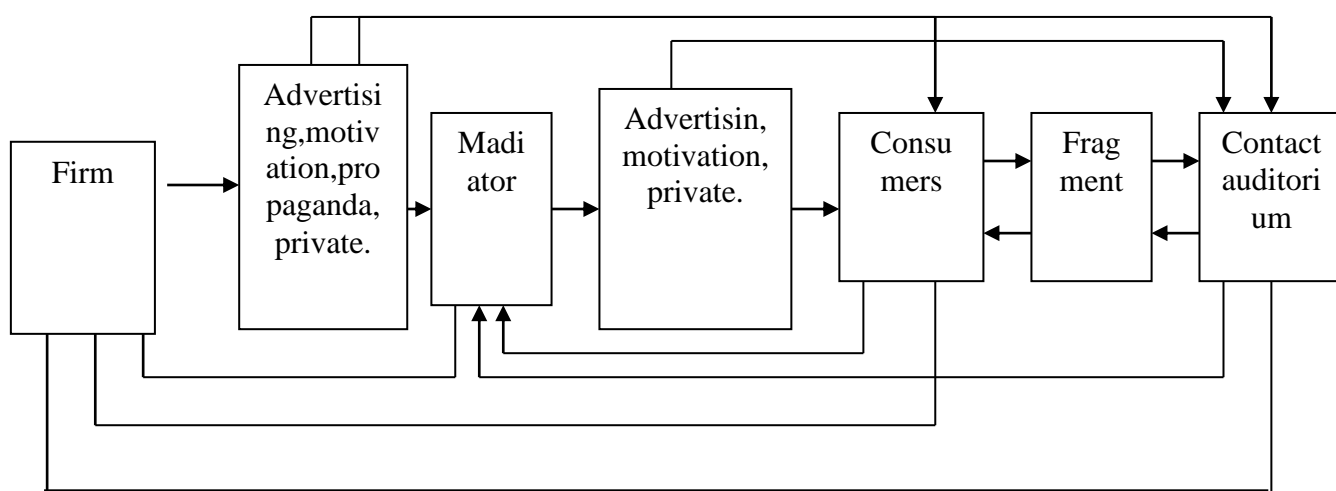
Work with subscribers is the major element of activity of the telecommunication company as the user periodically has a necessity to visit office

of the company-operator and to communicate with attendants at the conclusion or contract cancellation on service, fees, in case of occurrence of claims to the operator, etc.

**The communication policy** - is a complex of actions for formation of demand for telecommunication services and stimulation of sales.

Modern marketing demands much bigger, than to create the goods, the satisfying requirements of the client, to appoint to it the suitable price and consumers. Firms should carry out communications with the clients. Thus in the maintenance of communications there should not be nothing casual, otherwise, at firm the profit because of the big expenses on realization of communications and because of the put damage to image of firm will decrease (Figure 1.3.1).

Marketing communication has become an integral part of the social and economic system in the world. Consumers rely on the information from marketing communication to make wise purchase decisions. Businesses, ranging from multinational corporations to small retailers, depend on marketing communication to sell their goods and services.



**Figure 1.3.1. Modern company manages with complex system of marketing communications<sup>11</sup>**

<sup>11</sup> Karasev. A. Cluster analysis and segmentation market of cellular communication / A. Karasev // Marketing. 2009. №2(105). C. 103-115

Marketing communication has also become an important player in the life of a business. Marketing communication helps move products, services, and ideas from manufacturers and maintains relationships with customers, prospects, and other important stakeholders in the company. Advertising and sales promotion will continue to play important roles in marketing communication mix. However, marketing strategies that stress relationship building in addition to producing sales will force marketers to consider all the elements in the marketing communication mix. In the future new information gathering techniques will help marketers target more precisely customers and prospects using direct marketing strategies. New media technologies will provide businesses and consumers new ways to establish and reinforce relationships that are important for the success of the firm and important for consumers as they make purchase decisions.

## **II. ANALYSIS AND ESTIMATION OF EFFICIENCY IN MARKETING ACTIVITY OF TELECOMMUNICATION ENTERPRISES (for instance JSC “Uzbektelecom” Andijan branch)**

### **2.1. Overall description features of JSC “Uzbektelecom” Andijan branch**

*Its more important to do what is strategically right  
than what is immediately profitable.*

*Philip Kotler.<sup>12</sup>*

As in the second chapter graduation qualification work will search and analysis of information resources for "Uzbektelekom" joint-stock company (JSC) Andijan branch, I consider it necessary to tell a little about the company as a whole.

---

<sup>12</sup> Kotler Philip. Marketing management. Northwest University. Upper Saddle River, New Jersey 07458.

Andijan branch of “Uzbektelecom” JSC was created as a result of reorganization by merger of “Andijan Telecom” OJSC to “Uzbektelecom” JSC in 2001, according to the Decree of the Cabinet of Ministers № 488 of December 27, 2001 “On measures for preparation to privatization of “Uzbektelecom” Joint Stock Company”.

The basis license “Uzbektelecom” JSC provision local, a long distance, international telecommunication and telegram services to all consumers all over the territory of Andijan region and transmission of data by means of telecommunication services co – operate with internet providers. General information about Andijan branch (table 2.1.1).

There are 17 telecommunication centers (3 of them urban and 14 of district nods) in the branch. There are Andijon, Khanabad, Karasuv urban telecommunication centers and Asaka, Markhamat, Bulakbashi, Hudjaabad, Djalakuduk, Kurganteppe, Buz, Pakhtaabad, Izboskan, Shakhrihan, Ulugnor, Altinkul, Paytug, Balikchi district telecommunication centers.

In general information about Andijan branch you can see formal name, address, when it was created and type of main activity of the enterprises.

Table 2.1.1

### General information about Andijan branch

№	Indicators	Information
1	Formal name enterprises	“Uzbektelecom” joint stock company Andijan branch
2	Address enterprises	12 Lermontov street, Andijan city
3	Was created enterprises	2002 year
4	Types of property	Joint stock company
5	Main activities	All type of telecommunication services
6	The company is composed of these administration and service (department and section)	Accountancy, economics analysis and prognosis, personal department, developing sets and operation, marketing, unique window, interurban telephone station, telegraph and central repairing and information service, electricity, auto transport service, laboratory of producing, center of billing and etc.
7	All of the workers and employees	785 person
8	Candidates workers and employees	785 person. including : - The headquarters of the department – 46 person; - Engineers – 165 person; - Staffs of manufacture – 574 person.

<b>9</b>	Average monthly salary for one employee	450 – 500 thousands sum
<b>10</b>	The last indicators of the company over five years	2009 – 6 137 751 billion sum 2010 – 6 441 084 billion sum 2011 – 8 661 710 billion sum 2012 – 11 005 221 billion sum 2013 – 13 221 930 billion sum The total for five years 45 467 696 billion sum.
<b>11</b>	More information	Telephony, internet, mobile communications, digital TV, services for digital phone. Services all kind of telecommunication device.

by author's practice report Andijan branch "Uzbektelekom" JSC in 2014

There are 170 mobile station in local telecommunication center, their total volume of mounting more than 120,5 thousands numbers in the branch. At the end of 2007 there were used volume 100,0 thousand numbers. Realization different projects afterwards total volume of mounting digits mobile station 91 thousands numbers in the years of independence. All of them there were used volume 82 thousands numbers. The regional level in the local telecommunication center of digitizing 75,6 percent.

The introduction of modern telecommunication technologies in Andijan region began since 1994. Installation works and putting into operation of «Kvant-2048» EDS were carried out in Balikchi and Ulugnor regional centers. In 1996, together with Korean Daewoo company construction and launch of switching systems 22-EDS/ALDDS and 24-EDS with total capacity of 12,000 ports was performed. These were the initial stages of digitization of Andijan region telephony. There are new possibilities, new types of services which our subscribers started to use.

In 2000, within the project of EDCF (Economic Cooperation Development Fund) of the Republic of Korea on telecommunication network of «Andijan Telecom» branch 4 digital telephone stations with total capacity of 21,000 numbers were put into operation, besides, in Andijan and Asaka cities 8000 numbers, in Karasuv town 2000 numbers, 3000 numbers in Khonobod town were added. Fiber optic lines connecting Andijan city with Asaka, Markhamat, Bulakbashi,

Hudjaabad, Djalalkuduk and Kurganteppe regional centers and with Karasuv and Khanabad towns of total length 150 km have been laid, and digital transmission equipment DSM — 155 was put into operation.

In 2004, within the framework of Japan JBIC project in Andijan, Pakhtaabad, Izboskan, Shahrihan, Buz, Ulugnor and Altinkul regional centers trunk cables of fiber-optic link of 273 km. was laid and transmission system was set into operation.

In accordance with the Decree of the President of the Republic of Uzbekistan of February 14, 2005 № F-2132 «On measures to ensure investment cooperation between companies and Chinese banks in the field of information and communication technologies», great work had been done to replace analogue EDS telephone network of the region. In particular, a contract was signed in accordance to the project for reconstruction and development of telecommunication network of «Uzbektelecom» JSC out of the proceeds of credit of the Government of China, including the reconstruction of telecommunication network of «Andijan Telecom» branch. According to this project EDS 25, 37, 46 of Andijan city and outdated analog stations located in regional and district centers have been replaced and expanded by modern digital stations, serving over 50,500 numbers, and digital ALDDS with the capacity of 2400 channels was put into operation. At the moment phone numbers all over the region have been transferred to a the seven-digit numbering. Now the subscribers of regional and district centers have access to high-quality communication services.

The initial stages of digitization of switching equipment and the equipment of digital transmission systems are complete in Andijan region. Now the task is to develop and replace switching systems and to introduce digital transmission systems in rural areas with high-quality communication services that meet world standards.

Besides, a new billing center to pay for communication services started work. Cash operators enter payment details to phone numbers of clients. A number of activities in social sphere have been carried out in «Andijan

Telecom» branch. Constant work to ensure protection of labor, creation of favorable conditions for employees is being done, medical examinations, etc. are conducted.

The work on expansion and development of rural telecommunication network of «Andijan Telecom» branch have been carried out. The projects have been launched within the framework of general agreement between the company and local manufacturer «Koinot» OJSC on the basis of digital hub «El-SGM» in rural areas Madaniyat, Yarkishlak, Yangichek, Kambarota, Chimyon, Navbahor, Nayman, Maslakhat, Kumakay, Khonobod, Ahtachi.

Andijan region, located in Fergana Valley, is one of the leading regions of our country. Many new ideas have been implemented in this region.

The chronology of Andijan branch is described following table.

Table 2.1.2

**The chronology of Andijan branch**

Year	Activities Andijan branch
1918	Telephone stations were installed and launched 50 – dimensional the telephone switch in the Andijan branch.
1920	The first time granted services of telegraph communication
1930 – 1991	The telecommunication manufacturing enterprise of Andijan state
1994	Started in operation ATS of the brand “Quantum - 2048” in the district center Balikchi and Ulugnor
1996	With Korean Daewoo company construction and lanch of switching systems 22 – ATS/AMTS and 24 – ATS with total capacity of 12 000 ports was performed
1998	The telecommunication manufacturing enterprise of Andijan state transformed into JSC “Andijan Telecom”
2000	The project of EDCF (Economic Cooperation Development Fund) of the Republic of Korea on telecommunication network of «Andijan Telecom» branch 4 digital telephone stations with total capacity of 21,000 numbers were put into operation, besides, in Andijan and Asaka cities 8000 numbers, in Karasuv town 2000 numbers, 3000 numbers in Khonobod town were added. Fiber optic lines connecting Andijan city with Asaka, Markhamat, Bulakbashi, Hudjaabad, Djalalkuduk and Kurganteppe regional centers and with Karasuv and Khanabad towns of total length 150 km have been laid, and digital transmission equipment DSM — 155 was put into operation.
2002	In order «On measures for preparation to privatization of „Uzbektelecom“ Joint



	Stock Company» Andijan branch of «Uzbektelecom» JSC was created as a result of reorganization by merger of «Andijan Telecom» OJSC to «Uzbektelecom» JSC
2004	The framework of Japan JBIC project in Andijan, Pakhtaabad, Izboskan, Shahrihan, Buz, Ulugnor and Altinkul regional centers trunk cables of fiber – optic link of 273 km. was laid and transmission system was set into operation.
2006	In particular, a contract was signed in accordance to the project for reconstruction and development of telecommunication network of «Uzbektelecom» JSC. Including the reconstruction ATS 25, 37, 46 of Andijan city and outdated analog stations located in regional and district centers have been replaced and expanded by modern digital stations, serving over 50,500 numbers, and digital ALDDS with the capacity of 2400 channels was put into operation of telecommunication network of «Andijan Telecom» branch.
2007 – 2008	The work on expansion and development of rural telecommunication network of «Andijan Telecom» branch have been launched within the framework of general agreement between the company and local manufacturer «Koinot» OJSC on the basis of digital hub «El-SGM» in rural areas Madaniyat, Yarkishlak, Yangichek, Kambarota, Chimyon, Navbahor, Nayman, Maslakhath, Kumakay, Khonobod, Ahtachi and 13 country – side
2011	According to the Decree of the JSC “Uzbektelecom” № 234 of June 3, 2011 was reorganized “Andijan Telecom” into Andijan branch

by author’s practice report Andijan branch “Uzbektelekom” JSC in 2014

For example, in 2006, the specialists of «Andijan Telecom» branch in cooperation with the experts «Uzbektelecom» JSC developed a project and implemented for the first time in a test mode new payment cards with denominations of 3000, 5000, 10 000, 15 000 soums for traditional telephone services. A distinctive feature of these cards is that now subscribers using ordinary telephones can deposit their subscriber cards and make other payments in advance.

In the transport system of multilevel management of the branch office, use of modern communication technology SDH, and is based on optical fiber and radio relay. It is being switched step by step to transferring on high speed STM – 1/4/16/64, DWDM and IP/MPLS systems in order to improve quality of service and increase kinds of services.

Andijan branch – the largest telecommunications operator in the Republic, which network covers the entire territory of the region. Using its own telecommunications network, built on the basis of modern technologies, stability and mobile, international and provision of long distance telecommunications services provide wide range of the branch. At the same time along with traditional services of voice communication and Internet access, the branch provides modern

services of data transmission through wires and wireless technologies. The branch is to provide the modern and high – quality telecommunication services to people and government structure and departments all over the territory of Andijan region.

## **2.2. Estimation of marketing activity of JSC “Uzbektelecom” Andijan branch**

Market segmentation is a breakdown of the market into distinct groups of buyers, each of which may require separate products or marketing systems. Most often used for market segmentation socio-economic criteria, such as age, gender, income, education, occupation, and others. Employees of JSC "Uzbektelecom" define the target segment for the following characteristics. Potential consumers of telecommunications services is a large part of the inhabitants of the city, as communications can use for teens, men, women and for the elderly.

Andijan branch “Uzbektelekom” JSC showed the total revenue of telecommunication services at 11 005 221 thousand sums in 2012. The plan in comparison with 2011 has increased by 2 343 511 thousand sums. As a result, the total revenue reached at 127,1%. You can see this result in the following table.

Table 2.2.1

### **Total income from operating activities<sup>13</sup>**

---

<sup>13</sup> Annual reports Andijan branch “Uzbektelekom” JSC in 2012

The share which has been divided by “Uzbektelecom” JSC (the share of “Uzbektelecom” JSC 2 906 230 thousand sums) and income from realization (2 055 120 thousand sums) income from primary activity by 6 902 994,0 thousand sums and comparing to the plan it was done at 95,1%. Contrary, last year, the rate of growth was 100,5%. (see table 2.2.2)<sup>14</sup>

Table 2.2.2

№	Product Name the urban and district nodes	Total income from operating activities (VAT report on 1-bond)				
		2011	2012		%	Growth rate %
			Plan	Fact		
1	Andijan	2 985 053	3 275 325	3 014 523	92,0	101,0
2	Asaka	475 759	485 595	456 840	94,1	96,0
3	Balikchi	180 969	204 132	166 221	81,4	91,9
4	Bulakbashi	124 421	136 889	109 365	79,9	87,9
5	Buz	73 203	84 520	75 670	89,5	103,4
6	Kuyganyor	105 488	125 973	100 122	79,5	94,9
7	Markhamat	165 304	170 171	129 690	76,2	78,5
8	Altinkul	108 702	117 980	98 914	83,8	91,0
9	Djalakuduk	182 328	192 434	170 040	88,4	93,3
10	Ulugnar	63 397	65 256	61 824	94,7	97,5
11	Paytug	262 909	288 720	248 377	86,0	94,5
12	Pakhtaabad	135 474	146 440	119 019	81,3	87,9
13	Khanabad	180 514	167 759	166 775	99,4	92,4
14	Hodjaabad	115 888	137 098	107 901	78,7	93,1
15	Shakhrihan	232 719	272 263	201 901	74,2	86,8
16	Karasuv	73 937	80 051	62 884	78,6	85,1
17	Kurganteppe	231 107	260 815	225 024	86,3	97,4
18	Administration	2 964 538	1 107 573	2 583 902	233,3	87,2
19	Total: without JSC "Uzbektelecom"	8 661 710	7 318 994	8 098 991	110,7	93,5
20	The share JSC "Uzbektelecom"		3737773	2 906 230	77,8	
<b>Total:</b>		<b>8 661 710</b>	<b>11 056 767</b>	<b>11 005 221</b>	<b>99,5</b>	<b>127,1</b>

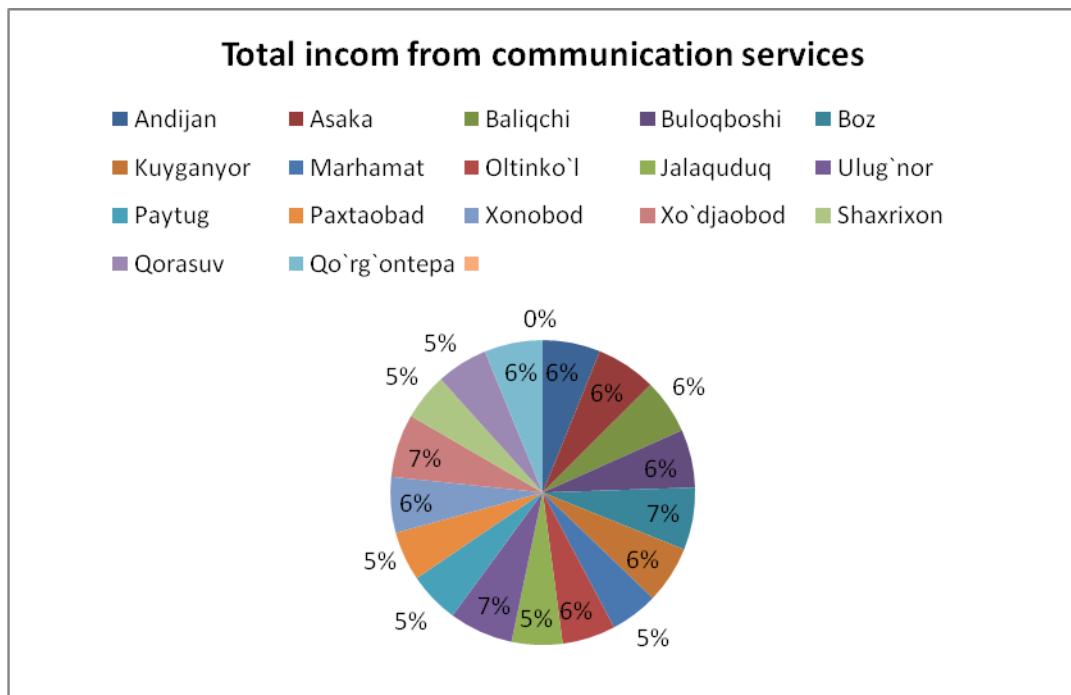
**Total income from services to the consumer**

№	Product Name the urban and district	Total income from services to the consumers			
		2011	2012	fulfillment	Growt

<sup>14</sup> Annual report Andijan branch “Uzbektelekom” JSC in 2012

	nodes		Plan	Fact	of the plan %	h rate
1	Andijan	2 052 264,1	2 190 612,0	2 086 997	95,3	101,7
2	Asaka	280 831,3	280 464,0	280 161	99,9	99,8
3	Balikchi	89 417,7	97 080,0	87 780	90,4	98,2
4	Bulakbashi	78 479,1	71 640,0	68 849	96,1	87,7
5	Buz	33 170,2	36 360,0	37 522	103,2	113,1
6	Kuyganyor	45 091,9	44 892,0	42 530	94,7	94,3
7	Markhamat	89 208,7	86 100,0	68 380	79,4	76,7
8	Altinkul	44 298,7	38 640,0	34 114	88,3	77,0
9	Djalakuduk	91 977,5	101 580,0	85 305	84,0	92,7
10	Ulugnar	28 520,1	25 920,0	27 456	105,9	96,3
11	Paytug	177 248,4	189 396,0	160 199	84,6	90,4
12	Pakhtaabad	63 181,4	71 760,0	58 577	81,6	92,7
13	Khanabad	56 443,5	55 800,0	51 438	92,2	91,1
14	Hodjaabad	34 809,6	33 900,0	35 552	104,9	102,1
15	Shakhrihan	151 011,9	156 492,0	121 071	77,4	80,2
16	Karasuv	47 201,2	46 616,0	39 730	85,2	84,2
17	Kurganteppe	143 876,8	143 604,0	138 906	96,7	96,5
18	Administration	41 266,2		254 285,5		616,2
<b>Total:</b>		<b>3548298,3</b>	<b>3670856</b>	<b>3678853</b>	<b>100,2</b>	<b>103,7</b>

Furthermore , the paid service was applied by 3 678 853 in 2012. This indicator increased to 100,2% according to the plan. The paid service to customers increased to 103,7% comparing to 2011. This indicator was 3 548 298 thousand sums in 2011. But it showed 37% of overall income. (see figure 2.2.1)



**Figure 2.2.1. Total income from communication services from consumers<sup>15</sup>**

The main reasons of unfulfilled income plan from primary activities in 2012 are following:

- The significant reconstructions were done in 2012 in Andijan region. Communication service was turned off temporarily due to replacing communication lines in a lot of sites and it influenced negatively on the financial activities of the branch;
- The decrease of income from provision of long distance and international telecommunications services, the fast developing of Mobile operators and rising the numbers of mobile communication users. Besides, the different IP payment tariff cards (buzton, Tash TTS and etc) significantly low priced tariff of provision distance communication;
- The level of connecting to the internet is going down. The main reasons are the service quality of internet which caused the customers complaints and it turns the rejections of our services by them;

<sup>15</sup> Annual report Andijan branch "Uzbektelekom" JSC in 2012

- Another reason of decreasing in our income is having been discontinued the operator service MTS. The operator service MTS paid 21447,0 sums from renting to the branch every month. This as well increased the income .

The total amount of expenditure was 9 943 967,0 sums in 2012. Compare with the plan it was 105,3%.

The production expenses were 7 499 256 sums in 2012, this indicator was more comparing with plan at 101,3 %. In the plan it was estimated by 7 400 681 sums. The following expenses rose comparing with the plan:

- Materials (the expenditure on materials, electricity and transport) comparing with the arranged plan, it was 156%. The plan was 647 818 sums, this indicator rose considerably to 1 009 849 sums. Due to rising expenses in transports, it increased the total amount of expenditure;

- Other expenses rose comparing with the plan to 129,5%. According to the plan it was estimated 1 408 740 sums, but real esteem was 1 824 778 sums;

- The tax levied on landed property was 40 467 sums;

- The estimated amount of sponsorship was 13000,0 sums, but real esteem was 8350,0 sums that is to say 64,2%

- We can see it in the following table of company operating costs.

Table 2.2.3.

**Plan – factor analysis of operating costs<sup>16</sup>**

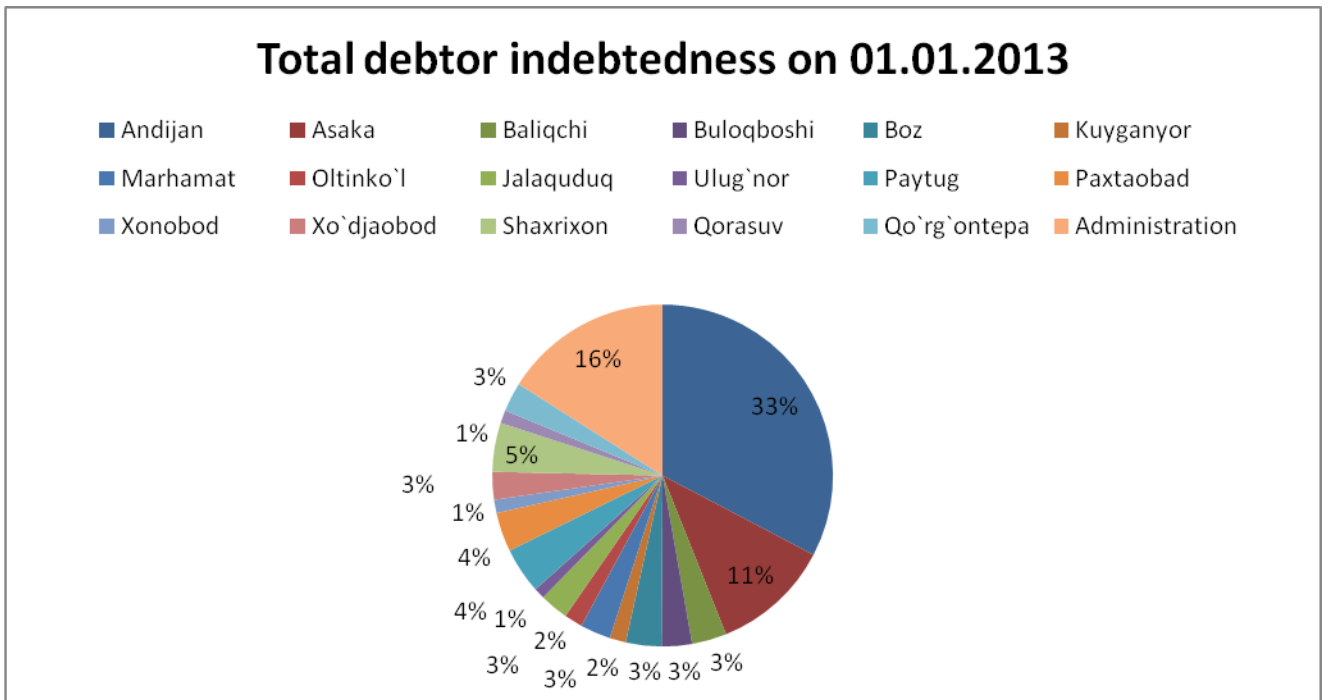
Plan-factor analysis of operating costs				
Andijan branch of JSC "Uzbektelecom" for 2012.				
thousand soums				
№	Items of expenses	Plan	Fact	Fulfillment
				%

<sup>16</sup> Annual reports Andijan branch "Uzbektelecom" JSC in 2012

		Thousand sum	Thousand sum	
<b>1.</b>	Material expenses total:	647 818	1 009 849	155,9
	including the:			
	- materials	427 818	720 108	168,3
	- electricity	220 000	208 212	94,6
	- Transportation costs		81 529	-
<b>2.</b>	Payroll expenses industrial character	3 041 460	3 157 035	103,8
<b>3.</b>	Accruals for social Insurance	760 365	789 259	103,8
<b>5.</b>	Amortization of fixed assets	830 000	901 301	108,6
<b>6.</b>	The repair fund	1 407 238	813 993	57,8
<b>7.</b>	Other expenses industrial appointment	713 800	827 819	116,0
	<b>Total production the cost price:</b>	<b>7 400 681</b>	<b>7 499 256</b>	<b>101,3</b>

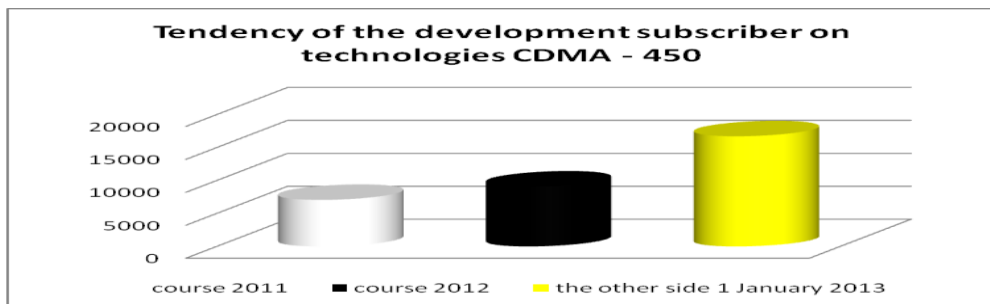
In order to decrease the debtors' credits, some practical activities have been conducted in the branch.

The debtors' debts were 480,9 thousand sums in January, 2012, comparing with annual income, it was equal at 0,86. The condition in January, 2013, the amount of debts was 486,5 thousand sums, but according to the monthly salary it was 0,85. We can see it in the following figure:



**Figure 2.2.2. Total debtor indebtedness <sup>17</sup>**

Furthermore, due to increase CDMA – 450 customers of wireless communication, some activities have been held. In 2012, 9096 mobile phone subscribers connected to the service and the total number of subscribers was 16717 in January of 2013. In 2012, this service’s income was thousand sums. we can see in the following figure.



**Figure 2.2.3. Tendency the development subscriber on technologies CDMA - 450<sup>18</sup>**

In 2012, the service of wide stripe internet was held and in January of 2013, the total number of internet users was 11161. The income from this service was 1265308,6 thousand sums.

<sup>17</sup> Annual reports Andijan branch “Uzbektelecom” JSC in 2012

<sup>18</sup> Annual reports Andijan branch “Uzbektelecom” JSC in 2012



Now, we analyze financial results in 2012. You can see financial results in the following table.

Table 2.2.5.

Financial results for the 2012

<b>Analysis of the report on financial results for the 2012 Andijan branch of JSC “Uzbektelecom”</b>			
<b>Indicators</b>	<b>Plan</b>	<b>Fact</b>	<b>Fulfillment %</b>
	<b>2012r</b>	<b>2012r</b>	
<b>Revenues from VAT on of mutual settlements</b>	10918768	11005220,4	100,8
<b>Including the share of deductions</b>	3737773	2906229,7	77,8
<b>The tariff incomes without VAT</b>	9519709	9554376,0	100,4
<b>The operational expenses without VAT</b>	7 400 681	7 499 256	101,3
<b>Including the amortization expenses</b>	830 000	901 301	108,6
<b>The gross profit from realization of service</b>	2 119 028	2 055 120	97,0
<b>Total: expenses for the period</b>	2 038 719	2 443 956	119,9
<b>Costs for the realization</b>	6 200	5 393	87,0
<b>The administrative costs</b>	623 779	613 785	98,4
<b>Other operating expenses</b>	1 408 740	1 824 778	129,5
<b>Other income from primary activity</b>	115000	425446	370,0
<b>Profit (loss) from primary activity</b>	195 309	36 610	18,7
<b>Total, expenses for financing activities: including</b>	5 000	755	15,1
<b>Expenses in percentages</b>	5 000	755	15,1
<b>Profit (loss) from general economic activity</b>	190 309	35 856	18,8
<b>Profit (loss) payment of income tax</b>	190 309	35 856	18,8
<b>Increase the taxable base</b>	654420	320310	48,9
<b>Privileges on tax profit</b>		8350	
<b>Tax on profits</b>	76026	30547	40,2
<b>Other taxes and contributions</b>		425	
<b>Net profit</b>	114 283	4 884	4,3

annual reports Andijan branch “Uzbektelecom” JSC in 2012

Income disunited by “Uzbektelecome” JSC improved the financial situation of the company and during report the financial result of Andijan branch was completed with 4 884,0 thousand sums of net income.

Andijan branch “Uzbektelekom” JSC showed the total revenue of telecommunication services at 13 221 930 thousand sums in 2013. The plan in comparison with 2012 has increased by 2 216 709 thousand sums. As a result, the total revenue reached at 120,1%. You can see this result in the following table.

Table 2.2.6

**Total income from operating activities<sup>19</sup>**

Furthermore, the paid service was applied by 3 987 605 in 2013. This indicator increased to 108,9% according to the plan. The paid service to customers increased to 108,4% comparing to 2012. This indicator was 3 678 853 thousand

№	Product name the urban and district nodes	Total income from operating activities (VAT report 1 – bond)				
		2012	2013		Fulfill. %	Growth rate %
			Plan	Fact		
1	Andijan	3 014 523	3 335 482	3 637 201	109	121
2	Asaka	456 840	491 923	571 493	116	125
3	Balikchi	166 221	183 832	221 505	120	133
4	Bulakbashi	109 365	114 142	123 992	109	113
5	Buz	75 670	92 450	133 733	145	177
6	Kuyganyor	100 122	107 106	164 168	153	164
7	Markhamat	129 690	145 108	203 240	140	157
8	Altinkul	98 914	113 494	145 045	128	147
9	Djalakuduk	170 040	186 840	231 026	124	136
10	Ulugnor	61 824	68 348	94 208	138	152
11	Paytug	248 377	262 105	305 515	117	123
12	Pakhtaabad	119 019	136 811	206 490	151	173
13	Khanabad	166 775	167 624	209 024	125	125
14	Hudjaabad	107 901	134 781	165 837	123	154
15	Shakhrihan	201 901	258 781	362 822	140	180
16	Korasuv	62 884	68 542	116 379	170	185
17	Kurganteppe	225 024	227 985	308 974	136	137
18	Administration	2 583 902	2 499 856	1 603 271	64	62
19	The share JSC “Uzbektelekom”	2 906 230	4 566 571	4 339 146	95	149
<b>Total</b>		11 005 222	13 161 781	13 221 930	100,5	120,1

sums in 2012. But it showed 58,4% of overall income. (see table 2.2.7)

Table 2.2.7

<sup>19</sup> Annual reports Andijan branch “Uzbektelekom” JSC in 2013

## Total income from service to the consumers<sup>20</sup>

№	Product names urban and district nodes	Total income from service to the consumers				
		2012	2013		Fulfill. %	Growth rate %
			Plan	Fact		
1	Andijan	2 086 997	2 196 567	2 313 962	105	111
2	Asaka	280 161	297 134	330 602	111	118
3	Balikchi	87 780	99 502	107 221	108	122
4	Bulakbashi	68 849	74 057	68 360	92	99
5	Buz	37 522	41 779	62 855	150	168
6	Kuyganyor	42 530	46 283	51 813	112	122
7	Markhamat	68 380	73 965	95 389	129	139
8	Altinkul	34 114	35 477	42 886	121	126
9	Djalakuduk	85 305	107 730	117 465	109	138
10	Ulugnor	27 456	27 174	37 116	137	135
11	Paytug	160 199	162 204	162 482	100	101
12	Pakhtaabad	58 577	66 334	87 523	132	149
13	Khanabad	51 438	68 365	66 559	97	129
14	Hudjaabad	35 552	43 771	55 525	127	156
15	Shakhrihan	121 071	139 485	171 160	123	141
16	Korasuv	39 730	40 480	52 935	131	133
17	Kurganteppe	138 906	139 745	163 754	117	118
<b>Total:</b>		3 678 853	3 660 052	3 987 605	108,9	108,4

The total amount of expenditure was 11 452 694 sums in 2013. Compare with the plan it was 100,7%.

The total amount of expenditure was 9 943 967,0 sums in 2012. Compare with the plan it was 105,3%.

The production expenses were 8 485 730 sums in 2013, this indicator was more comparing with plan at 100 %. In the plan it was estimated by 8 485 730 sums. The following expenses rose comparing with the plan:

<sup>20</sup> Annual reports Andijan branch "Uzbektelekom" JSC in 2013

- Materials (the expenditure on materials, electricity and transport) comparing with the arranged plan, it was 118%. The plan was 676 780 sums, this indicator rose considerably to 796 633 sums. Due to rising expenses in transports, it increased the total amount of expenditure;

- Other expenditure was increased. The production cost was 11 134 603 thousand sums. The main reason were added part of profit and expenses. There are modems of ADSL, terminals of CDMA – 450, mobile phones, antennas and Set – Top – Box;

- Other expenses rose comparing with the plan to 104,5%. According to the plan it was estimated 2 318 420 sums, but real esteem was 2 422 516 sums;

- The tax levied on landed property was 40 467 sums, but in the plan it was estimated by 34 000 sums. compare with the plan 146,4%

- The estimated amount of sponsorship was 5000 thousand sums, but real esteem was 5752 thousand sums that is to say 115%. We can it in the company operating costs.(see table 2.2.8.).

Table 2.2.8.

**Plan – factor analysis of operating costs for 2013<sup>21</sup>**

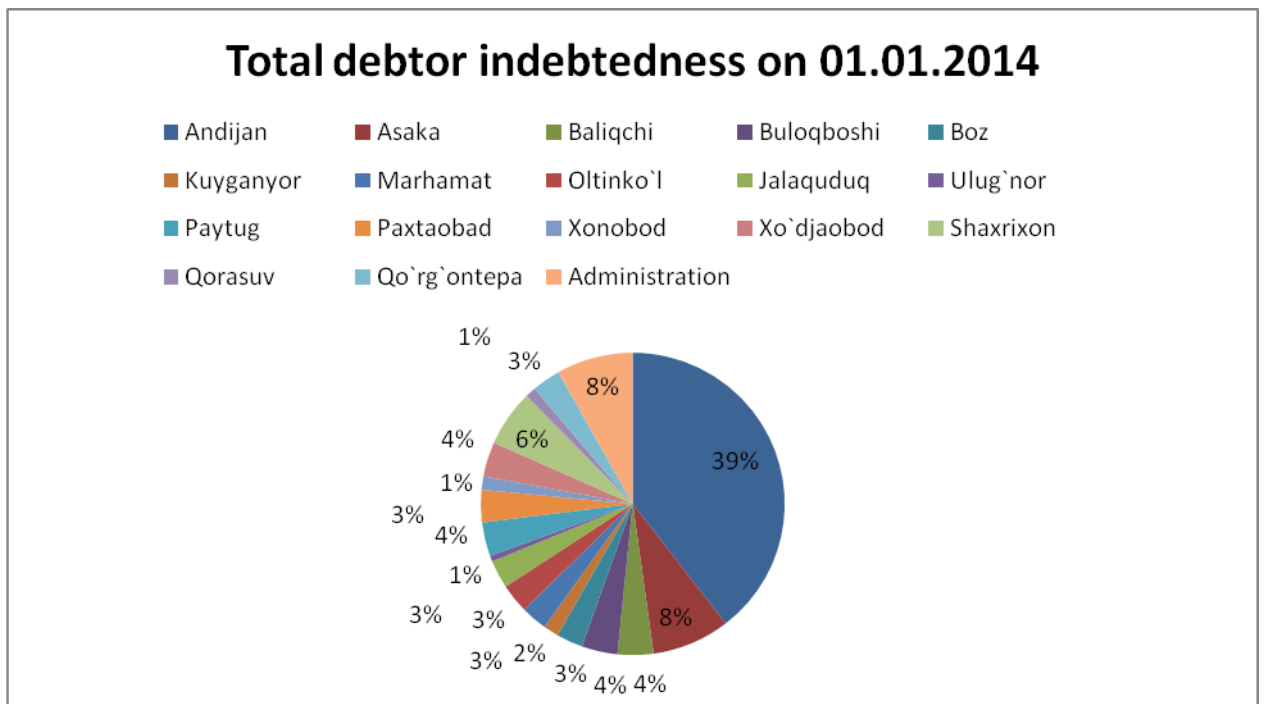
Plan-factor analysis of operating costs						
Andijan branch of JSC "Uzbektelekom" for 2013						
thousand soums						
№	Items of expenses	Plan	Fact	Fulfillment %		
	Material expenses total:	614 946	896 780	1 056 731	118	172

<sup>21</sup> Annual reports Andijan branch "Uzbektelekom" JSC in 2013

<b>1.</b>	including the:					
	- materials	325205	676 780	796 633	1178	245
	- electricity	208212	220 000	254 137	115,5	122
	- Transportation costs	81529		5 961	-	7,3
<b>2.</b>	Payroll expenses industrial character	3157035	3 433 000	3 696 157	108	117
<b>3.</b>	Accruals for social Insurance	789259	858 250	924 039	108	117
<b>5.</b>	Amortization of fixed assets	901301	1 026 908	901 379	88	100
<b>6.</b>	The repair fund		60 000	64 096	107	
<b>7.</b>	Other expenses industrial appointment	2036715	2 210 792	1 839 266	83	90
	<b>Total production the cost price:</b>	<b>7 499 256</b>	<b>8 485 730</b>	<b>8 481 668</b>	<b>100</b>	<b>113,1</b>

In order to decrease the debtors' credits, some practical activities have been conducted in the branch.

The debtors' debts were 486 542 thousand sums in January, 2013, comparing with annual income, it was equal at 0,85. The condition in January, 2014, the amount of debts was 485 560 thousand sums, but according to the monthly salary it was 0,85. We can see it in the following figure:



**Figure 2.2.6. Total debtor indebtedness<sup>22</sup>**

Furthermore, due to increase CDMA – 450 customers of wireless communication, some activities have been held. In 2013, 9831 mobile phone subscribers connected to the service and the total number of subscribers was 26573 in January of 2014. In 2013, this service's income was 685 144 thousand sums. During branch were 21 thousand sums suitable for one mobile phone. We can see number of subscribers in the following figure.<sup>23</sup>



**Figure 2.2.7. Tendency of the development subscriber on technologies CDMA – 450**

Now, we analyze financial results in 2013. You can see financial results in the following table.

<sup>22</sup> annual reports Andijan branch "Uzbektelekom" JSC in 2013

<sup>23</sup> annual reports Andijan branch "Uzbektelekom" JSC in 2013

Table 2.2.10.

**Financial results for 2013<sup>24</sup>**

<b>Analysis of the report on financial results for the 2013 Andijan branch of JSC “Uzbektelecom”</b>			
<b>Indicators</b>	<b>Plan 2013</b>	<b>Fact 2014</b>	<b>Fulfillment %</b>
<b>The assessed tariff revenues VAT (own)</b>	7162674	7402320	103
<b>The shares of redistribution (without VAT)</b>	4561913	4216165	92
<b>The tariff revenues (without VAT)</b>	11724587	11618486	99
<b>The operational expenses</b>	8485730	8481668	100
<b>Including the amortization expenses</b>	1026908	901379	88
<b>The gross profit from realization of service</b>	3238857	3136818	97
<b>Total: expenses for the period</b>	3026965	3139835	104
<b>Costs for the realization</b>	7500	2772	37
<b>The administrative costs</b>	701044	714547	102
<b>Other operating expenses</b>	2318421	2422516	104,5
<b>Other income from primary activities</b>	216667	331916	0,0
<b>Profit (loss) from primary activities</b>	428559	328899	77
<b>Total expenses from financial activities</b>			
<b>Profit (loss) from BAU</b>	428559	328899	77
<b>Profit (loss) payment of income tax</b>	428559	328899	77
<b>Increase the taxable base</b>	650000	933052	143,5
<b>Privileges on tax profit</b>	10000	5752	57,5
<b>Tax on profits</b>	96170	113058	118
<b>Other tax and contributions</b>	35044	17267	49
<b>Net profit</b>	297345	198574	67

annual reports Andijan branch JSC “Uzbekistan” 2013

Income disunited by “Uzbektelecom” JSC improved the financial situation of the company and during report the financial result of Andijan branch was completed with 198 574 thousand sums of net income.

### **III. New approaches of increasing efficiency in marketing activity of joint-stock company “Uzbektelecom”**

<sup>24</sup> Annual reports Andijan branch “Uzbektelekom” JSC in 2013

### **3.1. Estimation of efficiency in marketing activity of joint-stock company “Uzbektelecom” Andijan branch**

We're talking about the analysis. In our case, this analysis of the organization of marketing activities of JSC "Uzbektelecom " .

We have already noted that in the management of marketing activities of JSC "Uzbektelecom" there are significant differences from the traditional forms of administration described in general , particularly in the enterprise no specialists - marketers , as there is no separate service or marketing department. Manual JSC «Uzbektelecom» Andijan branch motivates lack thereof for several reasons:

1. Marketing - price and sales efforts . Therefore, much of the money spent on maintenance of operational sales department with a large staff of sales and advertising;

2. Introduction " incomprehensible " marketing department only on the basis of orders, instructions, regulations, certifications - will make the process of managing bureaucracy, create additional time and costs that ultimately will not lead to a real improvement in activity and an increase in sales volumes;

3. Marketing activities of JSC «Uzbektelecom» Andijan branch, which is now being implemented now, is adequate to the market situation and creates the necessary ( or expected ) volumes of demand for products sold by the company . Therefore, it makes no sense to invest resources (money, time) in that and so satisfying.

The final stage of planning associated with the development of programs to implement the strategy. Along with the industrial, financial and other programs they include a marketing plan with a key point - the sales budget. Thus begins marketing sales, trade marketing or also known as "tactical marketing." Roughly speaking, marketing sales - its sales, and it set the tone not analysts and traders. If the first marketing keywords - " product", " market size ", " competition ", the second - "client" , "advertising" , " sales promotion " , " sales " .



In order to assess the effectiveness of marketing management , developed a questionnaire (Appendix 1)<sup>25</sup>, containing 15 questions , which evaluated performance of marketing functions in the following areas: marketing research, market segmentation and positioning services , analysis of the organization of marketing, marketing planning , development of the marketing mix . Each question has three possible answers, which are measured on a scale from 0 to 2 . The maximum number of points for each question is 2. Number of points for each question profiles determined by the following table (Table 3.1.1.).

Table 3.1.1.

**Performance assessment system of marketing**

Question	Answer	Rating	question	Answer	Rating
1	A	0	9	A	2
	B	1		B	1
	C	2		C	0
2	A	2	10	A	0
	B	1		B	1
	C	0		C	2
3	A	2	11	A	1
	B	1		B	2
	C	0		C	0
4	A	0	12	A	0
	B	1		B	1
	C	2		C	2
5	A	0	13	A	2
	B	2		B	1
	C	1		C	0
6	A	2	14	A	2
	B	1		B	1
	C	0		C	0
7	A	1	15	A	2
	B	0		B	0
	C	2		C	1
8	A	0			
	B	2			
	C	1			

System of scale which estimated of efficiency in marketing is given in the following table.

Table 3.1.2.

<sup>25</sup> By authors report 2014

### Scale of estimation of efficiency in marketing<sup>26</sup>

Marks	0 – 4	5 – 9	10 – 14	15 – 19	20 – 25	26 – 30
Assessment of the level	Lowest	Not effective	Satisfactory	Good	Very good	effective

The experts were employees of the sales department, sales departments that perform marketing functions, which has been previously obtained an agreement to hold an expert study. The results of evaluation of the effectiveness of marketing activities are presented in Table 3.1.3

Table 3.1.3

#### Answer to the questionnaire

Marketing research		
Question №	Answer	Meaning of
1	C	2
2	A	2
3	A	2
Segmentation of the market and positioning of the goods		
4	C	2
5	B	2
Organization of marketing		
6	C	0
7	A	1
8	A	0
Planning of marketing		
9	B	1
10	B	1
11	B	2
Complex of marketing		
12	A	0
13	B	1
14	B	1
15	B	0
<b>Total:</b>		<b>17</b>

The weakest areas are “marketing organization.” Thus, the company does not use the Internet - marketing, not marketing organizes overall activities of the company and do not compare with the marketing competition. As a result of the marketing mix is not perfect, the marketing function is not implemented in full. But the enterprise market segments and developing services for the target segments. They sell their services to anyone who buys it. The consequence of this

<sup>26</sup> By authors report 2014

is that the manufacturers do not fully implement the positioning service on the market.

Respondent specialist responsible for marketing and sales, this company was not able to determine the nature of the concepts of "market segmentation", "positioning services." Due to the low level of professional training is conducted inefficient marketing policy. The company's employees do not understand the benefits of choosing promising segments (segment) of the market and the correct positioning of services, while it allows the company to find a market "niche" and successfully promote their services on the market.

Other features on the analyzed enterprise marketing also not effective enough. Pricing strategies are determined; the main method of pricing - expensive, the company uses a flexible system of discounts. The advertising campaign is relatively regularly schedule is developed, evaluated the effectiveness of advertising campaigns. Sales promotions are widely used in the enterprise, the study showed that demand for many types of goods (services) is elastic, and the application of such measures incentives like coupons, gifts, collecting bonuses, holiday discounts and discount cards allowed to significantly increase sales.

Trade policy complies with the principle of marketing: "Sell now what you can sell". Studied the needs of customers, but irregularly. Employment opportunities marketing services do not allow regular case studies and commission such research from outside organizations for the enterprise unprofitable, because they are pricy.

General conclusions from the analysis of the effectiveness of the company's marketing can be summarized as follows:

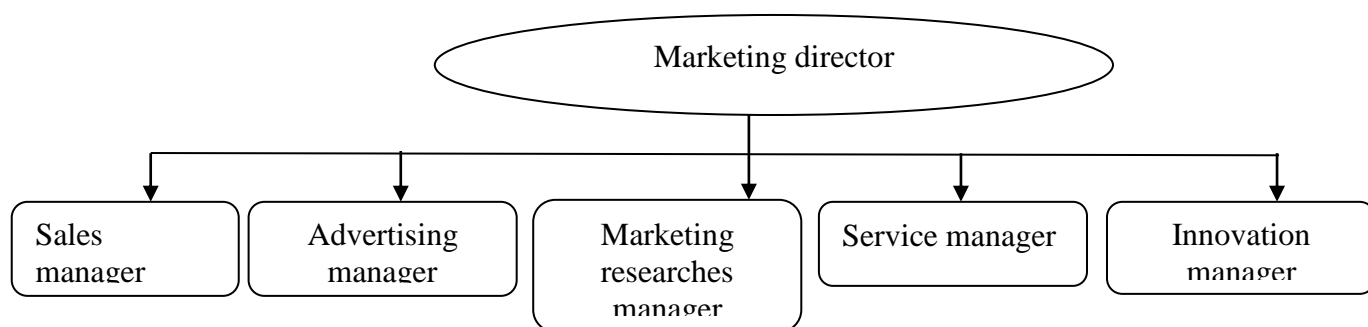
- The average level of professional managers and the lack of professional marketer;
- Do not stable and sustained consideration of the interests of consumers;
- Not effective information system;
- No Internet - marketing and design your web - site.

Thus, the marketing activities of the company JSC "Uzbektelecom" Andijan branch can be defined as not sufficiently effective. It seems that the evaluation of marketing effectiveness should not be done in the workplace. Pay attention to the weaknesses of the enterprise marketing activities.

### 3.2. The perspectives of increasing efficiency in marketing activity of joint-stock company “Uzbektelecom” Andijan branch

In this chapter, I want to suggest my own ideas to improve marketing communications in Andijan branch. As above mentioned, marketing is one of the less developed ranges of in the enterprise. So, to increase its efficiency, I suggest:

❖ to re-structuring the department of marketing in the company. Marketing activity in the modern companies is organized differently. The Most widespread form is a functional organization when at the head of various directions of marketing activity there are experts in this kind of activity – managers on sales, managers on advertising, managers on marketing researches, services-managers and managers on the new services (see fig. 3.1.1.).



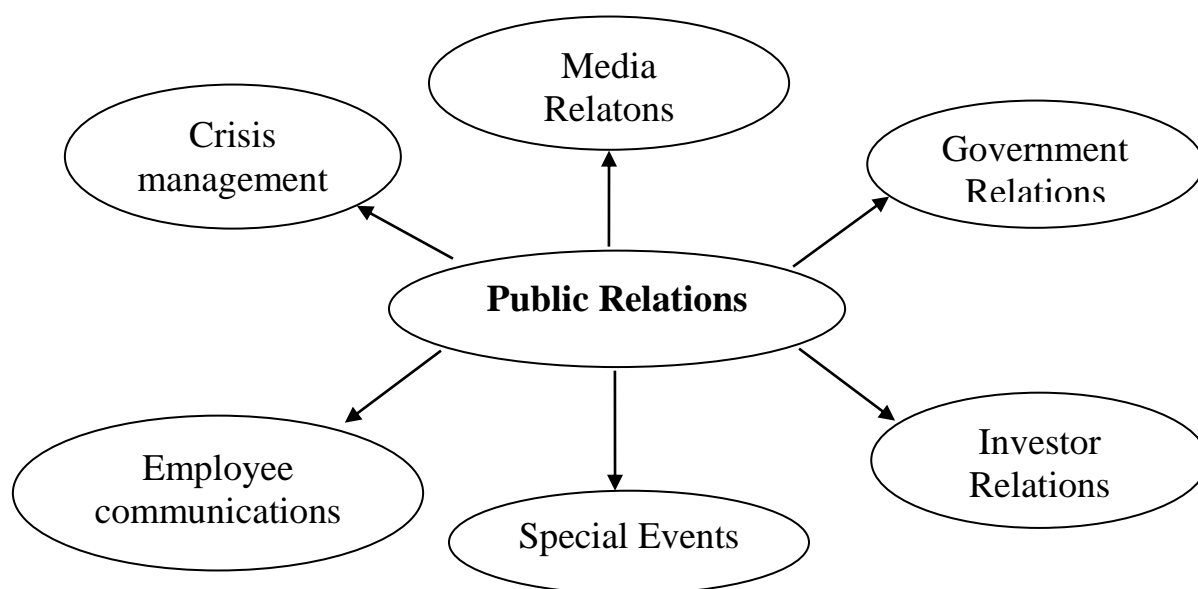
**Figure 3.2.1. The functional organization of marketing department<sup>27</sup>**

❖ To improve Public Relations at the branch. PR involves a variety of programs designed to promote or protect a company’s image or its individual services. Today many companies use marketing PR to support the marketing departments in corporate or product promotion and image making. Marketing PR can effect public awareness at a fraction of the cost of advertising, and is often

<sup>27</sup> by authors

much more credible. The main tools of PR are publications, events, news, speeches, public-service activities, and identity media. In considering when and how to use marketing PR, management must establish the marketing objectives, choose the PR messages and vehicles, implement the plan carefully and evaluate the results.

According to the practice of developed countries, want to suggest paying more attention to PR system, first of all, atmosphere of PR should be created, to attract publicity. Than, to my mind, specialists should be prepared by higher educational institutes. After that, company should set up the structure of strategy in PR. It can be:



**Figure 3.2.2. Strategical structure of Public Relations<sup>28</sup>**

According to statistics, in USA there are more than 2000 companies and more than 200 000 people work in PR. Every year, they are provided about 2 billion dollars from budget of country.<sup>29</sup>

- Government relations - communication with governmental institutes. Andijan branch should offer more suitable services for legal persons, especially,

<sup>28</sup> Mackdonal'd M "Strategic marketing" Sankt Peterburg, Piter, 200

<sup>29</sup> "Xabar" 11 June,2010. №24(925)

for governmental enterprises. Because connecting with them company will get more confidence and trust for future.

- Media relations – company's traditional way of advertising through media. Media consist of print media (newspapers, magazines, direct mail), broadcast media (radio, television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, web page) and display media (billboards, signs, posters). Andijan branch is also advertising with some of this chances, but, there are a lot of methods of using this way.

The way I am going to offer is company should advertise the services and tariffs to get more people's attention. If people see a new opportunities of the company in advertising banners, or newspapers, TV or radio shows, they will have even if a less amount of knowledge about this brand. They will not be in doubt to consume their services. As a result, the company achieves more successes after gaining more subscribers.

Telecommunications marketing can be one of the most effective ways of getting business consistently, but you have to know exactly what you are doing. The face of marketing has changed dramatically in recent years, in more ways than one. Firstly, there are far more laws than ever before which regulate what can and what can't be done, and the penalties for not staying within these laws can be very severe. On the positive side, there are far more opportunities to get your name and your brand known, as the Internet allows you to open and market a virtual shop front.

The brand is a system, a complex, a nucleus. A brand are long-term relations with the consumer which are built at the expense of a product and communications.

The brand is not only a corporate style and properties of a product, it is certain idea, philosophy which sets all directions of business. The brand can be compared to DNA is that does the company unique.

The brand concept can be represented in a kind of the formula:

$$f(x) = ax+b$$

Where:

a - one of three attributes

x - the main idea of a brand

b - acknowledgement of the promise of a brand.

**a** --- As a rule, all brands have three key attributes which in turn, form a brand triangle. These are functional, emotional and social properties. Functional attributes are such qualities, as reliability, safety, durability, appearance and design.

**x** --- It is the main unknown part of a brand. Naturally, it is the unknown only during brand's working out. After its realization to the market it should be not only known to everybody, but also significant for them. The idea should be enough unique that it become difficult for using to competitors.

**b** --- To draw a beautiful logo and to shoot some preview advertising shows in which the various opportunities will be promised to consumers, it is still insufficient for success.

According to the order of JSC “Uzbektelecom” №50 in 01.02.2011, “About measures on advancement of a new brand” to develop marketing activities and to increase the volume of sales promotion, accompanied with special branding agency created a new brand of JSC “Uzbektelecom” and standards of using it. After recognition of new brand, the company is expecting a great deal of development. The brand of the company aimed at a mass segment of services for the population - should enter into the five of telecommunication brands on indicators of recognition and trust of consumers in the Republic. The following figure we can see new brand of JSC “Uzbektelecom”.



### **Figure 3.2.3. The brand of JSC "Uzbektelecom"<sup>30</sup>**

There are many definitions of marketing, but in this context it is defined as a market marketing concept for the organization of the company in the development, production and marketing of goods and provision of services based on a comprehensive study of the market and the real needs of customers in order to obtain high profits. One of them is an Internet marketing.

Internet Marketing – a complex philosophy, strategies and tools for marketing information and interaction in computer networks, allowing to explore the market, adequately structured information environment, promote, sell and buy goods, ideas and services.

Estimation the effectiveness of marketing activities on the Internet, it is important to assess exactly what was the purpose of marketing. If the problem is formulated as a strategic branding, it is important to consider not the number of clicks on the banner (with banner passages to the server of the company), a number of hits, seen by the target audience. If the goal - increasing sales, the effectiveness of the campaign can be roughly estimated as the ratio of the number of passes to the number of banner impressions to people interested in you offer goods (and not just to the number of banner impressions!). Percentage of visitors server interested in your proposed product, can be estimated using the survey.

Data on the effectiveness of advertising campaigns can be obtained in different ways, their choice will depend on the requirements of depth, accuracy and detail report. Among the methods of analysis are the following:

- ❖ collection and analysis of statistical data monitoring technology (counters, log files, panel studies, the system spy LOG);
- ❖ surveys of Internet users (exercise agency "Komkom-2", "Gallup", "Monitoring Ru");
- ❖ conduct "focus groups" before and after advertising campaigns ("Komkon-2", "Monitoring Ru");

---

<sup>30</sup> [www.google.uz/uztelecom](http://www.google.uz/uztelecom)



❖ assessment of the dynamics of sales for an advertising campaign and immediately after its completion (if possible).

The first object of valuation - traffic to the site. Her charts the period of an advertising campaign, a well for some time after it usually looks as follows. Period of rapid growth for the actual advertising campaign followed by a period of relative calm after her, but c higher average attendance than before the campaign. This graph indicates that the campaign has successfully coped c task of attracting visitors. It is important to understand that attendance as such (for example, the number of visitors and (or) host) is not an adequate means of measuring performance, whatever that may be, but is a tool for assessing the state of the site.

Next to evaluation - quality traffic, t is the adequacy of the audience, which was provided by advertising platforms, target selection. Graphics quality is analyzed on those sites, which housed the advertisement; however, a serious contribution to the campaign can make a firm and other sources of information, even if you did not put them on advertising. This is especially true keying search engines and directories, because of visitors from search engines, significantly more buyers (in the case o virtual stores) than among other visitors. Determination of the quality of traffic is optional analysis of advertising campaign, but it is necessary for subsequent promotions.

Virtual store traffic quality criterion is simple: the greater the percentage of users comes to the order page, the better the quality of traffic. C, taking into account users returning to the site after some time on the "bookmarks", the percentage of such users (and therefore customers) can reach 60%. Content projects for the quality of traffic is determined by two parameters: the rate of return and the depth of the study. B each case is likely to be carried out an expert evaluation of the resource to determine what quality setting plays a large role.

Methodologically very simple technology traffic analysis is to compute the conditional activity of visitors, which is calculated as the ratio of hits to the number of visitors. A more accurate method - Study routes visitors coming from a particular source, which allows to optimize your online resource for groups of

users according to their source. The third method - is tracing the paths of visitors coming to a specific site, but considering the returns of those users to your website within a specified period of time.

In the channel of modern marketing long-term relationship is very useful to evaluate the so-called regular audience - visitors coming to the particular network resource with a certain periodicity. Depending on the method used, the subject site and the frequency of its updates, it is worth to select multiple groups of users returning to the site at different frequency. Growth of a captive audience - is a good indicator of successful development of the site, including at the time of the campaign. Especially revealing growth of a captive audience for content projects or services that do not have such wonderful and definitely clear indicators as sales or registrations. Correlation of growth of a captive audience to the cost of the advertising campaign will attract cost per user in the ranks of the permanent audience. This, in turn, will return the entire enterprise, if you know how the average could be profitable for the firm each patron.

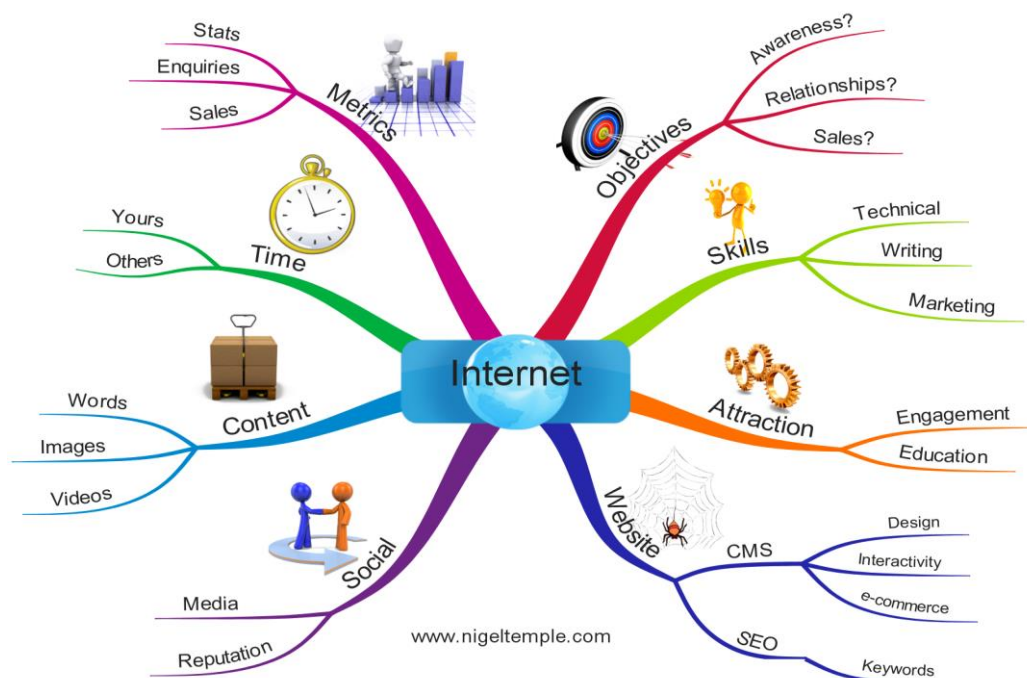
Finally, it is important to monitor changes in brand position as a result of the campaign. In addition to traditional focus groups here may use their own capabilities of modern Internet technology and to conduct monitoring of the growth of the brand. Significant indicator value is the value of a brand type-in traffic (ie, the number of users directly typing in the address bar of your browser site address, or switched to it on the tab). During the advertising campaign (both in general and for the lifetime of the site), this figure will continue to increase for some projects, it will be up to 80 or even more percent of all visitors. First of all, resources are large directories, network services such as email, popular news sources and other entry points to the Internet.

The next important consideration is the citation index - the number of links to other sites on the desired resource. This index is widely used in scientific circles for calculating conditional certain degree of significance of all works of the scientist in the aggregate. In RuNet citation index considers the search engine Yandex; He also appears when the appropriate setting in the catalog [dir.spylog.ru](http://dir.spylog.ru).

Citation index is not flexible, and it is recommended not to consider him less than a month.

The last indicator of movement of the trademark is being requested change - the number of requests that contain a trademark name that the user enters on the search engines. Particularly well on this indicator works previously unknown brands: new brands, depending on the intensity of the advertising campaign, its value during the first advertising campaign can vary from zero to a few dozen a day, and sometimes more than.

One of the main properties of the medium is a high performance Internet presentation and assimilation of information, which significantly increases the opportunities to strengthen the relationship marketing businesses and consumers. In addition, because the opportunities provided by the Internet, not just limited to the functions of communication, but also include the possibility of concluding transactions, making payments and making purchases, which gives Internet features global electronic market, the Internet should be considered as an integral component of many areas of modern business, as a global computer network with its main service World Wide Web or WWW.



**Figure 3.2.4. Internet marketing<sup>31</sup>**

<sup>31</sup> И.В.Захарова and Т.В.Евстигнеева "Marketing questions and decisions" 2011

The Internet has provided a new dimension to telecommunications marketing, but there is a world of competition and it needs to be done properly. The attitude that all you need to do is throw up a website and the customers will come could not be further from the truth, and the vast majority of people in business now understand that.

Realization of the complex project on introduction of “Unique Window” for the consumers during 2011 – 2015, is aimed to set a new method of occupying the market of Uzbekistan in communication range. For today the Company has the network of User's departments widest and territorially distributed on republic among all operators. Thus, for today the Company possesses the most powerful technological potential on territorial coverage and productivity of a network, the widest spectrum of telecommunication services, and as a whole competitive tariffs. However all these factors are reduced to a minimum because of the lowest overall performance of user's departments (a conditional vertical of sales), poor quality of servicing and absence of an accurate chain of command by sales. These problems do not allow to compete the Companies to the, apparently, on technological parameters weaker, competitors. Moreover, practically each branch of the company develops the network of offices of sales independently, without high-grade integration into unique system of sales and without a distinctive control system of mutual relations with clients. Thus, the client not associates services of branches of the Company among themselves, and procedure of connection, payment, and management of these services strongly becomes complicated for the client. The project on introduction of the “Unique Window” will provide more effective work of departments of sales, introduction of unique standards of the service which are meeting the requirements of the market, and the most important thing - will allow «to develop the Company towards the Client, to make it more close to the Client» and considerably to simplify mutual relations of the Client with the Company. Andijan branch is also informed to bring this project into reality till

2015. That's why in the region a lot of restructurizations and modernizations are being done.

According to the offered recommendations, branch "Uz Mobile" a number of the productive actions directed on reforming of the mechanism and strategic - planning is realized presenting Internet service, including the project «Introduction of technology ADSL on telecommunication networks of Republic», delivery of equipment ADSL (the general capacity of 3840 ports) for telecommunication networks of regions of Republic is carried out and works on its installation are conducted.

Target reference points of activity «Uzbektelecom» JSC designate constant modernization and development of telecommunication networks, expansion of volumes and the nomenclature of a telecommunication service, mass introduction of various kinds of modern services, role increase info-communication in development of social and economic relations, integration of Republic Uzbekistan into world information community. For development of new types of service of information and maintenance of legal bases of regulation by Oliy Majlis of Republic Uzbekistan in 2003-2004 Republic Uzbekistan laws have been passed: «About the electronic digital signature», «About electronic document circulation» and «About electronic commerce», and also new edition of the Law «About information», the Government accepts a number of decisions on the organization and activity perfection in communication and information sphere, and also concerning maintenance of information safety.

To sum up my analyzing the new approaches of increasing efficiency in marketing activity, at first, researched personally the current situation of the branch and what kinds of problems they have during my internship period. After that, I noted some of my approximate orientations about my suggestion to improve marketing activities. After that decided to learn how is to solve this problem in abroad. I found out, that for developed countries, there were a lot of such a conditions and most of them could find a way of running away from them. So, at last, I have concentrated on my ideas and wrote my scientific qualification work.

## **IV. OCCUPATIONAL SAFETY AND SAFETY ENGINEERING**

### **4.1. Safety of work**

The working at personal computer is characterized by effecting of the following harmful factors to human's organism:

- The boosted value of a voltage;
- X-radiation originating at braking of an electron ray on an inside surface of a kinescope of a monitor;
- The dark blue luminophore of the monitor screen has partial radiation in ultra-violet domain of a spectrum;
- Electromagnetic waves of a low frequencies concerned with the operation of sweep circuits of a cathode ray tube of the monitor;
- Electromagnetic fields (effect of reflection);
- The intensive noise level;
- Electric waves (radiofrequency);
- Electrostatic field.

For provision of best conditions for effective and safe operation at PC it's necessary to establish such working conditions, which would be comfortable and reduce the effects of the given harmful factors as much as possible. It is essential,

that the listed harmful factors match with the set rules and norms.

The noise is an aggregate of sounds effecting on human organism, and interfering to its operation and rest.

The researches show that in conditions of noise aural functions suffer first of all. But the effect of noise is not limited to influence only on hearing. It provokes noticeable shifts of a number of physiological and mental functions. The noise harmfully influences a nervous system and reduces velocity and accuracy of sense-motor processes, the number of errors at the solving of the intellectual tasks increases. The noise renders noticeable influence on human's attention and provokes negative emotions.

The fundamental noisemaker in rooms where computer is situated is the air conditioning equipment, print and copy techniques, and fans of cooling systems in computers. According to the specifications the noise level on a work station should not exceed 59 dB. The normalized noise levels are provided by usage of sound-proof materials for rooms facing.

The fundamental measures of noise control are:

- Elimination or attenuation of noise factors in its source during design and maintenance of an equipment;
- Isolation of noisemakers from an environment particularly by a means of deafening and acoustical absorption;
- Rational design of product engineering.

### **Protection from electric radiation**

According to the specifications, normalized parameters in a frequency band 60 kHz – 300 MHz are E and H intensities of an electromagnetic field. At frequency from 60 kHz up to 3 MHz the electric field intensity may be up to 50 V/m, and magnetic intensity can be up to 5A/m.

During the operation of the monitor the electric waves of very low frequencies are generated. The intensity of an electromagnetic field near the monitor is from 4 up to 7 milligauss. The magnetic intensity higher than 4 milligauss is harmful to human. Such radiation is a reason of anomalies at

pregnancy and causes cellular level variations. Magnifying of quantity of positively charged ions in air near to the switched on monitor also negatively affects the human organism. The medical research, which have been carried out in USA, shows that long-time staying in deionized atmosphere effects on metabolism and results in variation of biochemical reaction in blood on cellular level, which quite often results in stresses.

The charge of a static electricity, resulting in originating of an electrostatic discharge is accumulated on the surface of a monitor during its work. The protection from electromagnetic effect may be provided using screens with electroconductive surface. In a construction of these screens possibility of grounding, as a rule, is stipulated. These screens provide reliable protection against electric waves.

There are following types of screens:

- “Polaroid” type screens;
- Screens of a film type;
- Glass screens;
- Constellated screens.

Among the representatives of above listed types there are screens with a conducting surface and grounding possibility. These screens protect the owner from electrostatic and electric waves of the monitor.

### **Protection from ionizing radiation**

Ionizing radiation is a radiation, whose interaction with substance results in derivation of different types of ions in this substance.

Ionizing radiation consists of charged and not charged particles, to which photons also concern. Power of particles of ionizing radiation is measured in off-system units - electron - volts.

The source of ionizing radiation is a device which may let out ionizing radiation. With the beginning of application display engineering, in which cathode ray tubes are used, there has been a problem of protection of the operator from a harmful X-radiation, which source they are. At the development of modern displays the safe dozes of radiation are taken into account and everything is made



to secure the human from harmful effect of radiation.

### **Protection from the effect of an electrostatic field**

The fact of that the cathode ray tube in the monitor is charged negatively is a reason of electrostatic charge originating, which results in accumulation of positive aero ions. At the surplus of positive aero ions their positive charge starts to repel micro particles, which always present in air. They become dispersed and bombard the human's face and eyes. It makes very negative effect (irritation of a nervous system and skin).

The contents of easy aero ions of both signs in a breath area of the working man practically can change in limits from 1,5-10 up to 5-10 in 1 cm of an air. The intensity of an electrostatic field should not increase to exceed these values.

It's rather preferable to use grounded protective filter for the protection from effect of an electrostatic charge.

Also, as protection from static electricity in rooms with PC it is possible to use neutralizers and humidifiers, and floors should have an antistatic coating.

For maintenance of normalized values of positive and negative ions concentration, it is recommended to install conditioners, devices for air ionization in work rooms with PCs, or to carry out natural airing lasting not less than 10 minutes after every 2 work hours.

For the purposes of preventing the harmful influence of motes with aero ions to an organism of the operating personnel it is necessary to carry out daily damp cleanup of rooms, and not less often than 1 time in scheduled work period delete a dust from screens at switched off monitor.

## **4.2. Working conditions**

Appropriate working conditions in workplaces are significant factor of efficiency of business.

### **An industrial microclimate**

The most significant physical factor is the industrial microclimate, which is

characterized by a level of temperature and air humidity, and also intensity of a radiation level.

The used computers do not require the creation of the special microclimatic conditions for operation and normally functions within the limits of values of temperature and humidity, allowed for the man. In sort that computers are sources of heat releases, there is a possibility of rising of temperature and descending of air humidity on work stations promoting a skin irritation. The microclimatic conditions in a room with a computer should meet the following requirements:

- Temperature of an environment in cold period of year 20 - 22°C, and 22 - 25°C in warm period;
- Relative humidity of air 30 - 60 %;
- The contents of a dust - max. 0.0001 kg/m at the dimension of particles max. 3 microns.

Another one of conditions of healthy and high-efficiency work is the provision of cleanness of air. Atmospheric air contains in its structure these in percentage terms:

- Nitrogen..... 78,8 %
- Oxygen ..... 20,25 %
- Argon, neon and other inert gases ..... 0,93 %
- Carbonic gas ..... 0,03 %

Air of such structure is most favorable for breath of the man.

Network equipment and the workstations, considered in the given degree work do not produce any harmful substances during their operation. Thus, aerial environment in a room where they work does not render harmful effects on human organism and meets the requirements of first category of works.

The optimum norms of temperature, relative humidity and rate of movement of air in a working area of industrial rooms are normalized as given in the Table 4.1.

### **Industrial lighting**

The lighting is one of the major factors influencing to the productivity of work. The rationally arranged lighting on work stations of operators is an essential metric of high level labor culture, integral part of scientific organization of work and aesthetics of production.

Table 4.1.

**Normalized parameters of microclimate in industrial rooms**

Year season	Category of works	Temperature, °C	Relative humidity, %	Rate of air movement, m/s
Cold period	I	22 – 24	40 – 60	0,1
Warm period	I	23 – 25	40 – 60	0,1

The requirements to rational room lighting are reduced to the following:

- Correct choice of light sources and lighting systems;
- Creation of a necessary level of lighting of working surfaces;
- Limiting of blinding action of light, elimination of patches of reflected light;
- Provision of uniform lighting.

The acceptable level of lighting in a room can be found if we sequentially solve two tasks:

1. To determine a required level of lighting of operator’s work station by external light sources.
2. If the required level of lighting appears unacceptable for other operators working in considered room, it is necessary to find a way of saving of required contrast of the representation by other means. For example, it is possible to arrange light flow taking into account the location of workstations and means of displaying of information.

At designing and organization of computer operator’s workstation it is necessary to undertake actions on preventing the direct and reflected patches of

light. Direct patches of light occur as a result of presence of light sources directly in sight of the operator, reflected patches of light appear as a result of presence of reflecting surfaces inside of field of view. The direct patches of light can be reduced by any of the following ways: to apply reflected lighting; to use several light sources of smaller power instead of one of high power; to use means of screening of direct light from eyes of the operator.

The reflected patches of light can be reduced by the following ways:

- to use diffused light;
- to apply matted surfaces;
- to allocate direct light sources so that a visual angle of working square by the operator do not concur with an angle of incidence of light from source.

The important task is the choosing the sort of lighting (natural or artificial) and choosing a working room according to it (with windows or without windows). Natural lighting is most favorable for the working personnel. The productivity of work at natural lighting is higher than at artificial one. For sufficient natural lighting the square of windows should take not less than 1/3 part of the total square of walls. However, it is necessary to take into account that the application of natural lighting has many disadvantages: as a rule arrival of light from only one side, the space non-uniformity of illumination, etc. For elimination of these disadvantages is necessary to apply extras. The application of double light (combination of natural and artificial lighting) physiologically non-effectively and negatively affects the sight, promotes early tiredness.

The application of artificial lighting helps to avoid many of the examined weaknesses and to establish an optimum lighting mode. However, the application of rooms without windows in a number of cases establishes feeling of constraint and uncertainty for working personnel. It appears especially strongly in small size rooms. In the large rooms the given disadvantage is practically absent, so it's preferable to use here the artificial lighting - filament lamps and luminescent lamps.

Accordingly to standards, the value of lighting by luminescent lamps should

not be below 300 lx in a horizontal plane for aggregate system of lighting. In view of visual operation of high accuracy the value of illuminance can be increased up to 1000 lx. Apart from the illuminance, color of coloring of a room and spectral characteristics of used light renders the large influence on the operator's activity. It is recommended, that the ceiling should reflect 80-90 %, wall - 50-60 %, and floor - 15-30 % of light, falling on them. A room, where PC is located should be light and clean. The ceilings and walls are recommended to be colored tint. In rooms where the computer equipment is placed, the conditions fit to the given requirements must be created.

### **Technical measures of protection from electric shock**

All technical measures can be conditionally divided into two groups. The technical protective measures of the first group provide protection of the personnel from electric shock in case of their touch to current-carrying parts. These include:

- The supervision over conditions of isolation of electro technical devices and sections of power supply network;
- Blocking and protective guards;
- Optimum arrangement of equipment, providing severance between current-carrying parts;
- Trouble signaling (light, acoustic), marking and preventive placards;
- Protection against junction of a high voltage to the side of a low voltage;
- Application of low (42 V and 12 V) voltages;
- Use of an individual protective insulating means.

The technical measures of the second group provide protection from electric shock at a touch to carcass of electro installation in case of breakdown of insulation of current-carrying parts, followings concern to them:

- Protective grounding;
- Protective zeroing;
- Protective cutoff (disconnection);
- Double isolation;

- Application of isolation transformers.

### **Electric isolation of current-carrying parts**

It is known that the reliability and longevity of electro technical equipment in many respects depend on a state of electric isolation of current-carrying parts. The insulation failure is frequently a main reason of many electric traumas, crashes and fires. The physical meaning of isolation, as protective measure consists in limiting down of current, passing through a body of a man, to safe value. The reliable isolation depends on many factors and is provided with application of its certain type (operational, strengthened and double), appropriate insulating materials, rational construction of an electric equipment, standard states of the industrial environment and, at last, by correct organization of preventive maintenance in the process of technical maintenance.

As a rule, the electro technical equipment has operational isolation, which should endure extreme mechanical, electric and thermal loads, which are possible under operational conditions.

The protective ground is a deliberate junction of noncurrent-carrying metal parts of electric equipment, lighting rods and dischargers with ground. The designation of protective grounding is to lower to safe value the voltage, which originates on noncurrent-carrying parts of electro installations in case of a fault to field at an insulation failure of conductors, carrying an operational current for the equipment.

### **Conclusion to chapter IV**

Safety engineering is one of the most important parts of the finally work. Because of utilization given project must be safety and security. In general every human should learn rules of occupation and safety engineering. Here is given how to use equipment and said that hand shouldn't be bare when working with electricity devices. Also was written how to get safety working with links and cable.

## **Conclusion**

In this scientific graduation qualification work has been witnessed the theme “Methods of the estimating efficiency in marketing activity of enterprises in telecommunication (for instance JSC “Uzbektelecom” Andijan branch)”.

In Part I is spoke about theoretical principles of leading marketing activity of enterprises.

There is no doubt that we are in the middle of communications revolution that will deeply affect our lives, our teaching, and our students. We have available to us at a keystroke the libraries, schools, and people of the world. Fairly soon, many people will be able to access unimaginable resources of entertainment and professional edification right from home. As more people start to use the communicational bonds, ways will be found to make it simpler to use and even more impressive as a repository of knowledge and ideas.

Truly, this is a revolution that might well be “more important to mankind than the wondrous inventions of the Industrial Revolution”. If we do not learn to use the marketing activities in enterprises and it’s all resources at our working environment, we run the risk of short-changing ourselves and our business. But most of all, we run the risk of losing out on the excitement and fun of the brave new world, the Communication.

Enterprise can only achieve its goals and objectives by the coordinated efforts of its members and it is the task of management to get work done through other people. Marketing is fundamental to the effective operation of work enterprises. It is by the process of management and execution of work that the activities of the enterprise are carried out. Marketing communication is an integral part of the people-enterprise relationship.

It is essentially an integrating activity which permeates every facet of the operations of an enterprise.

Modern marketing calls for more than developing a good product or service, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders, and the general public.

Part II is dedicated to analyzing results of JSC “Uzbektelecom” Andijan branch. The branch is the most important and vital enterprise for the life of the region. The enterprise created marketing activities and communication services.

Part III includes all of my suggestions to increase effectiveness of marketing activity in the enterprise. The very suitable mission would be for JSC “Uzbektelecom” Andijan branch as following:

“We are in this business for gratitude of people.”

My experience with this organization has indicated the followings:

1. It is possible to design a new methods of marketing activities, as it can be one of the best ways of to reach the aim;
2. It is vital to expend Public Relations to every regional devises.
3. Marketers must take an active part in advertising commodities that will conform to the needs of the customers.
4. Success can be realized only if there is creativity and goodwill on the marketing manager. The goodwill will be transferred to the partners to help instill a conflict – free environment, the ideal setting for all collaborators.

If fulfillment of suggested models of marketing activities in telecommunication deserve for prospering of Enterprise will be pleased from my research. Our purpose from work is assist to society with our scholar knowledge.



## LIST OF THE USED LITERATURE

1. Republic Uzbekistan law №512-XII «About communication» from 13.01.1992.
2. Republic of Uzbekistan law №560-II "About information" from 11.12.2003.
3. Decree of the President of the Republic of Uzbekistan №VII-3080 "On further development of computerization and the introduction of information and communication technologies" from 30.05.2002.
4. Decree of the President of Republic Uzbekistan №44-75 «About creation of the State Committee of communication, information and telecommunication technologies of Republic Uzbekistan»from 10.16.2012.
5. Каримов И.А.Бизнинг бош мақсадимиз – жамиятни демократ-лаштириш, аҳоли турмуш тарзини модернизациялаш ва ислох этишдир. Тошкент – 2005 й.
6. Каримов И.А.Демократик – ҳуқуқий давлат, эркин иқтисодий талабларини тўлиқ жорий этиш, фуқаролик жамиятлари асосларини қуриш – фаровон ҳаётимиз гаровидир. Т.: Ўзбекистон, 2007 й.
7. Каримов И.А. Юксак маънавият - енгилмас куч. - Тошкент: “Маънавият”, 2008й.
8. Каримов И.А. Жаҳон молиявий-иқтисодий инқирози, Ўзбекистон шароитида уни бартараф этишнинг йўллари ва чоралари. – Т.: “Ўзбекистон”. 2009й.
9. Каримов И.А. Мамлакатимизни 2013 йилда ижтимоий-иқтисодий ривожлантириш яқунлари ва 2014 йилга мўлжалланган иқтисодий дастурнинг энг муҳим устувор йўналишларига бағишланган Вазирлар Маҳкамасининг мажлисидаги маърузаси. Тошкент: Ўзбекистон, 2014.
10. Абдуллаев Ё. ва бошқ. Иқтисодий таҳлил. – Т.: Меҳнат. 2008.
11. Ақромов Э. А. Анализ финансового состояние предприятия. - Т.: 2007й.
12. Annual reports and governmental orders of JSC “Uzbektelecom” Andijan branch 2012 – 2013

13. Арипов А.Н., Иминов Т.К. Ўзбекистон ахборот-коммуникация технологиялари соҳаси менежменти масалалари. Т.: “Fan va texnologiya”. 2005. 300 с.
14. Арипов А.Н., Махмудов М.М. Ценовая политика и методология формирования тарифов на услуги телекоммуникаций. – Журн. “Экономический вестник Узбекистана”, №6. 2003. стр.36-39.
15. Арипов А.Н., Мирзахидов Х.М. Совершенствование организации системы управления маркетингом услуг телекоммуникаций. Ж., “Экономический вестник Узбекистана”, 2003, № 8-9, стр.49-50.
16. Arifov A.N., Iminov T.K, The state and prospects of the development of telecommunications sphere of the Republic of Uzbekistan 1-st International Caspian and Central Asian telecoms conferens. Istanbul, Turkey, 2002, 22-24 may.
17. Bucklin R., Gupta S. Brand choice, purchase incidence, and segmentation: an integrated modeling approach // Journal of Marketing Research.-2006.-№29.-P.201-215
18. Баканова М.И., Шеремет А.Д. Курс экономического анализа, М.: Финансы и статистика, 2006.
19. Баканов М.И., Шеремет А. Д. Теория анализа хозяйственной деятельности: Учебник. - 4-е изд., перераб. и доп. - М.: Финансы и статистика, 2007.
20. Вахрушина М.А., Рассказова-Николаева М.И. Управленческий учет-1 Москва Издательский дом БИНФА, 2011
21. Ваҳобов А.В., Иброҳимов А.Т., Ишонқулов Н.Ф. Молиявий ва бошқарув таҳлили – Тошкент: ШАРҚ, 2007 й.
22. Голубицкая Е.А., Экономика связи, Москва, Ириас,2006.
23. Горелик М.А., Голубицкая Е.А. Основы экономики телекоммуникаций (связи), М., Радио и связь, 2007.
24. Ибрагимов А., Рахимов М. Иқтисодий таҳлил; 100 савол ва жавоб. Т.; Мехнат, 2009й.

25. Kotler Philip. Marketing management. Northwest University. Upper Saddle River, New Jersey 07458.
26. Karasev. A. Segmentation of cellular communication market / A. Karasev // Marketing.2008. №5(102).С.21-31
27. Мухиддинов Х.А., Иминов О.К. Телекоммуникация хизматлари бозори ривожланишининг молиявий асослари. Т. 2005.
28. Савицкая Г.В. Теория анализа хозяйственной деятельности. –Минск: ИСЗ, 2006.
29. Хамдамова Г.А. Курс лекций по дисциплине Маркетинг.-Т.: 2007 й.
30. Шеремет А.Д., Сайфулин Р.С. Методика финансового анализа предприятия. - М.: Инфра–М, 2006.

#### **Sources from Internet**

[www.press-service.uz](http://www.press-service.uz)

[uztelecom.uz](http://uztelecom.uz)

[my.safaribooksonline.com](http://my.safaribooksonline.com)

[www.google.com](http://www.google.com)

<http://natlib.uz>

<http://www.bnb.kiev.ua>

<http://ccitt.uz>

[www.gov.uz](http://www.gov.uz)

[www.uzaci.uz](http://www.uzaci.uz)

[www.infocom.uz](http://www.infocom.uz)

[www.ictnews.uz](http://www.ictnews.uz)

[www.brand.uz](http://www.brand.uz)

[www.admarket.ru](http://www.admarket.ru)