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SMALL AND MEDIUM BUSINESS ENTERPRISES IN THE DEVELOPMENT OF INNOVATIVE BUSINESS MODEL APPROACHES TO THE MARKETING ACTIVITIES

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Abstract: article marketing activities in the development of innovative business models in small and medium business enterprises on the basis of the organization on the example of the financial market of uzbekistan on the issues of scientific and theoretical aspects lit. Marketing research is a tool just selling the product or service, but not the enterprise value and provide a long-term relationship with customers, financial services confidence, providing analysis strategic management competitiveness and innovation as the engine is to grow. Small and medium enterprises in uzbekistan is the important aspect of the economy: according to the world bank, the country's micro, small and medium business enterprises, more than 90 percent of the cover make up about 55 percent of gdp and 75 percent of total employment. In the meantime, access to credit in the financial market resources, the use of digital financial services, banks, microfinance institutions, insurance and capital market institutions is of decisive importance for effective partnerships with small and medium business. In the article approaches to innovative business model — customer focused marketing, digital marketing, platform services, fintex solutions, data-based decision-making and the financial ecosystem is analyzed through integrasiyalashgan marketing strategies. Also, institusional rendered in the conditions of uzbekistan the development of small and medium business marketing, and digital and financial restrictions given to the directions on many to eliminate them.

Keywords: small and medium business, marketing activities, innovative business models, financial markets.

Access

Development of small and medium business in the current period only to increase the volume of production, or the establishment of new enterprises is not limited to the allocation of financial resources. Its enterprise in the conditions of market economy any product or service to fit the needs of the customer in shape if a different value in the market if competitors offer and create an image of a reliable, sustainable development will be able to. In this sense, a method of advertising or marketing activities for small and medium business buy reproduction is not simple, but has become a central element of the business model.

This issue is more pressing in the context of uzbekistan. Small and medium business in the economy of the country because of employment, income, services market, the main export potential of private sector activity and providing strength. According to world bank data, in uzbekistan micro, small and medium business enterprises, more than 90 percent of the cover make up about 55 percent of gdp and 75 percent of total employment. At the same time, access to finance, credit guarantees and private capital, still faces a number of limitations from the use of digital financial services and market information.

Banking services in the financial market of uzbekistan in recent years, microfinance, digital payments, fintex, insurance and has been the gradual development of capital market institutions. The central bank , according to data from the year 2025 December 1 trln soums 595,3 position of commercial banks total loans, total deposits reached soums trln, while 391,0. This shows that increasing the volume of financial resources in the market, but these small and medium business in many ways the effective use of resources of the enterprise, financial literacy, marketing strategy, a reliable business model and depends on the capacity to manage relationships with customers.

For this reason the main purpose of the article — small and medium business enterprises in the development of innovative business models on the basis of the marketing activities of the organization of theoretical and practical aspects of the financial market of uzbekistan is in the example from the analysis.

The theoretical basis of the subject

The main objective of the enterprise determine the needs of the consumer in marketing theory, to offer him a suitable product or service and long-term relationships to create sustainable value through. Often brand marketing in the traditional approach to the market, production, price setting, connected with the organization of advertising and sales channel. However, the function of marketing in the context of the digital economy and financial innovasiyalar expanded.

Marketing today is closely associated with the business model of the entire enterprise. How to create a business model enterprise value, the customer represents that get any income from this process and how to deliver it. Therefore, it performs the following three main tasks in marketing the business model:

first of all, the identify market and customer needs;

secondly, the shape of the enterprise value of the offer;

third, bringing sales for financial stability, ensures customer confidence and commitment.

This approach is especially important to small and medium business. Because large companies have the financial resources, brand power and large infrastructure if you have limited funds in many cases small business, with limited staff and narrow market segments works. Therefore, the marketing activities of small and medium business enterprises to advertising is not random, but certain business models, customer segments and relied on without financial strategy should be established.

The importance of marketing for small and medium business in the market of finance of uzbekistan

Finance for small and medium business marketing activities in the market of uzbekistan, bilateral importance. First of all, businesses can market their products and services through the expansion of finance options. Secondly, financial market institutions — banks, microfinance institutions, insurance companies, leasing organizations and fintex platform — as a small business it is necessary to push to improve marketing strategies for attracting their customers.

State financial support of small and medium enterprises in uzbekistan, an important direction is defined as at the policy level. The year of 2025-up from the president on march 19–50-decree from the year 2025 in the number of small and medium business development in trln trln soums, including within the framework of the entrepreneurship program of 120 credit funds to be allocated 22 soums set. Also, the online mode of legal entities in the micro-simplify the process of credit allocation and the introduction of a mechanism of quick approval task.

From a marketing point of view, this condition is very important. Because of the financial resources available, along with business how to get it, how to work, how to direct revenue to the back through the model and how the market also must know. Marketing analysis in business if the market segmentasiyasi, competitive analysis and customer needs assessment is not enough if the credit resources effectively to the growth of the business, but debt can lead to an increase of the load.

Therefore, the financial market of uzbekistan in the context of the marketing activities for small and medium business should perform the following tasks:

first of all, adapt to the market needs the product or service;

secondly, a reliable business plan for attracting financial resources and the creation of the basis of the market;

third, in front of banks and financial institutions increase the reliability of the enterprise;

fourth, expand the customer base through digital channels;

fifth, ensure the stability of enterprise income.

Innovative business model approaches content

Innovative business models — in the market of this new enterprise to create value and deliver it to the customer income get to the process of modern technology, and marketing strategies management approach is the combination of financial instruments.

Innovative business models in small and medium business relies on the following main elements:

1. Will offer a customer-focused value. Enterprise product "to sell" principle is not based on, but "how do I solve it and customer have any problem?"based on the form of the question that should constitute. For example, the financial accounting a small consulting firm operating in the market, it is not simple service, but the tax report, prepare financial documents to get credit with the bank to facilitate communication and can offer you a complex of services.

2. Digital marketing channels. Social networks, website, messenger, and marketpleyslar, SEO, content marketing and online advertising for small business allows you to release cheap and quick to market. This is especially financial services, consulting, insurance agency, and b2b services for microfinance services is important.

3. Financial integration with the ecosystem. Their business enterprises-in the model, banks, payment institutions, insurance companies, leasing firms and cooperation mechanisms with the platform fintex in advance, they should sign. For example, customer payment term trade enterprises of KAZAKHSTAN-payment, online payment, offer the opportunity to buy the model or convenient by the bnp bank card, marketing increased its charm.

4. Data-based decision making. Small business to make decisions based on experience and expectations are often previously, is the present conditions in sales statistics, customer opinion, online actions, based on payment discipline and demand dynamics for marketing decisions should be taken.

5. Based reputasiyaga confidence and brand. The main capital of confidence in the finance market. Banking, microfinance, insurance, or financial advisory services to the customer is not the only price, but transparency, warranty, and service quality of information understandable and gives his attention.

Directions of development of innovative business models based on the marketing activities of enterprises

1. Financially distressed-based marketing

The financial market of uzbekistan in the conditions of small and medium business in a relationship with one of the main problems — understand the full essence of financial products. Credit, leasing, factoring, insurance, warranty, obligasiya, many instruments, such as capital investment for the entrepreneurs or venchur still seems complicated. Their marketing of financial market participants therefore just "given credit" or "favorable conditions" that cheklamasdan with advertising, business, clear, simple, and need to push to give reliable information.

For example, a bank or a microfinance organisation for small business "credit account before taking a 5-book", "the difference in rotary mablag'va investment credit", "the burden of debt should assess how much?", there is the content of the training as practical appreciation of this advertising is not simple, but converted to a marketing model based on trust.

2. Fintex digital marketing and integration

The market is located towards the numbering of finance for small businesses new marketing opportunities will appear. Online payments, mobile banking, KAZAKHSTAN-code, e-account-faktura online credit application and digital business accelerates the activity of the scoring system. The decree of the president of the commercial banks in the city of tashkent in the center of the region and implementation digital banking services in place that allows operation at any time and also the financial center of the organization of the task set.

This will give you two different results for the marketing process. First of all, and convenient payment service allows small business to the customers. Secondly, a more accurate analysis of the small business segment financial institutions, will offer them suitable products. For example, the trade turnover was stable, but enough to supply the mortgage business digital payments to micro-based on credit history can give.

3. Segmentasiya and marketing personallashtirilgan

Small and medium business is not the same. Sales, service, production, agrobiznes, export, service dog and crafts the financial needs of different businesses. Therefore, the overall marketing strategy in the financial market is not segmentlashtirilgan should be.

For example, the export enterprises for foreign exchange risk, international payments, and insurance xedjirlash be important mechanisms, local trade enterprises for working capital funds, pos-terminals, KAZAKHSTAN-payment and short-term credit is important. The decree of the president of the local entrepreneurs in domestic and foreign protection from price fluctuations in the goods market, i.e. a sign of prosperity xedjirlash mechanisms on implementation of the task also shows the need for suitable products to market risk in financial marketing.

4. The platform business model

Very convenient platform for small and medium business approach. Because of the platform at the same time, customer, vendor, payment systems, financial services, logistics and connects to it. In uzbekistan, e-commerce, marketpleyslar, fintex online banking small business ecosystem services and the development of the market for a new channel opens.

From a financial market perspective, the business model of the platform works as follows: sell through the platform business, digital receives the payment, the purchase data is collected, the data on the basis of the bank or the organization assesses the ability fintex to its credit. As a result, marketing, sales, and financing into a single ecosystem becomes.

5. Long term relationships with clients

Small business marketing is often a onetime Purchase for a limited time. However, the main purpose in innovative business models — once to attract the customer, but not to keep it, and bring the brand to repeated purchases faithfulness to foster. I cr systems for a customer base, bonus programs, individual and provides continuous assessment of the quality of service is important.

This is even more important in the financial market. For example, a small business times to the bank, but give credit to, but not limited, depending on the stage of its growth, account service, currency operations, insurance, leasing, export financing services, investment advice and step-by-step to offer. In this case turns into a marketing tool customer life cycle management.

Problems in the conditions of uzbekistan

In the development of marketing activities in small and medium business based on innovative business models, there are a number of problems.

First of all, many enterprises still as an element of marketing in strategic management, but not considered as advertising costs. This market analysis, customer pay enough attention to the formation of segmentasiyasi competition and is the reason that column.

Secondly, transparency and financial reporting low levels of business planning in the financial resources of the enterprises that are involved in the market tormented. The world bank economic year by 2025 from uzbekistan in the memorandum that would improve the access to finance of small and medium business-enhancing reforms to the banking sector and pointed out the need to expand opportunities for alternative funding.

Third, there are regional variations in the use of digital marketing tools and fintex. The use of digital services in the city of tashkent and major regional centers is relatively high, and in remote areas of digital infrastructure, knowledge and confidence issues still relevant.

Fourth, culture is not enough of the collection and analysis of marketing data. Of which channel the customer, which is what many small businesses going to buy the product which is effective on the basis of the analysis of the exact number does not come more benefits.

Fifth, the single financial market institutions also reject the mass segment of small business to help them see the size of the area, turnover, it is necessary segmentlashtirishi deeper the level of risk and growth potential.

Scientific-practical suggestions

In the example of the financial market of uzbekistan marketing activities in small and medium business enterprises for the development of innovative business models based on the following suggestions can be put forward.

First of all, for small and medium business **"marketing + finance + digital literacy"** integrasiyalashgan training program according to the purpose of the organization. To advertise these programs not only business, but the market study, financial planning, credit, prepare, and digital sales should be trained to work with clients.

Secondly, banks and microfinance institutions for small business **personallashtirilgan the marketing of financial products**should be strengthen. For example, the newly created business, there needs working capital funds trade enterprise, the subjects of the same product and the manufacturer for credit, export firms, but offer exceptional value that should be developed.

Third, small and medium business in the business of marketing **and I have a cr the data analysis**, it is necessary to popularize the use. Each enterprise customers, sales channels, order is repeated, and repeated purchases and effectiveness of advertising should go.

Fourth, in the financial markets, **trust-based marketing** is important. Credit, insurance, leasing or investment products to the music in terms of simple, understandable, and transparent language should be delivered in. This increases the level of the use of financial service.

Fifth, small and medium business support measures by the state on **a single digital platform**development is important. Information systems in business entities which provide support measures to the decree of the president through a single digital platform konsolidasiya set the task of launching. This is from the perspective of business information platform for marketing, finance, and market opportunities in a place where advice can be provided.

Sixth, the small business innovative business models for financing **guarantees, private equity and alternative financing tools**necessary to develop it. In December that year the capital of uzbekistan from the world bank, by 2025, coming face to face restrictions in micro, small and medium business entities accessing financing for the expansion of credit and the credit of usd 100 million of private capital and a grant of us $ 5 million had been allocated have known that.

Summary

Small and medium business enterprises in the development of innovative business model approach on the basis of marketing activities to the financial market of uzbekistan in the context of important scientific and practical importance. Because of the success of an enterprise in today's market not only produce the product or service, but the customer needs to realize the value that offer a clear set of financial and digital channels through the effective use of resources is determined by the ability to establish a permanent dialogue with the market.

In the financial market of uzbekistan, bank loans, microfinance, fintex, digital payments, insurance and capital market instruments is opening new opportunities for the development of small and medium business. However, these opportunities in the enterprise for full use of the marketing mindset, financial literacy, digital skills and the formation of strategic business models is necessary.

Can you say on this basis, the development of business models based on innovative marketing activities in small and medium business — this particular advertising is not a measure, but the financial stability of the enterprise, competitiveness and long-term growth, providing integrated management mechanism. This approach uzbekistan in the conditions of banks, microfinance institutions, insurance companies, fintex platform support to a new level of cooperation between state institutions and business entities can be taken out.

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