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## Ways to Improve Marketing Activity in Gas Supply Enterprises

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**Abstract:** *The steps taken to improve the infrastructure for natural gas are discussed in this article, as well as the financial and methodical fixes for the issues and problems that arise when supplying natural gas to the populace. The main principles of monitoring the supply of natural gas in enterprises and organizations, identifying the issue and resolving it, and coordinating the activities of organizations in the delivery of natural gas to consumers are presented as a methodological solution. Based on these principles, the creation of a marketing strategy at the local gas supply enterprise "Viloyatgaz" is a methodical solution. Researchers have looked into how many components are involved in execution.*

**Keywords:** *Natural gas, supply, "Viloyatgaz", marketing policy, methodological solution.*

The most crucial strategic objective is to provide the people of Uzbekistan with acceptable living circumstances. The people should service the people, not the state bodies, but the state bodies, according to the President of the Republic of Uzbekistan Sh.M. Mirziyoyev's Action Strategy for Five Priority Areas, which was authorized by Decree No. PF-4947 on February 7, 2017.

The basic improvement of social sector activity is now a pressing concern in this location, along with the social security of the populace.

The government's policy can be broken down into two major phases in this respect. The initial phase continued roughly until 2016, following the independence proclamation. Given that it was well known that the populace had very limited access to potable water and natural gas, the development of new networks was hastened. The entire industry's work is focused on boosting the population's access to gas by extending natural gas networks. As a consequence, 84% of the populace now has access to natural gas. The second stage began in 2017, and its primary goals are to control natural gas usage and raise the standard of the public's gas supply. At this point, the goal is to thoroughly examine consumer requirements and find the most efficient method to meet them.

Additionally, there are problems with the way that natural gas is supplied to the populace. These drawbacks include a decrease in gas flow and disruptions in the delivery of gas. The arrangement of activities in the pertinent groups is linked to the objective and subjective causes underlying the current issues. The presence of a vast and intricate infrastructure is one of the industry's distinctive characteristics. The components of this infrastructure also include the equipment for delivering natural gas, ensuring that the pressure is right, distributing it to all users, and controlling the gas-using equipment. An essential economic challenge is thought to be the coordination and harmonization of all links' actions.

The application of natural gas usage that is reasonable is the main goal of the group of economic solutions. Strategic statistics show that Uzbekistan uses three times as much natural gas on average as France does. First off, this shows that our customers do not yet have a money mindset. Additionally, it demonstrates that the system in place to promote preserving is not ideal. Economic regulation must be developed and put in place in all economic organizations as part of economic measures. These answers are needed now and will be part of the urgent issues of the near future.

The implementation of methodical solutions is currently increasing the effectiveness of the infrastructure for natural gas usage. These approaches assist organizational metrics in companies. Monitoring the natural gas supply in organizations, determining the issue, and formulating a plan of action for resolving it are the primary objectives of methodological methods. In order to achieve this, "Uztransgaz" and "Viloyatgaz" organizations must conduct applicable study and develop the required systems. We have created some of these solutions as a result of our own study, and their major points are discussed below.

Since the approval of the principles serves as the foundation for subsequent thoughts and suggestions, it is important to first pay attention to the principles of improving the supply of natural gas. Therefore, the following can be included in the main principles of coordinating the activities of organizations in natural delivery to consumers:

- primacy of customer interest. This principle's core idea is that no justification exists for the consumer's gas supply to deteriorate. The group must, in any event, carry out its obligations;
- continuous client care growth is part of the continuous improvement tenet.;
- the idea of regularized procedures. Clear, comprehensible, and consistently interpreted actions should make up improvement activities. The foundation for determining and assessing the work of specific individuals and groups is then established;
- impartiality and ease of information collecting. This principle's substance expresses the status of the natural gas supply with prompt and accurate information;
- the principle of efficacy, which states that all actions taken to better the situation are rationally sound and advantageous.

The actions taken by organizations should be founded on the marketing strategy in accordance with these concepts. The implementation of several sub-systems is connected to the creation of marketing strategy at the local gas supply company "Viloyatgaz":

- a) a component for determining customer requirements. It is anticipated to develop a process for gathering information on figuring out the laws of the creation and dispersal of requirements based on the location and makeup of the people and groups. According to our assessment, the demand for natural gas is influenced by both its quality and the quantity of individuals and groups. People who are not hired by an organization naturally conduct business at home, for instance. Additionally, the majority of business-related tasks demand heat energy;
- b) a simple method for adjusting gas pipeline networks to the amount and quality requirements of users. The goal of such a system would be to create and put into place organizational and technological measures that would enable "Viloyatgaz" to better meet the requirements of the general public.;
- c) incentive component that takes customers' needs for natural gas supply into consideration. All incentive systems are built on tying together indicators of satisfying the population's requirements when implementing this sub-system.;

d) a modest method for promoting sensible spending. It is anticipated that the “Viloyatgaz” organization's societal missions will materialize in this.

When it comes to the sub-system for determining requirements, all consumers are considered, and the level of consumption is rated. Currently, customers are broken down into groups by people, companies, technological procedures for heating, and different kinds of gas apparatus. Such categorization does not take into account various methods for calculating the quantity of customers as well as the intensity of spending. We believe it is suitable to develop a system of linked signs as a result. As an illustration, a home requires 1000 m<sup>3</sup> of gas per month based on usage standards. 400 m<sup>3</sup> of gas were used each month, according to the gas meter. Therefore, either the level of usage is different, there is illegal gas consumption occurring, or the standards are being implemented improperly. Determining the needs of each individual consumer may appear to be a very difficult task at first, but it is important to remember that natural gas networks contribute to the advantages of collective consumption, meaning that the population's approach to natural gas consumption in a given area is generally similar. This makes it suitable to determine needs using the selection group technique.

The primary reason why there are more protests against the provision of natural gas during the winter is that the gas supply groups' capacities have not increased significantly in consumption intensity. According to studies, everyday usage rises by 4.5–5 times more in the winter than it does in the summer. Gas apparatus and pipes are built to accommodate annual average usage. It is suggested to use a variety of methods to account for the seasonality of gas supply, including creating reserve capacities and using them during the winter, redistributing seasonal changes in individual consumers' consumption intensities, and increasing pipeline and equipment throughput through preventive measures.

This article's views and comments are devoted to illuminating some facets of the marketing strategy used by "Viloyatgaz" organizations. By creating the aforementioned method, organizations are better able to satisfy customer requirements while also becoming more effective. Each regional group has the ability to arrange its own unique extra systems at the same time, based on the local circumstances.

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