

Таким образом, совершенствование маркетинговой деятельности является важным для современных хозяйствующих субъектов и должно осуществляться на основе анализа маркетинговой эффективности по соответствующим направлениям маркетинга.

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### INVESTMENT APPEAL OF THE METALLURGICAL ENTERPRISES OF UZBEKISTAN

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It should be noted that in activity of the metallurgical enterprises, Uzbekistan since 2009, after an economic crisis there were difficulties in connection with falling prices of non-ferrous metals and steel of metals within the world market. From the created situation application of innovative technologies and development of new fields of raw materials with attraction of foreign investments can be an exit.

There are the objective conditions stimulating innovative development of a metallurgical complex: existence of own mineral resources; organization of domestic productions for deep complex processing of raw materials; existence of leading companies on production, processing and metal realization in the world market; introduction of modern hi-tech schemes on processing and receiving the qualitative metal, giving the chance for further development of metallurgical branch; solution of environmental problems, problems of employment of the population.

Application of innovative technologies and development of new fields of raw materials demand heavy capital investments in the form of notable investments which can be provided by the private sector of economy.

In 2013 in Uzbekistan investments 11,3% were more, than in 2012, in the volume, equivalent 13 billion US dollars that made 23% to gross domestic product. The share of foreign investments and the credits in a total amount of investments made 3 billion US dollars, and the volume of direct foreign investments exceeded 2,2 billion dollars. Steady inflow of foreign investments to national economy convincingly testifies to efficiency of a conducted economic course on updating and production modernization, and, first of all, creations of favorable investment climate and reliable guarantees for the foreign investor [1].

However the foreign experts who producing and realizing non-ferrous metals, consider that to enter with serious investments into the versatile large combines producing different types of non-ferrous metals, and also letting-out consumer goods at one enterprise, ineffectively. They specialize on production of one metal, for example, either copper, or zinc, or molybdenum as production of each metal is the whole isolated direction in science of the metallurgical branch, differing technology, the equipment, not to mention marketing of each metal.

It is possible to consider receiving only two metals which are producing at combine of JSC Almalyk MMC mountain metallurgical industrial complex (JSC Almalyk MMC), - copper and zinc. Copper receive a pyrometallurgical way, chemical processes go at high temperatures (1200-1400 °C) with formation of fusions, and zinc turns out in water solutions of acids and alkalis. JSC Almalyk MMC receives 9 non-ferrous metals. In such situation it is very hard for the head of versatile combine, it is almost impossible to resolve the issues arising by production and marketing of each metal as, except administrative management, he needs to know all subtleties of technology of receiving each metal at decision-making necessarily prime capital investment for increase in production of this metal not to the detriment of other structures.

Marketing of non-ferrous metals is very difficult. We will consider on the example of molybdenum which is an alloying additive by production of steel, and it is extracted with ore raw materials for copper as is its component. The molybdenic concentrate in the republic makes JSC Almalyk MMC, and process of its processing to finished goods happens on JSC "Uzbek combine of refractory and heat resisting metals" (JSC UZKTZhM). Production and the molybdenum price, except raw material, production, technical, power force, major problems in strong degree depends on world production of two metals - copper and steel. At sharp increase in production of copper extraction and production of molybdenum increases and in the market its offer prevails over demand that leads to sharp falling of its price. At sharp increase in production of steel there is an increase in demand at molybdenum and its price increases. The molybdenum price, depending on production of copper and steel, can increase with 8 to 81 US dollars for 1 kg and then fell to the 24 US dollars [2]. The foreign investors specializing on production of one metal, try to predict these questions.

The scientific economist A. Andrianov [3] considers that the investment is a conscious refusal of the current consumption in favor of possible and rather bigger income in the future, and the American scientist-economist U. Sharp [4] claims that "to invest" means "to leave money today to receive their large sum in the future". To conclude

what was mentioned above it is possible to add that the investor who consciously makes investments in monetary, material or non-material forms in objects of metallurgical industry for the purpose of obtaining the bigger income, is a professional in this area. And if the representative of the private sector of economy invests this enterprise, so he knows that the enterprise can be made more profitable, and it needs to confer more powers and guarantees.

Investments can be received with the help of involvement of private business' representatives in the attractive enterprise which for example, can become JSC Almalyk MMC in which the organizational, financial and production activity for production of 9 non-ferrous metals uniform and submits to one head. It is possible by elimination of its versatility, i.e. by JSC Almalyk MMC restructuring in the Almalyk Mining and Metallurgical Combine Holding Company on the basis of the created seven joint stock companies in the main production directions with the investment and financial infrastructure of a production activity [5].

In figure 1 the scheme is given of cardinal restructuring of JSC Almalyk's MMC activity.

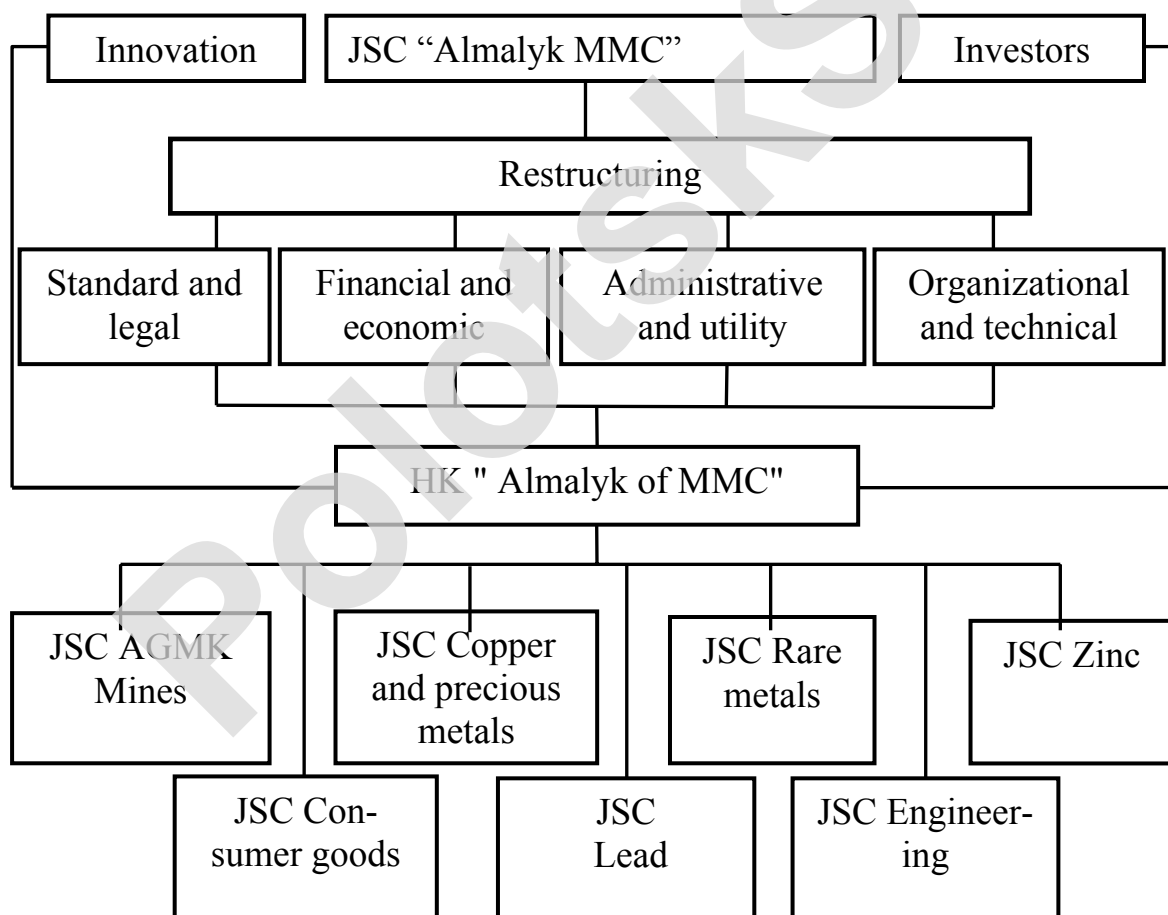


Fig. 1. Scheme of cardinal restructuring of JSC Almalyk's MMC activity [6]

From practice world of the perspective enterprises work's within metallurgical market it is known that raw structures, mines and concentrating factories unite in the

separate enterprise for production of a concentrate. In JSC Almalyk MMC they can form JSC AGMK Mines. In JSC Copper, JSC Zinc, JSC Lead, JSC Rare Metals which can enter into divisions of existing production of JSC Almalyk MMC. Here investments are necessary for introduction of innovative technologies, updating and modernization of processing equipment.

JSC Consumer Goods will include divisions of goods` production for the purpose of construction and household in wide assortment, and also rendering services to natural and legal entities, performance of work production, housing, municipal, and constructional character.

JSC Engineering will include combine divisions which will provide engineering services, and also to provide joint stock companies with the natural gas compressed by air, the electric power, the railway and motor transport, mechanical-repair works.

Thus each privatized enterprise of metallurgical branch can be made attractive with the help of eliminated versatility.

The enterprises that make metals with providing mineral and raw materials were always attractive to the investor.

For example, in Uzbekistan the copper is made by JSC Almalyk MMC with the help of raw materials from pits Kalmakir, Sara check, Handiz that will suffice for 40-50 years. But Kalmakir-dalny fields, Kyz-ata which will provide production for 150 years aren't explored yet. "Sautbay" is provided to JSC UZKTZhM with raw materials more than for 150 years with the new fields such as "Koytash", "Yakhton", "Lyangar". Expected indicators of security are estimated by raw materials of the enterprises of ferrous metallurgy at 4,7 billion tons, the confirmed stocks make 1 billion tons which will provide with raw materials production of steel more than for 100 years [7].

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