IJIAET International Journal of Innovative Analyses and Emerging Technology
| e-ISSN: 2792-4025 | http://openaccessjournals.eu | Volume: 2 Issue: 3

Pricing and Marketing Research of Chemical Products

D. D. Muminova
Tashkent Chemistry-Technology Institution, "Industrial economics and management", Departments Assistant

Abstract: This article is intended for doing research on pricing and marketing chemical products, and includes access to the plan, introduction, the main section, the summary and the list of literature used. The article gives explanation for chemistry-specialized students, researchers and teachers about chemical products prices and marketing its goods. This article contributes to the improvement of chemical knowledge of chemistry researchers and increase of students` knowledge level.

Keywords: chemical products, pricing, compensation, marketing, income, profit, profitability.

Pricing is the process of planned pricing and their application in order to obtain the maximum amount of material values and services at the lowest cost.

Basic methodological principles of pricing:

- Compensation of socially necessary costs for production and circulation;
- provision of net income (profit) reflecting the relative efficiency of the production of specific products;
- The ratio of prices for similar and interchangeable types of products is based on the ratio of their consumer properties, the relative efficiency of products in production and personal consumption;
- Use of prices for planned regulation of profitability, consumption and demand;
- Ensuring the dynamism (flexibility) of prices depending on the changing conditions of production and use of products.

Gross income and profit of PCP

One of the main conditions for the successful operation of an enterprise is its profit. In modern conditions, profit serves:

- One of the most important sources of accumulation and replenishment of the revenue part of the state and local budget.
- A source of self-financing development of the enterprise.
- The basis for making investment decisions and innovation activities of business entities.
- A source of satisfaction of the material needs of the members of the labor collective and property owners.

Gross income is an indicator that characterizes the financial result of trading activities and is defined as the excess of revenue from the sale of goods over the costs of their acquisition for a certain period of time.

Gross income is a part of the value of goods, products and services and is used to recover costs and generate profits. As part of gross income, net products are allocated – this is the newly created value, consisting of wages, social contributions, and profits.

IJIAET International Journal of Innovative Analyses and Emerging Technology

| e-ISSN: 2792-4025 | http://openaccessjournals.eu | Volume: 2 Issue: 3

Gross income is calculated in absolute and relative terms.

The volume of gross income received as a result of the sale of goods and products is the main source of profitable work of enterprises and a condition for their stable position in the market.

Profitability, its types and methods of calculation

Generalizing performance indicators are used to assess the economic efficiency of the enterprise as a whole. At the enterprise level, the costs per 1 rub of production products, as well as a system of profitability indicators, are used as generalizing ones.

Profitability indicators can be combined into several groups:

- ✓ Characterizing the profitability (payback) of production costs and investment projects.
- ✓ Reflecting the profitability of sales.
- ✓ Characterizing the profitability of capital and its parts.

Profitability indicators can be calculated on the basis of gross profit (total profitability), profit from sales of products and net profit (estimated profitability).

In practice, the most commonly used indicators of profitability of production, products (works, services) and turnover (sales).

The profitability of production is determined by the formula

Rp=Potch/(Fs+OSn) *100,

Where Pch is the profit of the enterprise of the reporting period (net), rub.; Fs is the average annual value of the company's fixed assets, rub.; OSn is the average balance of normalized working capital, rub.

The profitability of products is calculated according to the following formula

Rpr=Pr/S *100,

Where Pr is the profit from the sale of products, rub.; C is the total cost of production, rub.

The profitability of turnover is calculated by the formula

Ro=Pr/RP *100,

Where RP is the volume of products, works, services sold, rub.

Ways to increase profits and profitability on PCP.

When justifying and analysing the efficiency of production, measures are developed that contribute to the growth of profit and profitability, which are influenced by three main factors: improving the quality of products and the associated price, reducing the cost of production and increasing the scale of production.

Measures affecting these factors are divided into intra-production (introduction of new equipment and technology, mechanization and automation and mechanization of production processes, etc.) and external (changes in demand for products, changes in prices for raw materials, fuel, energy carriers, changes in the exchange rate, etc.)

The essence of innovation and scientific and technical process (STP) in the chemical industry and their role in the development of the economy.

ISSN 2792-4025 (online), Published under Volume: 2 Issue: 3 in March-2022

Innovations are understood as newly created material, products or technology introduced into production for the first time.

Innovation is the main means of ensuring the competitiveness of products and the sustainability of the company's success in the market.

The innovation process at the enterprise covers the cycle from the emergence of an idea to its practical implementation:

- exploratory scientific research aimed at finding new processes, systems and devices, new types of processing and methods of manufacturing equipment, new forms and methods of production organization;
- scientific research and development of new products, new technologies and new forms and methods of production organization, including experimental design and technological developments;
- Creation and carrying out the necessary tests of experimental and head industrial samples of new equipment, devices and machines.

The effectiveness of innovation depends on the ratio between supply and demand, on the consumer value of new products, on the structure of industry, as well as on the collective strategy of all competing manufacturers.

References:

1. An overview of Mesopotamian bronze metallurgy during the 3rd millennium BC
2. Lead in drinking water - Drinking Water Inspectorate
3. Porcelain | pottery | Britannica.com
4. The Entire History of Steel - Popular Mechanics
5. Graphite/Carbon Fibre - an overview | ScienceDirect Topics

ISSN 2792-4025 (online), Published under Volume: 2 Issue: 3 in March-2022