

Marketingstrategien für die entwicklung des marktes für vorschulbildungsdienstleistungen in Usbekistan

Nafosat Sharopova

Senior Lecturer des Department of marketing an der Tashkent State University of
Economics, PhD

ORCID-ID: 0000-0001-9595-0655 nafosat.sharopova@mail.ru

Abstrakt. In diesem Artikel werden die Marketingstrategien und Auslandserfahrungen ihrer Anwendung untersucht, die darauf abzielen, den Markt der Vorschulerziehung in Usbekistan zu entwickeln. Außerdem wurden die Nachfrage nach Vorschulbildungsdiensten in Usbekistan und Trends in der Entwicklung eines Wettbewerbsumfelds auf diesem Markt analysiert. In dem Artikel wurden statistische und SWOT-Analysen der Hauptindikatoren auf der Grundlage der Daten des Staatlichen Statistikamtes der Republik Usbekistan durchgeführt, um die Probleme im Rahmen des Themas zu klären und wirksame Lösungen zu ihnen. Als Ergebnis der Untersuchung wurde festgestellt, dass die Zahl der Nichtregierungsorganisationen der Vorschulerziehung, die auf der Grundlage einer öffentlich-privaten Partnerschaft organisiert sind, für die Entwicklung des Marktes für Vorschulerziehungsdienste erhöht werden muss von Usbekistan.

Schlüsselwörter: Vorschulorganisationen (PO), Konsumenten der Vorschulerziehung, Qualität der Vorschulerziehung, Marketingstrategie, Nachfrage, Angebot, Public-Private Partnership (PPP), SWOT-Analyse

Marketing strategies for the development of the market of preschool education services in Uzbekistan

Nafosat Sharopova

**Senior lecturer of the Department of Marketing at Tashkent State University of
Economics, PhD**

ORCID ID: 0000-0001-9595-0655 nafosat.sharopova@mail.ru

Abstract. In this article, the marketing strategies and foreign experience of its application are studied, aimed at developing the market of preschool education services of Uzbekistan. Also, the amount of demand for preschool education services in Uzbekistan and trends in the development of competitive environment in this market were analyzed. In the article, statistical and SWOT analysis of the main indicators on the basis of the data of the State Statistics Office of the Republic of Uzbekistan has been carried out in order to clarify the problems within the framework of the topic and to come up with effective solutions to them. As a result of the research, it was noted that it is 10.5281/zenodo.5651038

necessary to increase the number of non-governmental organizations of preschool education, which are organized on the basis of Public-Private Partnership for the development of the market of preschool education services of Uzbekistan.

Keywords: preschool organizations (PO), consumers of preschool education, quality of preschool education, marketing strategy, Demand, Supply, Public-Private Partnership (PPP), SWOT analysis

Introduction

Currently, in the pre-school education system of our country, the expansion of the state and non-state network of preschool education organizations, strengthening the material and technical base, providing them with qualified pedagogical personnel, sharply increasing the coverage of children in preschool education, applying modern educational programs and technologies to the educational processes of children in all aspects intellectual, spiritual and aesthetic, there are urgent tasks to develop and implement a unified state policy on physical development and radically improving the quality of their preparation for school education. In order to carry out these tasks, it is necessary, first of all, to develop the market of preschool education services. Because, through the development of the market of preschool education services, it is possible to achieve an increase in the range of educational services as well as further improvement of their quality.

In order to develop the market of preschool education services, it will be necessary, first of all, to study the requirements and needs of consumers of preschool education (parents of preschool children). Because, by the way, for whom are the organizations of preschool education? of what types? and at what price? they determine that the provision of pre-school education services is necessary. The answer to these questions will be found by increasing the practice of marketing research aimed at finding out to what extent consumers are satisfied with their preschool education services. Because, with the help of marketing research on the system, the gap between the Real and demanded learning outcomes of the society and education market can be reduced.

The market of pre-school education services of the Republic can reduce the low development of the qobat environment. Because the number of State and non-state MTTS in our country and their activities are not able to create a pure competitive environment in this market quickly. In our opinion, in order to create a pure competitive environment in the market of pre-school education services of developed countries in the conditions of Uzbekistan, it is necessary to increase the number and quality of activities of non-governmental organizations, as well as to liberalize their activities on the basis of laws. Because, where there is freedom, there will be a market, and of course there will be a pure competitive environment in it.

Literature review

In the process of identifying the demand and supply for preschool education, the use of research methods and tools to record has developed recommendations for achieving higher productivity [Sharon Wolfand etc., 2018]. The type of pre-school institutions and the place of residence of parents had a great influence on the change of their requirements [S.Kelesidou and etc., 2017]. It has developed policies and strategies to increase the demand for preschool education services [Sheldon Shaeffer, 2015]. In the next 5-10 years of early childhood education has developed methods of predicting the demand and supply that are mumukin to be [Sam M. Walton, 2016]. Due to different circumstances in different states, it has been established that their needs and requirements vary depending on the parents ' satisfaction with the quality of Education [Sharon Wolfand etc., 2018].

Research methodology

In order to study the problem posed within the framework of the topic on the basis of in-depth analysis, the data collected by the State Statistics Department of the Republic of Uzbekistan for 2012-2020 were used. On the basis of these data, comparative and comparative analysis methods of statistics were widely used in order to analyze the indicators on the subject of preschool education. Also, the SWOT analysis method was used to determine the strengths and weaknesses of non - governmental organizations established on the basis of Public-Private Partnership, as well as opportunities and threats.

Analysis and results

According to the State Statistics Office of the Republic of Uzbekistan [5], 5150 MTTs were operating in the Republic in 2015, 7753 in 2020, and compared to 2015, the number of MTTs increased by 2603 in 2020. At the same time, with the increase in the number of pre-school educational organizations, it will be necessary to achieve full compliance with the requirements of educational standards of developed countries with the knowledge and skills of pedagogical workers who provide education and training to children in these educational institutions. Our President Sh.As Mirziyoyev noted [1], "the knowledge and skills of pedagogical staff working in the educational institutions are of great importance in improving the quality of preschool education services. In the process of educating children, it will be difficult to educate a harmonious generation with a high level of knowledge and spirituality in the future, if we do not properly form their consciousness and thinking from their infancy, attracting pedagogical personnel who know their work carefully, are competent and able to approach each child individually."

In 2020, 27.8 percent of the teaching staff working in the branches of the Republic organized higher education. With this indicator, it is difficult to improve the quality of preschool education

services provided to consumers. Of course, it is very difficult to determine the knowledge and skills of educators and employees depending on their level of Education. But it has been proved by several foreign scientists that the level of knowledge of specialists with higher education is high, the appropriation of children and the effectiveness of education is much higher than that of educators and educators with secondary education. In our opinion, the increase in the number of specialists with higher education operating in educational institutions leads to a further improvement in the quality of pre-school education services and thereby an increase in the level of satisfaction of parents from the quality of Education.

It is also stated that the task is to improve the training plans and programs for the training and professional development of pedagogical personnel for MTTs taking into account modern pedagogical technologies and techniques [4]. Since we have set the main goal of developing our children spiritually, morally, socially and physically, first of all, it will be necessary to improve the knowledge and skills of pedagogical educators and to improve the educational system at the level of modern requirements. Because the provision of Mus with professionals such as psychologists, defectologists, logopedists, leaders in music and physical education is one of the main requirements of today's times and consumers.

In the system of preschool education in our republic, the main issue that the government and the Ministry pay the greatest attention to is full coverage of children with preschool education. If we analyze the number of children covered by preschool education in terms of the total number of children aged 1-6 years in Uzbekistan by Regions and years, the level of coverage of children aged 1-6 years by preschool education in the republic in 2020 was 27.3 per cent. According to the Republic, the highest level of coverage of children aged 1-6 years with preschool education is Tashkent City (42.4%), the lowest indicator is the regions of Surkhondaryo and Kashkadaryo (13.9-16.1%) [5]. In regions with a low level of coverage with pre-school education, it will be necessary to increase the number of MTTs in the first place, especially non-public MTTs intended for rural areas.

The level of coverage of 1-6-year-olds with preschool education means the amount of demand in marketing. In this respect, the level of coverage of children aged 1-6 years with preschool education in the Republic is shown in Figure 1 below.

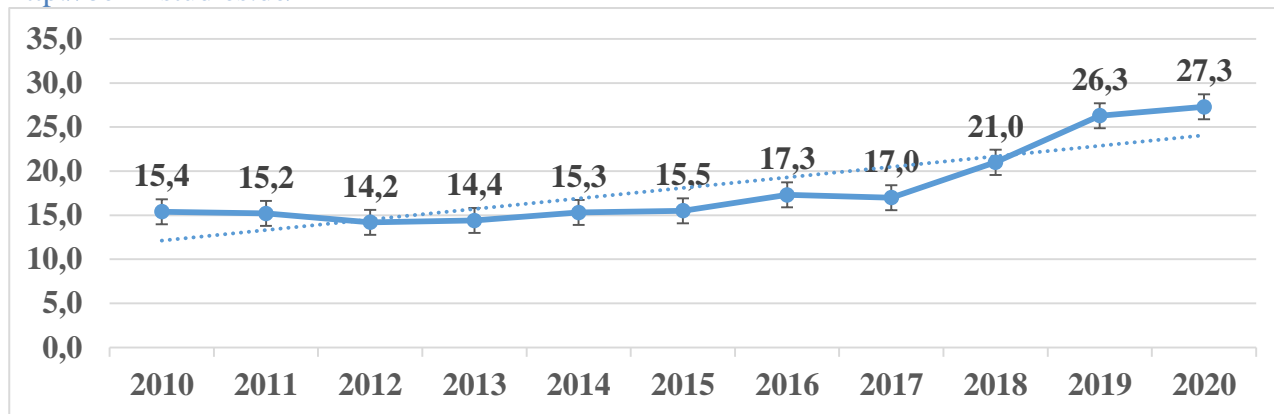


Figure 1. The level of coverage of children aged 1-6 years with pre-school education in the Republic, in percent [5]

According to the information given in Figure 1, the level of coverage of children aged 1-6 years with preschool education in the Republic in 2010 was 15.4 percent, in 2015 15.5 percent, this figure reached 27.3 percent in 2020. But this indicator is a very low indicator in comparison with the level of coverage in preschool education in developed countries [8]. Therefore, it is possible to expand the network of non-governmental organizations of Mus and thereby increase the level of coverage of children with preschool education in our country.

It is well known that due to the fact that it is easy and high to assimilate the child attending preschool in the future stages of education in relation to the non-attending child, systematic reforms are being carried out by the state to fully cover the children with preschool education. However, the level of coverage with preschool education in the Republic is considered to be significantly lower when compared to the total number of children aged 1-6 years. In order to determine which factors influence the level of this coverage, it will be necessary to analyze the number of seats created in the branches of the Republic (Table 1).

Table 1.

Analysis of the ratio of the amount of demand for products in the Republic to the existing supply [5]

Indicators	2015	2016	2017	2018	2019	2020
The number of seats available in preschool organizations, thousand people	713,1	721,8	733,9	807,2	945,5	1155,7
including:						
in urban areas	486,1	490,9	503,5	526,0	603,4	674,1

in rural areas	227,0	230,9	230,4	281,2	342,1	481,6
The number of children available in preschool institutions, thousand people	634,1	691,0	732,9	874,4	1115,4	1196,4
including:						
in urban areas	457,5	486,9	517,2	566,1	674,9	685,3
in rural areas	176,6	204,1	215,6	308,3	440,5	511,1
The ratio of the available demand to the proposed amount, one thousand	79	30,8	1	- 67,2	-169,9	-40,7
including:						
in urban areas	28,6	4	13,7	-40,1	-71,5	-11,2
in rural areas	50,4	26,8	15,8	-27,1	-98,4	-29,5

According to this table 1, the number of places available in MUS increased by 442,6 thousand in 2020 compared to 2015, but the number of children available in preschool organizations increased by 562,3 thousand in 2020 compared to 2015. This means that this indicator means that the demand remains high in relation to the amount of the available offer. It should be noted again that the number of seats available in MUS for 2020 year is 1155.7 thousand, while 1196.4 thousand children are attending these places. So, although there is no place for 40,7 thousand children in their MTTs, these children are already attending preschool. As a legitimate solution to this problem, it will be necessary to establish the activities of the new MTTs.

As a result of the reforms carried out in the pre - school education system in 2017-2021, the number of MTTs in the Republic was increased to 18 254 units in 2020, of which 6 197 were state and 12 057 were non-state MTTs (788 private, 10 244 family and 1 025 non-state-private partnership MTTs) [5]. This high level was achieved in 2018-2019 by the establishment of family non-state preschool education organizations in rural areas. But, again, it should be noted that with the amount of space created in the existing state and non-state bodies, the number of non-state NGOs in particular is very small in order to cover the total number of children aged 1-6 years in the Republic, as well as to increase the competitiveness of educational services. Also, with this indicator, it is very difficult to develop the market of preschool education services and create a healthy competitive environment in it. As an effective solution to these problems, as noted by the head of our state, it is desirable to organize the activities of the NSCS tested in the experience of developed countries on the basis of Public - Private Partnership. Because, the increasing number of competitors in the market of preschool services leads to an increase in the number of types of affordable and quality preschool services, taking into account the requirements of consumers.

Great attention is paid to the issues of expanding the network of MTTs in the Republic, strengthening their material and technical base, as well as the construction of new mines. In addition, in order to increase the number of non-farm MTTs in new residential areas on the basis of model projects in the regions, entrepreneurs are provided with great opportunities and conditions by the state for the construction of 50, 100 and 150-seat Modern Apartments on the basis of a model project based on the climatic conditions of our country on This reduced the parents ' payment for their MTTs in rural areas by up to 30 percent creates relief for low-income and multi-child families.

"We need to create a modern system in every aspect of preschool education. Because, in the next 3-4 years, we must achieve full coverage of preschool education of all children aged 5-6 years. This is an issue that will solve our tomorrow and we will definitely do it. In our opinion, in order to achieve the goal set by the president of our country and to cover 5-6-year-olds 100 percent in preschool education, such as developed countries, there are the following 4 main problems before the preschool education system:

1. Lack of children in places to fully cover a total of 5-6-year-olds in the Republic for preschool education;
2. The presence of parents who can not pay for pre-school education;
3. The inability of parents to send their children to their parents because of their dissatisfaction with the quality of preschool education services;
4. The fact that parents do not send their children to their children because they do not understand that preschool education has a positive effect on the future activities of the child.

In the face of the first problem facing the system of preschool education, a number of the above reforms were carried out. In our opinion, this rapid increase in the number of MTTs is of great importance in meeting the need for preschool education of the population.

For the purpose of a positive solution to the second problem, "short-term training" groups were established in the preparation of 5-6-year-old children of low-income families and their children for school [5]. The payment of parents in it amounted to 21 thousand rubles in 2020 year. Short-term groups, which are an alternative form of preparation for this type of school, are organized in all regions of the Republic, especially in rural areas. In our view, it has a great effect on the increase in child coverage in preschool education as a result of the material and social support of the population by this state.

On the third problem, a number of measures are being taken by the state and the ministry to improve the quality of Education listed above. But the level of coverage of children aged 1-6 years with preschool education amounted to 27, 3 percent in 2020, and this is a low indicator in comparison with developed countries. Therefore, it is desirable to conduct social surveys with the aim of studying the views of parents about the quality of preschool education services, to determine their needs and desires. To do this, it will be necessary to carry out systematic marketing research aimed at identifying the existing problems and seeking an effective solution to them.

As a result of our research on the fourth problem, it was found that there are also parents who do not send their child to their parents without having all their conditions available [11]. There are two reasons for this:

first, the fact that they do not know that preschool education has a positive effect on the future activities of the child:

secondly, some parents do not feel the need for preschool education for their children.

In our opinion, in order to solve such problems positively, it is necessary to increase the pedagogical and psychological knowledge of parents in the preparation of children who are not involved in school education. For this reason, the head of our state has entrusted parents who are indifferent to the education of their children to carry out explanatory work by neighborhood and specialists. Also, special attention is paid to the organization of preparation for school education by providing methodological manuals of parents of children aged 1-6 years who have limited opportunities to send their child to pre-school education.

Within the framework of the reforms on preschool education system "Electronic Program on admission and queuing of children to state educational institutions" was introduced through the portal "single interaktiv public services". In our opinion, the use of these public services will save excessive time in giving to the parents of their children, as well as prevent possible corruption and delinquency in the adoption of the child into preschool education.

In Uzbekistan, as the market of preschool education services and its development trends, great attention should be paid to the formation of a purely competitive environment between MTTS. Because, where there is competition, the provision of various quality preschool education services is established.

From the analysis it is known that the market of preschool education services provides quality education services in private schools. Because of the high payment of parents in them, most children in our republic can not go. As an effective solution to this problem, the public-private partnership project in preschool education system is of great importance. In this regard, it is expedient to identify the strengths and weaknesses and opportunities and threats of these educational institutions through the SWOT analysis of non-governmental organizations established on the basis of Public-Private Partnership. In our opinion, the analysis presented in Table 2 below will help to develop effective measures and measures aimed at increasing the competitiveness of the institution.

Table 2
SWOT analysis of non-profit organizations established on the basis of Public-Private Partnership

Strengths	Weaknesses
state support of entrepreneurship and business as an innovative activity	complex structure and availability of a set of documents
the breadth of the possibility of additional revenue formation	take a lot of time to organize
equal distribution of risks to partners	greater demand for the intervention of senior

	executives
increase in the quality of educational services provided	the importance of project selection
ensure transparency of education costs	difficult solution of the problem when the obligations are not fulfilled
Opportunities	Risks and threats
higher chance of faster implementation of projects	Tenders and current costs in DXSH projects should be higher than the costs of traditional public procurement
availability of the opportunity to reduce the cost of the entire project	borganda some projects bring business in international currency to them affected by the restrictions of the local financial market
issuance of preferential bank loans	high risk (exchange rates, price fluctuations of existing assets)
benefits when paying taxes	this is due to the fact that the projects are designed for a long period of time and do not take into account the unforeseen problems
multiple choice of projects for partners	the implementation and implementation of some projects may be more politically or socially difficult than others

Confusions and suggestions

The implementation of the public-private partnership project in the education system tested by the experience of developed countries leads to an increase in quality and affordable educational services, as well as the emergence of comprehensively competitive educational services in the market of educational services.

Also, an important aspect of the introduction of Public-Private Partnership in the preschool education system is that the implementation of measures to increase the transparency of planning and spending of children, the openness of their activities and the increase of their independence serve as the basis for establishing public-private partnership and further increase their investment attractiveness.

It will be necessary to receive preferential credits, pay taxes and give great benefits in the allocation of subsidies from the state budget for non-state NGOs established by the state on the basis of Public-Private Partnership. This leads to the formation of a pure competitive environment in the market of preschool education services as a result of effective reforms carried out in the pre-school education system, as well as rapid increase in child coverage in preschool education.

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