



Ways Of Developing Marketing Programs Of Enterprises In The Context Of The Formation Of Textile Clusters

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ABSTRACT

This article explores the experience of creating textile clusters, and also discusses the content of marketing programs of enterprises.

KEYWORDS

Marketing, marketing program, textile cluster.

INTRODUCTION

The development of modern information technologies and telecommunications is accelerating the process of globalization of the world economy, and as a result of the formation of a single information space, has emerged a global market. In this context, Uzbekistan faces a major task, such as gaining a significant place in the world market. As the

President of our country Sh. Mirziyoyev noted, "...the most important guarantee of sustainable economic growth is the production of competitive products, finding new international markets for them and increasing exports, full use of transit potential"[1]

Also, the development of science and technology has a serious impact on the structure of goods and services, and the rapid adaptation of marketing methods to change is becoming a serious problem.

Countries are forming various integration associations, constantly influencing global market segments, causing a steady, in some cases chaotic, flow of goods and services. In the global market, the relationship between seller, buyer or sales intermediaries is increasingly enriched with new content, and the interaction in market segments has become one of the defining features of international marketing. It is these features of international marketing that distinguish the domestic market from the marketing that takes place. However, marketing is based on the same principles in the domestic and foreign market. At the same time, the specifics of the external market and its conditions determine aspects that need special attention in international marketing principles. The decision to enter a foreign market must meet the long-term goals of foreign economic activity, while meeting the interests of consumers.

THE MAIN PART

Such a connection is between strategic decisions (problem diagnosis, goal setting, resource identification, personnel selection, etc.) and organizational and economic (divisions, service offices, final product), which is a key condition for the success of the company's marketing strategy.

A number of decisions on the organization of marketing in the foreign market activities of the country or company are highlighted:

Opportunity and purpose to enter foreign markets;

Advantages and risks of foreign markets;

Students of consumers for existing goods and services or new goods and services;

Features of foreign markets and personal aspects of consumers;

Formation of a group of partners to enter foreign markets;

Adaptation of the structure of production, goods and services to market needs to enter foreign markets;

Development of the concept of international marketing.

The development and implementation of the international marketing concept in decision-making for foreign markets is one of the most important processes, which consists of several parts:

The first part is the analysis of the company's production and financial capabilities, the competitive environment in the domestic market, the foreign economic policy of the state, including the support system, the foreign market environment, the conjuncture of goods.

The second part is the collection and clarification of information on opportunities to operate in foreign markets, risks, the composition of goods on the market, the situation.

The third part is to select and segment the market based on the company's existing production capacity. Develop a strategy for entering foreign markets.

The fourth part is to assess the suitability of alternative options for foreign market entry strategies to the company's capabilities. Develop a marketing plan for successful operation in foreign markets.

The fifth part is the development and control of the international marketing concept in the company's foreign market activities.

The inclusion of the textile and clothing industry in the basic industries of the economy of the Republic of Uzbekistan is based on the country's long-term specialization in cotton growing, the availability of conditions for deep processing of raw materials, especially in creating new jobs. In this regard, the President and the Government of our country pay great attention to the development of this sector and increase its competitiveness.

In particular, the Decree of the President of the Republic of Uzbekistan dated December 21, 2016 No. PP-2687 approved a program of measures for further development of the textile and clothing industry in 2017-2019. This program is primarily aimed at solving the problems that have accumulated in the industry for many years, and includes measures aimed at the rapid development of the structure and infrastructure of the textile industry.

At the same time, taking into account the radical economic changes in 2017, which led to a sharp change in the investment climate in the country and the existence of systemic problems in the industry, the President on December 14, 2017 No. PF-5285 "On measures to accelerate the development of textile and clothing industry" The decree was issued. The decree sets out a number of organizational and

economic measures, the main purpose of which is the consistent development of the textile industry.

We would like to draw attention to one of the above-mentioned problems, namely, "...insufficient formation of national brands capable of producing and exporting textile semi-finished products, production of high value-added finished textile products and decent competition in world markets. does not allow them to increase their income"[2].

The systemic nature of this problem is not solved by correcting the activities of a single enterprise, but requires an innovative approach to the content of entrepreneurial activity in this area.

Complex competitiveness is a term that covers all aspects of the enterprise, which includes not only a competitive advantage in foreign markets, but also the competitiveness of the domestic environment. If we take complex competitiveness as an integral indicator, it includes resource competitiveness, investment, innovation, technology, marketing and logistics, management competitiveness.

The Decree of the President puts forward the idea of forming cotton-textile clusters as an organizational solution to this problem, ie the idea of achieving innovative development of the industry through the creation of complexes of enterprises integrated into the development of the regions. In particular, the task is "to assist in the placement of textile enterprises, cotton and textile clusters based on the prospects for further development of the potential of the regions, the availability of raw materials, infrastructure, labor resources and markets." At the same time, it must be

acknowledged that there is no scientifically based methodology for coordinating the strategies of enterprises within clusters in order to achieve a competitive advantage of individual enterprises.

The term "cluster" is a French word that translates into Uzbek as "claw", "head", "bond", "group", "gathering", "stable". The "cluster" is also represented as a method of selective research.

From the evolution of the cluster theory we can distinguish two fundamental descriptions of it.

First, the activities of clustered enterprises and firms must be clearly related to the market for the same type of goods. Such a connection is vertical (chain of purchases and sales) and horizontal (additional departments and services, the specific costs involved, the use of technology or institutions and other connections).

The second is that clusters are a group of geographically close interconnected enterprises that develop competitiveness as a result of the stabilization of economic and social relations between them, creating opportunities to create more added value and sell in the market.

Industrial clusters are primarily able to withstand competition within this sector in local and global markets.

Cluster theory has entered the scientific process in the form of a marketing strategy, as an idea-method that allows enterprises of the state, regions and regions to win in a competitive environment in the market.

Although the idea of increasing the competitiveness of national and regional economies based on the practical application of the cluster strategy has its own characteristics in different countries and industries, but M. Porter and M. Enright revealed that it has the following common priorities:

Opportunities will be created for enterprises (firms) to increase labor productivity and production efficiency due to direct contact with suppliers, qualified personnel, information, service and training centers. In the enterprises of the clustered regions, labor productivity is up to 1.5 times higher, and wages are up to 30 percent higher;

There will be conditions for educational and research centers to create new scientific and methodological developments, test them in the short term, introduce them into production;

There will be preferential conditions to further stimulate the work of workers and specialists in production and research and the creation of new products.

There are conclusions that the state economy relies on the strengths of clusters, without which even the most developed economies can achieve moderate results. Socio-economic efficiency of clusters, which are distributed according to the areas of their participants:

Accelerate the development process by encouraging research from new manufacturers from other industries and providing new strategies;

There is a free exchange of information, news is spread quickly through the channels of consumers and suppliers;

Interactions within the cluster lead to new opportunities in competition;

Creates new opportunities for the development and introduction of human capital, scientific ideas into production.

A.Sh. Bekmurodov and Yang Son Belar were the first in Uzbekistan to conduct research on "Cluster approach to the development strategy of the textile industry of Uzbekistan." [3] Their research describes projects for the use of clusters for economic development in foreign countries, analyzes the results achieved in the information and communication industry in America, automobiles, petrochemicals and textiles in Japan, ceramics and carpets in Italy, the textile industry in the Republic of Korea. At the same time, A.Sh. Bekmurodov and Yang Son Belar focused on the analysis of the export potential of the textile industry of Uzbekistan, developed scientific recommendations for attracting more foreign investment in the industry and based on the experience of the industrial zone cluster model in Daegu, Republic of Korea.

CONCLUSION

In conclusion, it should be noted that in the context of the formation of clusters in the textile industry, the importance of creating a marketing program of individual enterprises is growing, there is a need to scientifically substantiate its content and structure.

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