



Methods for Developing Marketing Programs in the Context of the Formation of Clusters of Textile Enterprises

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ABSTRACT

The article examines the experience of creating textile clusters, and also examines the content of the marketing programs of enterprises.

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

The cluster theory 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.

ARTICLE INFO

Article history:

Received 14 Jun 2021

Received in revised form

16 Jul 2021

Accepted 21 Sep 2021

Keywords: marketing
marketing program, textile
cluster, strategy, export,
product, aspect

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INTRODUCTION

The development of modern information technologies and telecommunications accelerates the process of globalization of the world economy, and as a result of the formation of a single information space, a global market has emerged. In this context, Uzbekistan faces a serious task - to occupy a significant place in the world market. As the President of our country Shavkat Mirziyoyev noted, "... the most important guarantee of sustainable economic growth is the production of competitive products, the opening of new international markets for them and an increase in exports, full use of the 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 changes is becoming a serious problem.

Countries form various integration associations, constantly influencing segments of the world market, causing a steady and, in some cases, chaotic flow of goods and services. In the global marketplace, the relationship between seller, buyer or reseller is increasingly enriched with new content, and interaction

in market segments is becoming 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 in the domestic and foreign markets is based on the same principles. At the same time, the specificity of the foreign market and its conditions determine the aspects that require special attention in the principles of international marketing.

Such a connection exists between strategic decisions (diagnosing problems, setting goals, identifying resources, recruiting personnel, etc.) and organizational and economic (departments, service departments, final product), which is a key condition for the success of a company's marketing strategy.

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A number of solutions for organizing marketing in the foreign market of a country or a company are highlighted:

- Possibility and purpose of entering foreign markets;
- advantages and risks of foreign markets;
- study of consumers of existing goods and services or new goods and services;
- Features of foreign markets and personal characteristics of consumers;
- formation of a group of partners to enter foreign markets;
- Adaptation of the structure of production, goods and services to the needs of the market for entering foreign markets;
- Development of the concept of international marketing.

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

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

The second part is the collection and clarification of information about the possibilities of working in foreign markets, risks, the composition of goods on the market, and the situation.

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

The fourth part is to assess the suitability of alternative strategies for entering a foreign market with the company's capabilities. Develop a marketing plan to be successful in overseas markets.

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

The inclusion of the textile and clothing industry in the economy of the Republic of Uzbekistan in the main processing industries is due to the country's many years of specialization in cotton, the availability of conditions for deep processing of raw materials, especially in the creation of new jobs. In this regard, the President and the Government of our country pay great attention to the development of this industry and increasing its competitiveness. In particular, the Decree of the President of the Republic of Uzbekistan dated December 21, 2016 No. PP-2687 approved the Program of Measures for the Further Development of the Textile and Garment Industry for 2017-2019.

At the same time, given the radical economic changes in 2017, which led to a sharp change in the investment climate in the country and the presence of systemic problems in the industry, the President issued Decree No. PF-5285. The decree was issued. The decree provides for a number of organizational and economic measures, the main goal of which is the consistent development of the textile industry.

We would like to draw attention to one of these problems, namely that "... stable dominance of production and export of textile semi-finished products, insufficient production of finished textiles with high added value and the formation of national brands. able to compete in global markets. This does not allow them to increase their income "[2].

The systemic nature of this problem is not solved by adjusting the activities of an individual 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 an enterprise's activities, which includes not only a competitive advantage in foreign markets, but also the competitiveness of the internal environment. If we consider complex competitiveness as an integral indicator, its structure includes the competitiveness of resources, investment, innovation, technology, marketing and logistics, competitiveness of management.

In the Presidential Decree, as an organizational solution to this problem, the idea of forming cotton-textile clusters is put forward, that is, the idea of achieving innovative development of the industry through the creation of complexes of enterprises integrated into the development of the industry. regions. In particular, the task is to "... facilitate the placement of textile enterprises, cotton and textile clusters, taking into account the prospects for further development of the potential of the regions, the availability of raw materials, infrastructure, labor resources and sales markets." "At the same time, it must be admitted that there is no scientifically substantiated methodology for achieving competitive advantages of individual enterprises, for coordinating entrepreneurial strategies within clusters.

The term "cluster" is a French word that in Uzbek means "claw", "head", "bond", "group", "gathering", "stable". "Cluster" is also defined as a sampling method.

From the evolution of cluster theory, two main descriptions can be distinguished.

First, the activities of grouped enterprises and firms should be clearly linked to the market for the same type of goods. This relationship can be vertical (a chain of purchases and sales) and horizontal (additional departments and services, associated specific costs, use of technology or institutions, and other relationships).

Second, clusters are a group of geographically closely related interconnected enterprises that develop competitiveness as a result of the stabilization of economic and social relations between them, creating opportunities for greater value creation and market sales.

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

The cluster theory 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 found that it has the following general priorities:

- Opportunities will be created for enterprises (firms) to increase labor productivity and production efficiency through direct access to suppliers, qualified personnel, information, service and training centers. At enterprises of cluster regions, labor productivity is up to 1.5 times higher, and wages are up to 30%;
- There will be conditions for educational and research centers for the creation of new scientific and methodological developments, their approbation in the short term, introduction into production;
- Preferential conditions will be created for more incentives for employees and specialists in the field of production and research, as well as for the creation of new products.

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

- Accelerates the development process by encouraging research by new manufacturers from other industries and proposing new strategies;
- Free exchange of information, news spreads quickly through the channels of consumers and suppliers;
- Interaction within the cluster opens up new opportunities for competition;
- creates new opportunities for the development of human capital, scientific ideas and their implementation in production.

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

In conclusion, it should be noted that in the conditions of the formation of clusters in the textile industry, the importance of creating a marketing program for individual enterprises increases, and it becomes necessary to scientifically substantiate its content and structure.

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