

## Business missions for Export Development

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**Abstract:** Marketing tools, like weapons, can be divided into two large groups. This can be both in advertising campaigns, and in personal contacts, to meet with the "counterparty" face to face. As often happens in such situations, there are various intermediate, less frequently used, but also more effective "types of weapons". Such hybrid forms. For marketing, a good example is business missions. How the participant understands that this tool works in the market also determines its effectiveness - the volume of sales and the number of new counterparties.

**Keywords:** business missions, export development.

Direct and reverse business missions are an effective tool for developing sales in export markets

Direct and reverse business missions

Everything that concerns the development of marketing and sales, it is extremely important to remain a personal contact. The business mission just needed to meet the needs of ordinary social relations. A business mission doesn't have to be conducted between different people.

There are direct and reverse business missions.

In the first case, a trip to the "foreign territory" is carried out. Russian companies are the guests of foreign businessmen.

Reverse business missions-inviting representatives of foreign companies.

We can express an opinion about their rather significant differences.

The main thing that I would like to emphasize is that these forms with the export

market do not replace, but complement each other. Both to invite foreign partners, and to invite him to visit.

What are the advantages of participating in a direct business mission?

Probably, the key point is the possibility of traveling to the territory that is of potential interest for sales and getting acquainted with it. For example, FMCG products that may be important to manufacturers. In the era of globalization, consumer trends are becoming less accessible, and cannot be tied to local consumers, except that we can find a way out of the office. However, there are some interesting observations that may have an impact on the model of entering a foreign market with your product.

Taking part in a direct business mission, in most cases, you have the opportunity to visit the location of potential partner companies in addition to protocol meetings on neutral territory. Having familiarized with the "home" of the company, it is much easier to form a correct idea about it. If we consider cooperation, for example, with a production company in the framework of creating a common product, then such information is of particular value. With a reverse business mission, we cannot get a complete picture of the internal environment of a foreign company by evaluating mainly the broadcast image.

In the framework of direct business missions, it is much more common to meet high-ranking representatives of local authorities (since their time costs are much less than in field formats), and this is important both for those who work with B2G markets, and for countries where business is still highly

dependent on administrative resources in making commercial decisions.

The number of potential partners of interest depends on many factors, primarily on the quality of the work of the organizer of the business mission, but all other things being equal, more promising acquaintances will be made when traveling abroad. However, companies do not always have sufficient resources, including the time of top managers and owners, to come to Uzbekistan, especially from remote countries. If we have the opportunity to come, then we can remove this barrier in communications on our own.

In general, direct business missions have more potential if we are talking about exporting, but they are not completely free from weaknesses. Participation in them has a certain budget, which is practically absent in reverse events. Sometimes it can be significant for a company's commercial service. In addition, when participating in an on-site business mission, a Russian company becomes highly dependent on the organizer, as it cannot fully control the process of preparing the event. Which, by the way, does not imply the elimination of participation in the process at the stage of forming a business mission. In the end, the company's representatives can additionally find contacts on their own and either hand them over to the organizer for testing, or make an appointment on their own, expanding the circle of contacts.

Also, with some degree of conditionality, we can say that direct business missions are more suitable for companies prepared to work with a specific foreign market. The costs incurred should be compensated by the result, which should be actively promoted.

Reverse business missions are less likely (on average) to have a commercial effect, but they also have their advantages.

First, participation in them implies minimal costs – both financial and temporary. That is, the risks here are much lower, which can attract companies with small budgets, as well as those

players of the Russian market who are still only thinking about working with a certain export market, where guests will come from.

Secondly, reverse business missions are extremely useful for those companies whose key advantages are presented conditionally "on their territory". For example, an enterprise may have weak export marketing, which will not allow you to come on a direct business mission and demonstrate a ready-made export-oriented product. But at the same time, the level of production allows it to be created, and therefore it is important for a foreign partner to make sure of this. It is also important to invite those business structures that are considering the possibility of producing a product under the partner's private label for sale in a foreign market.

The third factor-reverse business missions-is a chance for small companies and even start-up businesses. It is much easier to become a participant of a reverse event, and already at it "partisan methods" attract the attention of a foreign partner. As is often the case in professional sports – we came to look at one player, and the attention of their potential attracted another. However, you also need to be prepared for such opportunities in order to give an interesting offer to a foreign counterparty in time.

There are still not as many options on a reverse business mission to meet a counterparty and reach a contract with him as there are on a direct one. There are always fewer partners coming than receiving them on their territory. On the other hand, their level of interest is higher – they are much more likely to have a clear idea why they need a partnership. Therefore, reverse business missions are also an excellent marketing tool for entering the export market.

Selecting a target country for a business mission and preparing for it

Participation in a business mission requires preparation if we want to get a tangible

commercial effect. Based on practice, we can point out two typical mistakes that participants in business missions make.

The first of them is related to the choice of the actual business mission. It is not necessary to approach this issue too lightly, agreeing with the first proposed option, even if it involves preferential conditions (for example, if the regional export support center co-finances the event). Participation in any event should logically stem from the interests and priorities of the company. Not every geographical market can have sales potential for your products, especially in the short term. The choice of the country to participate in the business mission should be justified, and the cost of resources should pay off.

The second mistake is low involvement in the process of preparing a business mission. It is naive to assume that the organizer of this event can only choose the best options for potential partners based on a link to the organization's website in a month or two.

What distinguishes a good business mission organizer?

Three parameters are important: knowledge of the general principles of working in a particular geographical market, the presence of contacts in the reference environment, and the ability to work with the request of the Russian side. If the company meets these requirements, then the probability of a good business mission increases significantly, but it still will not take place if there is no clear request from the Russian side. A Russian company that wants to take part in a business mission will succeed in it if it clearly identifies which partners to choose and how to position it correctly (or its product). No one knows the industry better than a player in a given market - if he does not have an understanding of how to enter it in a new country, then he trusts the will of chance. It is unlikely that such a position can be considered professional.

Now let's talk about how to avoid these mistakes and ensure the effectiveness of your participation in the business mission.

What is a business mission? This is, in fact, a mechanism for converting warm contacts into hot ones, which will allow you to conclude a contract. The organizer is looking for warm contacts - this is his direct task, working through cold ones. And how to create a list of cold contacts for a specific request? Only knowing the portrait of a potential partner and having an interesting commercial offer on hand. The potential counterparty's interest, in turn, arises either on the basis of an analysis of requests to the company from the market or during marketing research.

As we can see, all these issues - the choice of a priority market, the conduct of its marketing research or the analysis of requests from it to the company, the preparation of a targeted commercial offer should be resolved by the interested party in advance. A company that provides the organizer of a business mission with a clear technical task in terms of where, who and how to search (geography, counterparty profile, positioning of the commercial offer) is more likely to receive those foreign partners who will provide the result.

Therefore, this is the place to start. A company that wants to become an exporter of its products must have a ready-made list of foreign markets that may be potentially interesting for it. Then the first priorities are worked out and a general idea of how to enter the market of these countries is formed. Next, it makes sense to monitor the planned business missions and take the initiative to address infrastructure organizations supporting exports about their interest in certain geographical markets.

As soon as the business mission for the country of interest is included in the action plan, it makes sense to prepare a description of the desired counterparties and make a commercial offer for them.

The company-organizer of the business mission, having requested information from you and received it in this form, will almost certainly work on it as a priority, because their task is to give the maximum result at the minimum cost (as with any business). Even if the organizer does not get in touch with you at the stage of preparing the event (which, of course, characterizes it in a certain way), take the initiative yourself and provide this information. Thus, you will show the organizer your expectations and will be able to positively influence his motivation in the work. It's in your best interest.

About additional opportunities for participants of business missions

Business missions require preparation and a certain budget. Taking into account the importance of export activities, which are identified as a priority national project, the state, through the institutions of export support infrastructure, provides assistance to exporters through financing or co-financing in a number of areas.

The first is the actual business mission. This year, export support centers in the regions are tasked with organizing business missions, the effectiveness of which should be confirmed, including export contracts. The Russian Export Center also organizes business missions, although it is still more focused on co-financing the participation of domestic companies in international exhibitions.

A company wishing to take part in a business mission to a certain country can take the initiative to address the regional export support center (the names of such organizations may differ by the subjects of the Russian Federation, but such functions are necessarily implemented). However, priority is given to those applications that are prepared, as well as submitted on behalf of several companies (it may be worth talking about this topic with competitors).

What is the role of export support centers for this service? As a rule, they do not organize

business missions on their own. Their task is to select a performer in the person of a commercial organization and control the process. Actually, the business mission itself is paid for at the expense of budget funds. The participating company bears the costs of sending its representatives-travel, accommodation and current expenses.

The second is what should precede an effective business mission.

As discussed above, the company may need to conduct marketing research on the foreign market, select partners, and prepare a commercial offer. All these services are provided on request by export support centers in the regions for small and medium-sized businesses.

At the same time, marketing research is usually co-financed in the proportion of 80/20, where 80% of the costs are borne by the budget and only 20% by the company. As for the services of selecting partners and preparing a commercial offer (including its translation into a foreign language), they are provided free of charge.

In general, all this opens up to companies that plan to conduct their activities for free or at almost no cost. For a period of 6-9 months, you can not only perform market research, but also form a commercial offer and work out warm contacts. Such training requires high business efficiency and mission in the country and in the markets.

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