

INTRODUCTION OF MARKETING STRATEGY TO INCREASE THE COMPETITIVENESS OF TEXTILE ENTERPRISES

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Abstract

Manufacturing enterprises of the textile and light industry of Uzbekistan are a large diversified production complex with a high level of equipment. These enterprises are able to supply a wide range of products to foreign markets, from yarns to finished products. Modern design and high quality indicators ensure the competitiveness of products and allow them to take their rightful place in the international market.

Keywords: strategy, market, technology, textiles, network, yarn, product, enterprise, indicator, product

Annotatsiya

O'zbekiston to'qimachilik va yengil sanoatining ishlab chiqarish korxonalari yuqori darajadagi texnologik tizimga ega bo'lgan ega yirik ko'p tarmoqli ishlab chiqarish majmuasidir. Korxonalar tashqi bozorga ip-kalavadan tortib, tayyor mahsulotgacha bo'lgan keng turdagi mahsulotlarni yetkazib berish imkoniyatiga ega. Zamonaviy dizayn va yuqori sifat ko'rsatkichlari mahsulotlarning raqobatbardoshligini ta'minlab, xalqaro bozorda munosib o'rin egallash imkonini beradi.

Kalit so'zlar: strategiya, bozor, texnologiya, to'qimachilik, tarmoq, ip, mahsulot, korxona, ko'rsatkich, mahsulot

Аннотация

Производственные предприятия текстильной и легкой промышленности Узбекистана представляют собой крупный многопрофильный производственный комплекс с высоким уровнем оснащённости. Эти предприятия способны поставлять на зарубежные рынки широкий спектр продукции: от пряжи до готовой продукции. Современный дизайн и высокие показатели качества обеспечивают конкурентоспособность продукции и позволяют ей занять достойное место на международном рынке.

Ключевые слова: стратегия, рынок, технология, текстиль, сеть, пряжа, продукт, предприятие, показатель, продукт.

INTRODUCTION

One of the main priorities of economic reforms in Uzbekistan is the implementation of the long-term strategic goal of the country's economic development and the continuation of the policy of structural changes and the rapid development of modern high-tech industries and industries aimed at ensuring competitiveness and strengthening its position in the world market.

Stable predominance of production and export of light industrial products, production of finished products with high added value and insufficient formation of

national brands capable of competing in world markets do not allow to increase competitiveness of enterprises. These circumstances create the need to increase the competitiveness of enterprises operating in the network based on marketing strategies. Therefore, it is important to develop proposals aimed at increasing this network based on marketing strategies.

LITERATURE REVIEW

The presence of many approaches to the theories of marketing strategy and the processes of its formation in foreign scientific literature to increase the competitiveness of the enterprise, the variety of marketing strategies and the wide range of possibilities for their use in practice, allows them to be adequately and fully classified.

Strategy - defines the long-term goals of the enterprise, formulates a program of actions and allocates the necessary resources to achieve these program goals.[1]

Marketing strategy is focused on target consumers. The enterprise chooses the market, segments it, determines the prospects and serves this segment, and is the actions aimed at satisfying their needs.[2]

A.Sh. was the first in Uzbekistan. Bekmurodov and Yang Son Be conducted a scientific study on the "cluster approach to the development strategy of the textile industry of Uzbekistan". In their research, the projects of using clusters for the development of economy in foreign countries were described, and the results achieved in the network of information and communication in America, automobile, petrochemical and textile in Japan, ceramics and carpet production in Italy, and the Republic of Korea were analyzed. At the same time, A.Sh. Bekmurodov and Yang Son Be focused on the analysis of the export potential of Uzbekistan's light industry, prepared scientific recommendations for attracting more foreign investments to the industry, and developed a regional industrial cluster model for painting products based on the experience in Daegu, Republic of Korea.[3] Proposals for the formation of the textile and light industry cluster were also made in the scientific works of M.Boltabaev[4] and S.Murativ[5].

It should be noted that the enterprises of the textile and light industry of Uzbekistan are a large diversified industrial complex with a high level of equipment. Uzbekengilsanoat includes 312 enterprises for the production of textiles, garments and knitwear, as well as silk products, equipped with modern equipment. These enterprises are able to supply a wide range of products to foreign markets, from yarns to finished products. Modern design and high quality indicators ensure the competitiveness of products and allow them to take their rightful place in the international market.

At present, Uzbekengilsanoat enterprises export their products to 55 countries of the world, and this scale is constantly expanding.

METHODOLOGY

Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

ANALYSIS AND RESULTS

In 2021, the enterprises of Uzbekengilsanoat JSC will invest 3,164.3 trillion soums. Manufactured industrial products for 1,042.0 million soums. Exported in the amount of US dollars (Table 1).

Textile and garment enterprises supply their products to the markets of the CIS countries, the People's Republic of China, the USA, Canada and a number of Arab countries. As a result, last year 157.1 thousand tons of yarn, 33 million square meters of yarn, 4.9 thousand tons of knitted fabric, 148.1 million garments, 9.1 million pairs of socks were exported.

Table 1

Key indicators of Uzbekengilsanoat JSC for 2020-2022 years

Indicators name	Unit of measurement	Unit of measurement 2019-2020		Unit of measurement 2019-2020	
		value	%	value	%
Industrial production volume	trillion sum	3 164,3	122,1	3 670,6	116,0
Including in kind:					
Yarn	thousand tn	307,2	119,4	348,6	113,5
fabrics	million sq.m	182,9	118,1	189,1	103,4
Texture gray	Thousand tn	53,4	111,9	59,8	112,0
sewing and knitting products	million pieces	184,7	144,3	222,5	120,5
Socks products	million steam	38,9	133,2	44,2	113,6
Consumer goods	billion sum	1 329,1	125,9	1652,0	124,3
The share of finished products in the total brand output	%	42,0	-	45,0	-
Export	million doll.	1 042,0	104,0	1 145,0	109,9
The share of exports of finished products in total exports	%	37,0	-	42,0	-
Assimilated investments, total	%	179,4	102,9	190,2	106,0
Including:	million doll.				
Direct foreign investments	%	101,5	125,0	117,0	115,3

Currently, the correct conduct of marketing research in the textile market allows us to increase production efficiency, attract foreign investments to our country, place them competently and get high profits. As a result of accurate and scientific marketing research in the textile market, it is possible to satisfy the needs of consumers with complete and high-quality goods.

First, it is necessary to determine which goods are in high demand in the market and to what extent they are satisfied, to develop immediate measures to eliminate the deficit, and to reduce or stop the production of such goods in excess.

Secondly, the state of the textile market will be studied. The material and technical base, market infrastructure, types and quality of services provided to customers, the reaction of market customers to them are analyzed.

Thirdly, the location of the textile market, its proximity to consumers and producers, the transport system, social, cultural and spiritual centers will be studied.

Fourthly, the material and living conditions, cultural level, prospects of the subjects of the textile market are analyzed. Fifth, the material, spiritual, political, educational level of the employees of this market is monitored.

However, the textile market is of great macroeconomic importance and is one of the most important problems at the present time. Its state is reflected in the ratio of supply and demand, the level of material consumption of the population, income and expenses, the structure and development of the economy.

Thus, the study of the current state of the textile market from the point of view of marketing makes it possible to determine the level of saturation with goods, the potential for its development by segment, to attract foreign investment and finally to determine the prospects.

The main objectives of marketing research in the textile market are five main ones: who? what kind? how much and how? - find answers to the following questions:

Related to them: why? - expands research in the field of social psychology. This area is called "motivational analysis" and examines the behavior and inner feelings of clients.

In our opinion, the marketing strategy developed at the enterprises of the textile industry is an action program that is formalized and implemented on the market as an important part of the strategy of enterprises in the textile industry.

It is designed for a long-term operation of the enterprise; the main goals and objectives are clearly formulated, the sequence of actions is agreed, and the resources necessary to achieve the main goal are distributed rationally.

At the same time, it is necessary to take into account the regional, geographical, national and historical characteristics of the republic.

The results of our research show that the textile industry is forced to adapt to the influence of external factors, including unpredictable ones, in its economic activity. Therefore, one of the most important principles of marketing activities is the regular monitoring of all changes in the external environment, their assessment and development of appropriate measures to reduce the negative impact of the environment on the sustainable development of the enterprise, especially in adverse external conditions.

The implementation of a marketing approach in the management of a textile enterprise requires the development of an integrated marketing strategy and the choice of means of its implementation. It should be noted that marketing strategy is not strategic marketing. The marketing strategy is characterized by the priority of the marketing vision in production and management, that is, as mentioned above, the activities of the enterprise must meet the requirements of consumers.

Based on the above and on the basis of empirical research, we propose our own approach to developing a marketing strategy at a textile enterprise in the form of an algorithm (Figure 1).

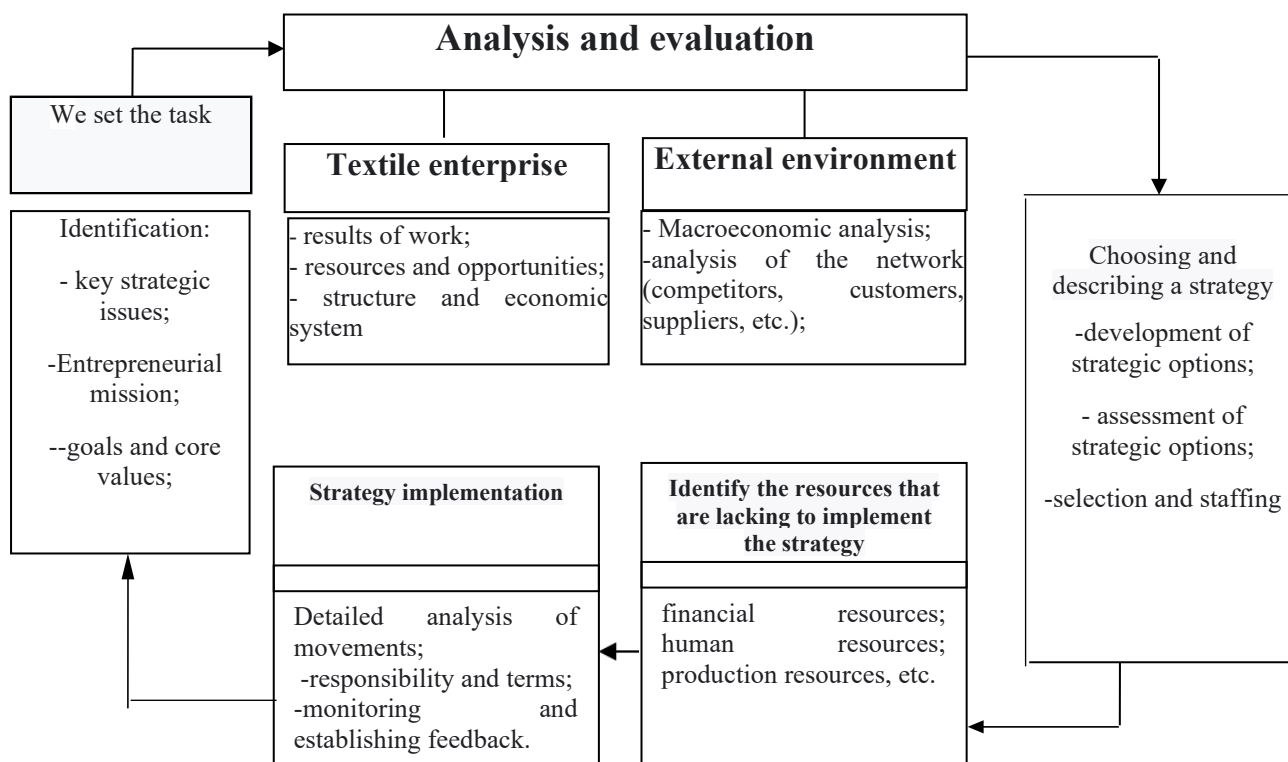


Figure 1. Stages of developing a marketing strategy in the textile industry¹

By defining the tasks for developing a marketing strategy at the textile industry enterprises, the planned goals and final results of the textile enterprise are determined. They include:

- determination of expected results in terms of sales volumes, market share and other performance indicators;
- Definition of brand investment goals and growth paths.

Investment objectives should be clearly defined as resources are allocated based on them. If the goal of the investment is to grow the enterprise, then determining the growth trajectory should also take into account the problems that the enterprise will face in the future. In particular, “repositioning goods in the marketplace” implies that there may be a problem of accepting goods from a new perspective.

In the process of analysis and assessment, the company develops its marketing strategy based on the study of internal and external environmental factors, that is, determining its position and driving forces in the market.

They argue that there are five main factors, both internal and external factors proving that they need evaluation to determine the current strategy.

¹ Compiled by the author

The external factors include the study of the following factors: the scale of the enterprise and the variety of products, product diversification; the general nature and nature of recent purchases and sales by the organization of some of its assets; the direction and structure of its activities over the last period; recent targeting opportunities; response to external threats. Internal factors include: the goals of the organization; resource allocation criteria and structure of capital investments in manufactured products; the degree of centralization of efforts in the field of scientific and technical development; separately. functional sector strategies (marketing, manufacturing, human resources, finance).

The marketing strategy is located at the bottom of the hierarchy of strategies, based on the goals, objectives, direction defined in the corporate, business strategy of the enterprise and is limited to the allocation and alternative market resources, actions to perform the function of the enterprise in a specific product market. The scale of a marketing strategy is determined by the precise choice of the target market or markets for specific products.

One of the main tasks of the marketing strategy is to determine the competitive advantage by correctly alternating the ratio of the elements of the marketing complex aimed at meeting the needs of consumers in the target market.

The main strategic goals and objectives of textile enterprises at the level of marketing strategy are: meeting the needs of consumers in textile products; increase the level of competitiveness of textile products; strengthening positions and increasing the share of textile products in target markets.

At the level of the marketing strategy, the allocation of resources among the components of the marketing mix designed for a particular textile market should be replaced by an indicator of the nature of this strategy.

The process of developing a marketing strategy in textile enterprises is divided into the following stages:

- external and internal analysis;
- clearly define the goal of the strategy;
- Defining the goals of strategic directions and making preliminary decisions on them;
- can be divided into the development of the marketing complex in a strategic direction.

The initial stage of this process is the analysis of the internal and external environment of the enterprise, which includes an analysis of the macroeconomic environment of the markets in which the company operates and plans to operate, as well as the main factors affecting it, markets, direct and indirect competitors. One of the features of the textile industry in our country is that the bulk of the products produced by enterprises in this sector are export-oriented. For this reason, the appearance of the textile network environmental analysis requires a consistent study of the international textile market, its competitive environment, competitors, market conditions. Based on the results of the analysis of the internal and external environment

of the network, the second stage is developed - the goal of the strategy. Marketing strategies are mainly focused on achieving three types of goals:

- Provide high profitability;
- to increase sales and expand the share of Uzbek products in the international market;
- improving brand image, etc.

In many cases, a marketing strategy will focus on achieving multiple goals at the same time. Given that the textile industry is diversified, several goals need to be set.

A clear choice of the strategic direction of the marketing strategy for the development of the network requires the development of a marketing complex, in other words, a marketing complex corresponding to the strategic direction of the enterprise. The marketing mix is a set of basic decisions made in relation to the main variables of marketing, namely brand policy, pricing policy, communication policy.[6],[7],[8].

It is necessary to agree on the ratio of marketing tools based on the strategic direction of the enterprise. For the effectiveness of the marketing strategy of enterprises producing textile products.

Table 2

Marketing at enterprises producing textile products basic principles of strategy development¹

Trend	Identifying a trend
Determining the degree of compatibility	The marketing mix can be adapted to the target market and the company that wants to use it at the same time.
For compatibility	Each element of the marketing mix is everything
Melting	interrelated with elements
Achieve superiority	Partial advantage, at least in some respects, over a competitor

It should be noted that the principle of determining the level of flexibility - the marketing mix must be adapted to the company that implements it. No enterprise has a universal marketing mix that is compatible with its means, regardless of its corporate culture. While one marketing mix may work for one business, it may not work for another competing business. In the process of developing a marketing strategy, it is necessary to ensure the flexibility of the marketing mix in accordance with the characteristics of the enterprise and the target market.[9], [10], [11]

The principle for achieving consistency is that each element of the marketing mix should be related to the rest of the elements and the underlying positioning. In practice, this principle is often violated. Another form of adjustment disorder is that the elements of the marketing mix contrast and interfere with rather than complement each other. [12], [13], [14]

The principle of superiority. Based on this principle, at least in some respects, superiority over competitors is considered a relative advantage.

¹ Compiled by the author

In this case, preference can be given due to the product itself, price advertising, sales structure, etc. purchasing decisions. A marketing strategy for a market segment must have at least one advantage over the marketing strategy of competitors.

One of the most important directions in the enterprises producing textile products is the commodity policy.[15]

Because without a brand policy, it is more difficult to achieve specific goals in the market. Therefore, the formation of a brand policy at these enterprises requires the development of an appropriate strategy. [16]

CONCLUSIONS AND SUGGESTIONS

Our analysis shows that the current state of development of the textile industry in Uzbekistan shows that this sector is dominated by small business. As a result, they do not have sufficient financial resources to conduct in-depth marketing research on the domestic and foreign markets. To a certain extent, this also negatively affects the activities of enterprises. Therefore, in our opinion, it is advisable to create a general marketing center at the enterprises of the textile industry of Uzbekistan.

In our opinion, the main goal of this center is to study the domestic and foreign markets, conduct targeted marketing research in the markets of neighboring countries and far abroad, network enterprises. search for new sources of financing for investment projects aimed at modernization. In the context of developing and promoting competitive marketing strategies for the textile industry, industry competition should be seen as the most important factor in a fast-paced environment. Market research is one of the most important elements of network analysis. The development and implementation of competitive strategies as an integral part of marketing strategies in the marketing management system necessarily requires an analysis of the market situation, as well as diagnostics of its competitive environment.

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