



WAYS TO INCREASE THE COMPETITIVENESS OF NATIONAL GOODS IN DOMESTIC AND FOREIGN MARKETS

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ANNOTATION

This article considers ways to increase the competitiveness of national goods in domestic and foreign markets, the effective use of marketing principles in the production and sale of goods, ways to further strengthen the brand in the market, to implement a special approach to customers.

Keywords: *domestic and foreign market, competitiveness of goods, national brand, image, marketing principles, competitive advantage.*

INTRODUCTION

In the process of stabilizing the economy in our country, special attention is paid to the development of a competitive environment, increasing the competitiveness of manufactured goods. The issues of creating a healthy competitive environment, creating a competitive advantage, fully satisfying the growing needs of the population, production of quality industrial and consumer goods, effective use of marketing principles in the production of quality goods, increasing the competitiveness of national goods in domestic and foreign markets.

The formation of marketing activities in enterprises begins with the choice of competitive advantage. The company seeks to achieve its strategic goals using the competitive advantage it has chosen. It uses cost-benefit strategies, differentiation, concentration strategies. These strategies are the main strategies of enterprise development. Nowadays, consumers pay attention to their individual aspects, brand image and price level when choosing goods. In the face of market competition, manufacturers are trying to implement measures aimed at increasing sales. In doing so, they focus on further developing marketing activities.

Manufacturers should focus on improving the quality of products in the development of marketing activities, which, in turn, will have a positive impact on increasing demand for products, increasing the level of competitiveness, increasing sales, strengthening the company's market position and image.

MAIN PART

In our country today, in improving the marketing activities of enterprises, special attention is paid to further strengthening the company's brand in the market, increasing the effectiveness of advertising, implementing a special approach to customers, increasing the competitiveness of goods in domestic and foreign markets.

It is important to improve the consumer-oriented concept of production through selective surveys of the population in order to form a range of consumer goods and constantly identify changes in their procurement

processes in cooperation with the State Statistics Committee, higher education institutions, research centers. is distinguished by its orientation. Today, "The main task of marketing is to find and retain customers. It is focused on the slogan of the point.

A new approach to understanding the concept of marketing is based on an integral relationship with the so-called target groups of potential customers of organizations from the strategic segment of the market. By dividing consumers into the same group and identifying strategic segments through market research, the company saves available resources and achieves high results in subsequent contacts with existing and potential customers. Active communication with the selected market sector leads to attracting the attention of the majority of consumers. This is why many market leaders have led to the merging of departments in different industries that respond to advertising, PR, direct sales, promotion and communication services within the firm. The number of companies using integrated marketing communications is growing.

The directions of innovative activity should be determined, first of all, not by the tasks and opportunities of improving production, but by the results of the study of consumer satisfaction with new product descriptions. Mastering the production of a new product requires great attention to market testing.

Many factors affect the success of a new product on the market. These factors may include: product flexibility to market requirements; the suitability of the product to the critical capabilities of the firm; technological superiority of the product; support for new products by the company's management; healthy competitive environment; compliance of the organizational structure with the tasks of new product production, etc. The most important of these success factors is that the product meets market demand. This is a key competence of innovative marketing. Innovative marketing is a set of marketing technologies aimed at creating, expanding and maintaining a market for new goods or services.

According to French scientist Jean-Jacques Lamben, there are three important factors for success in the production of a new brand, namely, the superiority of the product over its competitors, the presence of distinctive features for consumer acceptance; the firm's marketing know-how; high ITTKI and production, i.e. the availability of technological know-how. Thus, the above-mentioned success factors play an important role in the development of marketing activities in enterprises.

In this regard, the Resolution of the President of the Republic of Uzbekistan dated October 23, 2019 PF-5853 "On approval of the Strategy of agricultural development of the Republic of Uzbekistan for 2020-2030" aimed at ensuring food security, increasing their competitiveness in foreign markets, agricultural development is important. According to the resolution, the main goal of this priority is to increase the export potential of the agricultural sector, increase the volume of value-added products, widely introduce a system of product certification based on international standards and develop cooperation.

To achieve this goal, the following tasks are identified:

establishment of an innovative education center to support the development of value chains in agriculture on the basis of best international practices;

development of mechanisms to promote the implementation of recognized quality standards (Global G.A.P, Organic, NACCP, etc.) in international markets;

negotiation in new target export markets and setting priorities for the implementation of trade agreements;

reduction of marketing and transportation costs of agricultural and food products in domestic and target international markets;

assessment of opportunities to expand the use of the brand "Made in Uzbekistan" to bring local food products to target export markets;

development of a plan to improve the national quality system;

provision of information on export markets, development of consulting services on export preparation, trade regime and trade financing;

increase the role of diplomatic missions of the Republic of Uzbekistan in the process of collecting information on target markets, promoting trade in agriculture and food products;

introduction of a single trading system (based on auctions and stock exchanges) on the basis of agrologistics centers, etc.

In addition, it is important to take measures to develop the industry through the formation, differentiation, so that it can adapt to the world mass range of products. The focus should not be on creating a new product type, but on actively participating in the global value chain with the existing range.

The conference, held in Tashkent on October 10, 2019, was dedicated to "Strengthening the international prestige of our country, the formation of the national brand of Uzbekistan to promote its economic interests in the international arena." should be formed. National marketing agencies and their regional branches should pay special attention to the introduction of a system that provides constant information on domestic and global market conditions, the effective use of Internet marketing technologies, the preparation of various monthly publications on market conditions and its trends.

CONCLUSIONS

In conclusion, in the production of competitive goods, in determining the market position of these goods, increasing the competitiveness of national goods in domestic and foreign markets, not its price and quality, but their production, design, service, image of the enterprise and product and the ratio of these factors. identification is required.

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