

MANAGEMENT OF FOOD MARKETING IN AGRICULTURE OF UZBEKISTAN

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ANNOTATION

This article examines the development of an international strategy for food marketing management in agriculture and makes recommendations for its improvement.

Keywords: Products, marketing activities, improve the efficiency, modern market mechanisms, fruit and vegetable enterprises.

INTRODUCTION

The Action Strategy for the Development of the Republic of Uzbekistan for 2017-2021 identifies important tasks to increase the competitiveness of the leading sectors of the economy. Effective implementation of these tasks requires the implementation of specific measures to increase and improve the efficiency of marketing activities in increasing the volume of exports of fruits and vegetables.

Despite the large-scale work on the introduction of modern market mechanisms and simplification of export procedures, there are obstacles to increasing the volume and expanding the range of fruit and vegetable exports. In particular, today more than 90% of export-oriented fruits and vegetables are grown by small producers on subsidiary farms, including backyards. Most manufacturers are not able to export their products independently due to lack of experience in studying foreign markets, concluding contracts and conducting marketing research.

Based on the above, the development of fruit and vegetable exports requires an in-depth study of scientific and practical problems related to the improvement of organizational and economic mechanisms for developing a marketing strategy, identifying priorities for the development of this market.

ANALYSIS OF THE RELEVANT LITERATURE

Issues of fruit and vegetable production efficiency and marketing strategy by foreign scientists L.Tsfu, Ts.Fan, L.Chzhou (2001), I.N.Buzdalov (2000), A.Dankevich (2011), L.V.Agarkova (2010), P. Doyle (2003), F. Kotler (2011) and Walker Boyd X., Larsh J, Mallinz D. In particular, L.Tsfu, Ts.Fan, L.Chzhou analyzed the experience of Chinese reforms, identified the shortcomings of China's economic strategy in the 70s of the twentieth century and suggested ways to correct them. In her research, Agarkova developed the theoretical and methodological basis for the formation of a mechanism for sustainable development of fruit and vegetable enterprises, as well as suggestions and recommendations for the development of scientific relations between its participants, predicting the efficient use of production capacity. P.Doyle, on the other hand, considers all the main areas of modern management and marketing, namely strategic market planning, branding, innovation, price management, the urgency of crisis management.

O. Walker, X. Boyd, J. Larsh in their research, Mallins examined in detail the concepts of strategic analysis, planning, and control proposed by marketing theory. The main thing is that large companies operating in different parts of the world have offered to apply knowledge in the process of developing specific strategic decisions, its special tools and models of these decisions as examples.

Also, the theoretical and methodological bases of the development of the system of processing of fruits and vegetables, export and marketing were studied by Uzbek scientists A.Abduganiev (2015), A.M.Juraev,

R.H.Husanov (2002), A.M.Kodirov, F.D.Dusmatov (2009). It is studied in scientific works of Ergashkhodjaeva. Most scientists have considered the formation and operation of the fruit and vegetable industry in their work. However, the signs of the fruit and vegetable market require constant effort and dynamic development. At the same time, many issues related to the structural and functional organization of marketing of fruits and vegetables, the development of exports of these products and the improvement of marketing strategies have not been fully explored.

Research methodology

This article is a theoretical analysis of the work of a number of scientists who have conducted research on the subject, primarily due to the fact that the coverage and development of export-oriented marketing strategies in fruit and vegetable enterprises. As a research methodology, practical and empirical methods based on the dialectical theory of scientific research were used.

Analysis and results

An analysis of the economic literature on the production of fruits and vegetables and the formation of international marketing shows that the market of fruits and vegetables differs little from other markets in content and has all the common aspects of market relations.

At the same time, it is necessary to point out some peculiarities of the fruit and vegetable market related to the forms of management, the nature of the products produced and sold.

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

- ✚ external and internal analysis;
- ✚ clearly define the purpose of the strategy;
- ✚ defining the goals of strategic directions and making preliminary decisions on them;

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 enterprise operates and plans to operate and the main factors affecting it, markets, direct and indirect competitors.

One of the peculiarities of the fruit and vegetable industry of our country is that the bulk of products produced by enterprises of this sector are export-oriented. Therefore, the analysis of the external environment of the fruit and vegetable industry requires a consistent study of the international fruit and vegetable 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 - the purpose of the strategy is developed. Marketing strategies are mainly focused on achieving three types of goals:

1. Ensuring high profitability;
2. Increasing sales and expanding the share of Uzbek products in the international market;
3. Improving the image of the product brand, etc.

The marketing complex, which corresponds to the strategic direction of fruit and vegetable enterprises, in other words, requires the development of a marketing mix. Marketing complex is a set of basic decisions made

in relation to the main variables of marketing, namely brand policy, pricing policy, communication policy. The company needs to coordinate the ratio of marketing tools based on the strategic direction.

In our opinion, one of the key factors in the effective development of an international marketing strategy for the sale of products in fruit and vegetable enterprises is the prospective segmentation of the sales market. This event is directly related to the characteristics of the sale of fruits and vegetables.

Sales market segmentation is a set of measures related to the identification of a group of buyers who differ in their specific characteristics, conducting marketing research on them.

Segmentation of targeted international sales markets, especially for fruit and vegetables, is one of the key areas of economic reform. Below we analyze the share of the segment of total products produced in the fruit and vegetable sector of Uzbekistan in international markets in 2017-2019. Most of the fruits and vegetables are exported to Kazakhstan and Russia. These countries are target markets for Uzbek fruit and vegetable products, so it is advisable to develop measures to improve segmentation strategies in these markets.

Companies pursuing a global export strategy do not intend to adapt their products to local conditions in their positions. Therefore, there are few differences in the international consumption of products of these enterprises. The advantage of this strategy is that the amount of profit can be increased by reducing the cost of the product.

When a multidomestic export strategy is introduced, exporters adapt the products of enterprises to customer demand, and the marketing strategy to the selected market conditions.

By assessing the competitiveness of the enterprise and the goods it produces in the consumer market, a matrix of "commodity-market" marketing strategy is formed. The commodity-market matrix is used in the development of strategies to increase the production capacity of the enterprise, regardless of the scale of production. This matrix involves the use of four alternative marketing strategies (market entry, market development, product manufacturing, and diversification) to maintain or increase sales volume [11].

Table 1
Opportunities for the fruit and vegetable enterprise on the "commodity-market" matrix

Brand	MARKET	
	OLD	NEW
OLD	1. Deeper market penetration	2. CIS countries
New to the business	3. Gaining consumer confidence	4. Select a new market segment and product placement
A new brand for the market	5. Avoid this market	6. To have dominion. Development of new value-added varieties of fruits and vegetables

Source: Based on the author's research

We have relied on the RCA (relative comparative advantage) in developing an international marketing strategy for fruit and vegetable exports. According to the theory of effective competition, it is expedient to formulate an international marketing strategy for the types of products that have a comparative advantage in competition.

Based on the analysis of all data obtained in our study, based on the results of the study of the volume of exports of the fruit and vegetable industry in Kazakhstan and Russia, its growth rates, assortment policy, changes in the Balassa index, the future growth of the industry

We propose to use the matrix "consumer demand - business opportunity." Using this matrix, based on consumer demand for fruit and vegetable products, it is possible to determine the strategic direction of

production activities to meet it within its capabilities. This matrix includes the production of finished fruit and vegetable products with added value as a result of deep processing of fruits and vegetables.

CONCLUSIONS AND SUGGESTIONS

As a result of the research, we make the following recommendations for the development of a marketing strategy for the development of trade in fruits and vegetables.

On developing a marketing strategy:

- ✚ wide use of strategic analysis, factor analysis methods in strategy development, including automation of accounting systems;

- ✚ Involvement of qualified personnel in the development of marketing strategies, as well as strengthening the qualification requirements for existing employees;

- ✚ pay special attention to the development of marketing strategy in accordance with the requirements of other internal policies of the enterprise;

- ✚ Establishment of a special working group consisting of qualified staff of other relevant departments in the development of marketing strategy.

On the implementation of marketing strategy:

- ✚ introduction of improved reporting forms submitted to the management on the implementation of marketing strategy in the enterprise, based on in-depth analysis of these reports to monitor the full achievement of the objectives of the strategy;

- ✚ Establish an effective control system over the strategy implementation process.

- ✚ From the above, we can conclude that the perfect development of marketing strategy in the sale of fruit and vegetable products is the main support to prevent various negative aspects that can lead to losses of the enterprise in this process.

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