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SANOAT KORXONALARINING EKSPORT SALOHİYATINI SHAKLLANTIRISHDA MARKETING TADQIQOTLARI

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Аннотасија. Maqolada eksport salohiyati va marketing tadqiqotlari, O'zbekiston Respublikasi sanoat korxonalarining rivojlanish bosqichlari, shuningdek, marketing tadqiqotlarining respublika iqtisodiyotidagi muhim o'rni va jahon bozoriga chiqish, eksport hajmini oshirishga bevosita ta'siri tahlil qilingan. va mamlakatlar o'rtasidagi iqtisodiy munosabatlar. Yangi eksport qiluvchilarga tashqi bozorning marketing tadqiqotlarini oson va to'g'ri olib borishga imkon beradigan tashqi iqtisodiy faoliyat to'g'risidagi ma'lumot manbalari keltirilgan.

Калит со'злар: eksport, sanoat, marketing tadqiqotlari, tashqi iqtisodiy faoliyat, sarmoya, sanoat korxonalari, narx, bozor sig'imi.

МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ В ФОРМИРОВАНИИ ЭКСПОРТНОГО ПОТЕНЦИАЛА ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ

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Аннотация. В статье рассматриваются экспортный потенциал и маркетинговые исследования, этапы развития промышленных предприятий Республики Узбекистан, а также проанализирована значимая роль маркетинговых исследований в экономике республики и непосредственное влияние на выход на мировой рынок, увеличение экспорта, экономические отношения между странами. Представлены источники информации по внешнеэкономической деятельности, которые дают возможность начинающим экспортерам легко и правильно вести маркетинговые исследования внешнего рынка.

Ключевые слова: экспорт, промышленность, маркетинговые исследования, внешнеэкономическая деятельность, инвестиция, промышленные предприятия, цена, емкость рынка.

MARKETING RESEARCH IN FORMATION OF EXPORT POTENTIAL OF INDUSTRIAL ENTERPRISES

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Abstract. The article examines the export potential and marketing research, the stages of development of industrial enterprises of the Republic of Uzbekistan, and also analyzes the significant role of marketing research in the economy of the republic and the direct impact on entering the world market, increasing exports, and economic relations between countries. Sources of information on foreign economic activity are presented, which enable novice exporters to easily and correctly conduct marketing research of the external market.

Key words: export, industry, marketing research, foreign economic activity, investment, industrial enterprises, price, market capacity.

Introduction. The development of the economy of Uzbekistan, as well as the rate of increase in GDP, is closely related to the development of large-scale foreign economic relations with other countries, international trade and financial organizations. In the past few years, there have been discussions on Uzbekistan's accession to the World Trade Organization, at the moment Uzbekistan has an observer status. In this regard, the task is to increase the efficiency of the entry of Uzbek enterprises to foreign markets. They are just as important as the task of reducing production costs.

The purpose of marketing research in export is to determine the most attractive foreign market and find a potential foreign buyer. Marketing research can not always provide answers to all questions of interest, and the information received may contain inaccuracies. At the same time, marketing research is the most effective tool for making a decision to enter a particular foreign market and reduce risks to an acceptable level.

Literature review. The American economist J.I.Stern made a great contribution to the development of the theory of channels of product promotion. J.I.Stern, who proposed a marketing channel model. The marketing channel is an interconnected structure of economic agents. The purpose of such a structure is to create a large-scale partnership that allows you to increase the value (utility) of the product (Value-Adding Partnership - VAP)[5].

I. Kretoy was one of the first in the domestic literature to describe the process of forming the export capabilities of an enterprise in relation to an enterprise that manufactures products. In modern economic literature, there are various approaches to managing the formation and implementation of individual components of the export potential of industrial enterprises. These approaches are described in the works of such researchers as G. Shagalov, E. Kochetov, V. Emelyanov, Yu. Tokarev, O. Gusev, P. Dostanko, O. Ostapenko, N. Vereshchak, L. Strovsky, S. Dolgov, A. Matveeva, T. Miroyubova and others [8]. In the domestic literature, the formation of a foreign trade strategy of a company is considered in their works by V. Serazhim, A. Maisel, A. Mikhaylin, M. Epshtein, S. Pivovarov, etc. [11], Gordon, F. Kotler, G. Minzberg, P.F. Drucker, O. Vikhansky, A. Naumov, A. Thompson, A. J. Strickland, M. Mescon and others[12]. The study of these works allows us to conclude that the study of the export potential of an industrial enterprise is very relevant, but is still carried out fragmentarily, in the context of individual export directions and forms of its implementation, and is often isolated from internal economic activity. All this does not allow to comprehensively and systematically characterize the process of formation and implementation of the export potential of industrial enterprises, to determine its place in the integral economic system,

to assess and substantiate the directions of its effective development in the specific conditions of the activity of industrial enterprises [7].

Research methodology. The research is based on theoretical and methodological provisions contained in the works of the classics of economic and management science, the works of domestic and foreign scientists in the field of market economy, management, marketing, intercultural business communications. The basis of the applied methodology is system analysis as a scientific method for studying the processes of formation and implementation of the export potential of industrial enterprises, choosing the direction of its development and assessing the management of the effectiveness of this development in any time and geographical segment of the geo-economic space.

Analysis and discussion of results. The main types of marketing research are field and desk research. Field research is the collection of primary information about the market and consumers: about the current conditions of sales of a particular product in a foreign market and its prospects, about competitors (assortment, prices, marketing policy), about the reaction of buyers to offered goods or services, and also about their attitude to manufacturers and preferences. Field research is carried out in real market conditions through observations, surveys, surveys of groups of respondents, experiments conducted specifically to solve a specific marketing problem. Desk research is the collection of secondary information about the market from available open sources: economic publications, statistical reference books, enterprise reports, etc. It allows you to obtain information about the foreign market: to establish its capacity, to determine the main trends and development prospects, to conduct a competitive and price analysis, to identify the main sales and promotion channels.

When choosing one or more countries, a novice exporter should independently conduct a desk study. It is advisable to start desk research in the following areas:

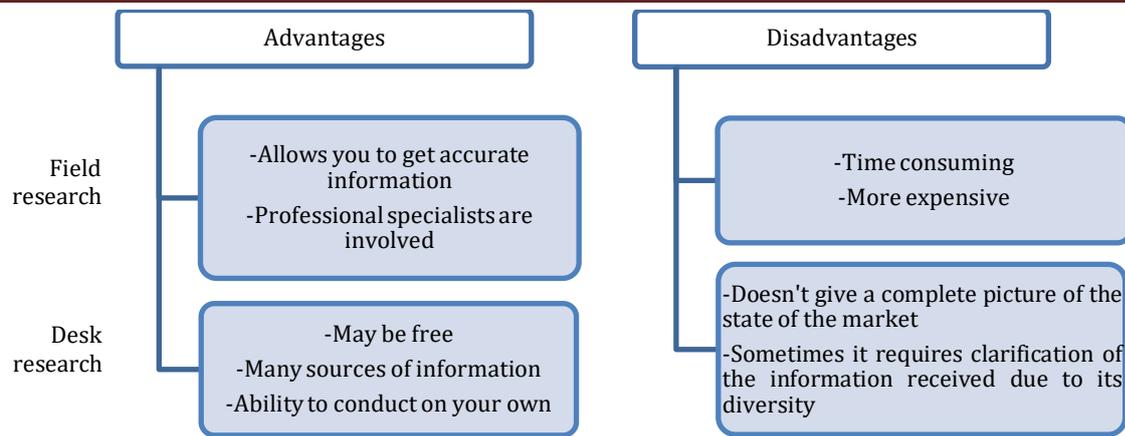
A. Geographical location of the region / location of the exporting company in relation to other countries

B. The interest of individual countries in economic cooperation with Uzbekistan as a whole and with a specific region of the country

B. Study of the potential market

When choosing a country for export on a geographic basis, it is important to answer the following questions:

- which countries are closest to my region;
- what are my region's limitations, unique advantages, transport and other opportunities for export;
- what are the specific features of my goods for transportation?



Pic. 1. Advantages and disadvantages of field research and desk research[6]

Businesses from border regions tend to have strong trade ties with companies from neighboring countries. For example, Tashkent, Navai, Nuku region and a number of other regions border on Kazakhstan. Andijan region, Fergana and Namangan border with Kyrgyzstan, which provides companies from these regions with a large trade turnover with Russian and Chinese companies.

A number of regions, such as Tashkent and Samarkand, have the unique advantage of the location of large transport systems, therefore, foreign economic activity is also actively carried out in them. At the same time, most regions of Uzbekistan do not border on other countries, such as Samarkand region and Zhizakh. For such regions, when preparing an export project, it is important to carefully consider the issues of logistics (including packaging, transportation of goods), interaction with trade and transport intermediaries, the time and financial costs required to deliver the goods to the buyer.

The geographical location of the region determines the features of the delivery of goods to the buyer. The further away the buyer is, the more expensive the delivery will be. If the product does not require physical delivery, such as software, then the distance between the exporter and his buyer does not matter. The same is true for services. For example, via the Internet, it is possible to conduct remote consultations, conduct marketing research, and develop a corporate identity for the company. The choice of a market based on a geographic principle (the largest and the smallest distance) depends, among other things, on the type of product. For example, perishable goods require fast delivery as soon as possible, fragile goods require specific delivery conditions to the buyer, etc [4].

Traditionally, good relations are developing between companies in Uzbekistan and the countries of the Eurasian Economic Community. Relations with Russia, Vietnam, China, Indonesia and India are actively developing now. Among European countries, Germany, Bulgaria, Austria should be

highlighted. For the first export delivery, it is advisable to consider these particular countries. There is a lot of information on them, and in these countries there are no significant barriers to entry into the market. Most favored nation treatment has been established with many countries: there are no restrictive measures of customs and tariff regulation, no high duties, no additional certificates for goods are required.

The study of a potential market includes an assessment of the market capacity, the study of competitors, the study of the price offer in a particular market, the study of the national and cultural characteristics of the market in question.

Market capacity is the volume of goods or services that are offered and purchased in the market of a particular country. It is important to consider the level of potential demand for your product in the market in question. There is an example: a large shoe company sent its seller to Africa. A week later, he wrote to his superiors in a telegram: "Take me away from here. There are no prospects. Everybody walks barefoot here!" After a while, the company decided to try again. The second seller was sent. "This is great luck! - he wrote with delight. - Send everything you have, the market is practically unlimited! Everybody walks barefoot here! "This example illustrates well the difference in approaches to assessing market size and making a decision based on this assessment.

Competitor research helps to obtain the necessary data to ensure the advantage of your product in the foreign market, as well as find such competitors with whom you can establish cooperation. You can assess the competitiveness of your product through the analysis of competitors' products, getting information about the consumer's needs and the benefits of the product. Based on the results of the research, the exporter can develop his own assortment in accordance with the requirements of buyers or modify the existing one, improve packaging and labeling.

To determine the share of competitors in the market of a particular country, it is necessary to research the market of any product. To facilitate the search for goods, you can reference the code of the commodity nomenclature of foreign economic activity (TN VED code), in English-speaking countries - the base of national classifiers HS code (international harmonized system of coding of goods) [5].

Commodity nomenclature of foreign economic activity (TN VED) is a classifier of goods created for use by customs and foreign trade participants: each product or group of goods is assigned a unique code and a customs duty is assigned. The classifier is used to ensure the unambiguous identification of goods, the collection of customs duties and to simplify the automated processing of customs declarations.

The study of the price of a product is aimed at determining the level and ratio of prices in the foreign market. As a rule, the price can be found out by inquiries, open price lists of the company or by the level of prices offered in online stores. The price level is checked on the information resources of international trading platforms, where lists of products of large manufacturers with prices are usually presented.

Sources of information on foreign economic activity are open and closed, Russian-speaking and English-speaking, free and paid. Open free sources in Russian that any novice exporter can use when conducting desk research are as follows [3]:

www.mift.uz - The single portal of the Ministry of Investment and Foreign Trade of the Republic of Uzbekistan - the most complete official state source of information for exporters contains: - information on state regulation of foreign economic activity; - forms of state support for export-oriented companies; - analytics by country; - business guides by country; - reviews of the economy of the host countries of the trade missions of the Russian Federation in foreign countries; - information about international tenders; - information about commercial inquiries;

- information about the main international exhibitions

www.customs.uz - The website of the Customs Committee of the Republic of Uzbekistan contains: - statistical information on foreign trade; - a list of customs authorities, their contacts; - registers of customs brokers and carriers; - statistics on exports in physical and value terms by commodity items of the EAEU Commodity Nomenclature for Foreign Economic Activity and other countries

www.stat.uz - The unified Internet portal of State Statistics contains: - foreign trade statistics; - the central statistical database (CSDB); - a unified interdepartmental information and statistical system (EMISS).

www.chamber.uz - The website of the Chamber of Commerce and Industry of the Russian Federation contains: - information on commercial inquiries; - analytics on foreign economic activity; - information on countries; - a register of reliable partners.

www.lpi.worldbank.org/international/global - The World Bank Group website. It contains information on the Logistics Performance Index. The following weighted values of indicators are taken into account: - customs clearance (speed, simplicity, predictability of customs formalities); - quality of trade and transport infrastructure (ports, railways, highways, information technology, retail trade chains); - ease of organization and affordability of supplies; - competence of transport operators and customs brokers; - the ability to monitor the delivery of cargo and the speed of delivery.

www.oecd.org/std/tradhome.htm - Organization of Economic Cooperation and Development (OECD). A database of 29 OECD member countries is available on the website.

www.tradingeconomics.com - Trading economics - this database contains information on: - financial markets; - taxation; - state budgets; - GDP; - labor force; - pricing; - participation in international trade; - doing business; - consumer behavior.

Table 1.

Determination of the country (countries), the most favorable for the export of the enterprise. Each question can be answered "yes", "no" or "does not matter"

| Criterion | Country 1 | Country 2 | Country 3 |
|--|-----------|-----------|-----------|
| The presence of a common border | | | |
| Distance from the border (need for transportation) | | | |
| The country is a member of the Customs Union | | | |
| The country is included in other associations together with the Republic of Uzbekistan | | | |
| Availability of the opportunity to deliver the goods to the country by the same mode of transport as during transportation within the Republic of Uzbekistan | | | |
| Online delivery capability (virtual) | | | |
| The product may lose its consumer properties during transportation | | | |
| The product requires special transportation conditions (special packaging) | | | |
| Product pricing information is available | | | |
| Competitor information available | | | |
| Customer preference information available | | | |
| There is information about the features of customs and tariff regulation | | | |

*You can supplement the table with criteria that are important for your product.

Conclusion and suggestions. When researching buyers, you need to pay attention to linguistic, cultural and religious differences. Language differences can have an impact on product promotion (for example, preparation of descriptions on packaging, specifications and product data sheets). In different cultures, colors, numbers, and even animals have different perceptions. For example, white is a symbol of grief or death in the East, but in Europe and Russia it is perceived as a symbol of happiness and purity. And the image of an owl is a symbol of wisdom in the United States and a messenger of misfortune in India. It is known that in Japan the hieroglyph for the number 4 is consonant with the word "death". Religion as an element of culture influences the economic sphere: fatalism can reduce the desire for change, and material wealth can be considered an obstacle to spiritual enrichment[4].

The final choice of the foreign market is made after a thorough analysis of all the factors listed above, as well as conditions that may be significant for the export project of a particular exporter.

Each entrepreneur can conduct a desk study independently, without leaving his office. When conducting desk research of a foreign market, you need to know how to work effectively with sources of information and what sources of information to study. There is an algorithm for organizing effective work with information sources:

- to formulate the purpose of the research;
- draw up a plan: what kind of information and in what sources you need to find (depends on the market or its segment, the specifics of the product or service);
- to assess the relevance of the information received: an assessment is necessary, since desk studies of foreign markets are often carried out on the basis of incomplete or inaccurate data from open access, as a result of which there is a risk of obtaining incorrect results.

The general rule for assessing the relevance of information: statistical and analytical information is relevant no more than 3 years, regulatory legal acts - no more than a year.

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