

Finding Future Markets of Uzbekistan Sewing and Knitting Enterprises

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Abstract- This article searches for promising market segments of garment and knitting enterprises of the Republic of Uzbekistan in international markets using the cluster method. By author was proposed the expert valuation method in assessment of market attractiveness, and each criterion was evaluated on a scale of scores. In this research paper, author found it necessary for the countries of the Commonwealth of Independent States to study the consumer market of export-oriented sewing and knitting enterprises in republic of Uzbekistan.

Keywords: Market, prospective market, market segment, segmentation, textile, knitting enterprises, cluster.

I. INTRODUCTION

The main goal of the ongoing economic reforms in the country is to improve the living standards of the population by providing them with quality products by increasing the country's competitiveness. In carrying out such huge tasks, it is important to further increase their export potential through the further development of core industries. Such industries include the textile industry. The sewing and knitting industry has a special place in the textile industry of the country. One of the unique features of this industry is that the enterprises of this industry produce the final types of products that meet the needs of people in clothing products. The main part of the production of sewing and knitting enterprises is currently exported abroad. In order to further develop activities in this area, it will be necessary to effectively use the principles of international marketing.

II. LITERATURE REVIEW

Theoretical issues of Applying of artificial intelligence in the textile industry were researched by Ergashxodjaeva, S. J. and et.al. [8], Yuldashev N., Tursunov B. [9, 16] and others.

Features of organization of production at light industry enterprises and improving logistics were studied by several scientific works of Tursunov B. [10, 11, 12, 13, 14, 15]

The term "international marketing" refers to the activities of international firms engaged in production and trade within foreign countries [1].

UN experts include firms that sell their products and services to two or more countries.

However, there are other views as well: an international company differs from a domestic manufacturer in that its semi-finished products or finished goods are transported not only within the country, but also from one country to another [2].

International marketing, which is recognized in the concept of a different approach to international entrepreneurship, which is formed in the domestic market and operates in the international market. Kotler's descriptions of "differences between countries" and "fundamental views on how people feel about marketing arousal methods in the external and internal market" do not fully disclose its content [3].

Also, V.I. The following definition by Cherenkov is also interesting, in his view, international marketing is "the philosophy of international business and the simultaneous commercial and non-commercial intellectual technology of this business" [4].

International marketing can be understood as follows:

- Selling goods or services outside the country;
- If the firm carries out marketing activities in the following cases:
 - a) Operating in cooperation with a branch of the firm or other enterprises acting as a manufacturer or seller in a foreign market;
 - b) Controlling the marketing activities of a company belonging to another country or exerting certain influences.

Analysis and assessment of the state of international markets is closely related to determining the attractiveness and competitive advantage of these markets.

III. ANALYSIS AND RESULTS

Market attractiveness is seen as the sum of the factors that characterize a firm's strategic success in entering a particular market. Market attractiveness takes the form of quantitative and qualitative descriptions, which are characterized by its size, dynamics and quality, energy, supply of raw materials, etc.

To assess market attractiveness, the expert valuation method is often used, and each criterion is evaluated on a scale of scores. The following can be considered as criteria for assessing the attractiveness of the country's market:

- Market size (capacity) - the volume of products sold in the country for a certain period of time (in kind or in value terms);
- The growth rate of the country's market - is determined using an index that represents the growth of this market over a period of time;
- Consumer composition - a group of large, medium and small consumers who buy this type of product in the domestic market;
- Price range;
- Consumer purchasing power;
- Barriers to market entry;
- Level of political and economic risks;
- Other external factors.

The market attractiveness and competitive advantage in the international arena is realized by its segmentation.

The general scheme of selecting a promising market in international marketing has the appearance of a four-stage model [5] (Figure 1).

This model is designed to select the export market. Some of its stages may vary slightly in the context of different firms. Conditionally, the stages of initial assessment of the market and selection of the final prospective market are maintained in all cases. Due to the large number of international markets in the global economy, the company is required to make a selection from all countries in several stages. One way to make such a choice is the initial selection method.

The technique and technology of this process should be very simple, have a superficial and quickly solvable database, the application of which requires the ability to quickly distinguish a relatively attractive export market from unattractive [6, 7].

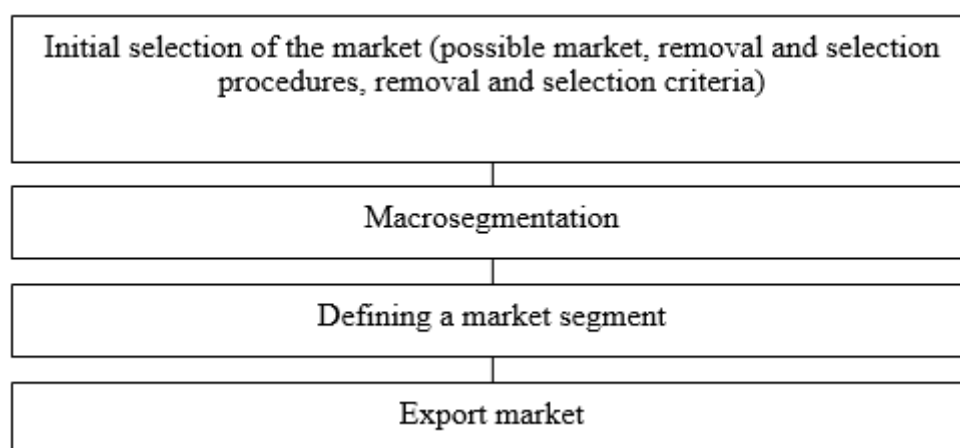


Fig.1. Fourth step model of market choosing

The results of the analysis of the export geography of garment and knitting enterprises operating in the country show that the main market segment of these enterprises are the CIS countries. Therefore, in the course of the research, we aimed to develop measures to form an effective marketing system in this segment of the international market of garments of the republic.

In our research, we found it necessary for the countries of the Commonwealth of Independent States (CIS) to study the consumer market of export-oriented sewing and knitting enterprises in our country in two directions:

- Market research methods;
- The problem of marketing globalization and the psychographic study of the market.

In international business practice, market research is done through evaluation using standard techniques on a number of criteria. This method is effective if the number of markets under study is not very high. When the number of markets is large, the effectiveness of such an analysis method will be limited because internal group variation is not taken into account. In addition, it is useful to take into account various factors that are not taken into account in additive assessment (e.g., in the formulation of a marketing strategy) in market research.

In the comprehensive study of the market, it is proposed to use methods that are able to use relative dimensions and cluster-analysis method. This approach has the following features: simplicity and reliability; allows you to classify objects according to a predetermined state level; allows the use of simple methods of discriminant analysis.

In our study, a method of studying the market of CIS countries using this method is proposed.

Using cluster analysis, the CIS market was analyzed using the following criteria: market capacity, demand description, access to sales channels, intensity of competition, competition by local goods, regional market closure, price range, market attractiveness.

The assessment was based on the grouping of statistical data on the foreign trade turnover of the CIS countries, the established relations, the existing legal norms in the countries and the assessment of experts.

In order to facilitate the analysis, the main consumer countries are ranked as follows: 1-Azerbaijan; 2-Armenia; 3-Belarus; 4-Georgia; 5 Kazakhstan; 6 Kyrgyzstan; 7-Molodova; 8-Russia; 9-Tajikistan; 10-Turkmenistan; 11-Ukraine.

In the first stage of the analysis, the market penetration coefficient was determined according to the ratio in the group classification. If it is higher than 0.5, then the market penetration coefficient is equal to the calculated ratio, if it is less than that, ie less than 0.5, the classified objects are far from each other. In our example,

$K_j = 0,5$ it is set at the level of the market entry coefficient. This ratio indicates that the markets being classified are close to each other on all criteria up to the level of this ratio. In the second stage of the analysis,

two market proximities were evaluated on the same criterion using specific proximity coefficients (K_i). In the

third stage of the analysis, two market integral proximity coefficients (\bar{K}_i) were calculated for all criteria according to the method of calculating arithmetic mean values using specific indices. It should be noted that if no specific coefficients are smaller than the market entry coefficient, integral coefficients are not calculated, these markets are not grouped together. In the fourth stage of the analysis, the primary grouping of markets was performed, the calculated integral indicators were placed in the matrix. As a result of processing the results of the study, the markets of Azerbaijan (1) and Turkmenistan (10), Belarus (3) and Tajikistan (9), Kazakhstan (5) and Russia (8), Kyrgyzstan (6) and Ukraine (11) were grouped into one group. In the fifth stage of the analysis, the secondary markets were grouped and a second matrix was constructed based on the results, where groups with a lower market entry ratio are also not combined with each other. After the secondary grouping, groups 12 and 15 (markets of Azerbaijan, Georgia and Turkmenistan), groups 16 and 17 (markets of Kazakhstan, Russia, Kyrgyzstan and Ukraine) were merged.

IV. CONCLUSIONS

In conclusion, the results of the study showed that the secondary grouping was final, resulting in the 5th group. These groups include markets that are close to each other. This result is used in the marketing strategy developed to increase the efficiency of export potential of light industry products in the Republic of Uzbekistan.

Once the market segmentation and product placement strategies have been developed, the development of a branding strategy will begin.

Thus, in order to find promising markets by segmenting the textile market of the Republic of Uzbekistan, it is necessary to pay attention to the following:

- It is necessary to train highly qualified marketers;
- It would be expedient to establish separate marketing departments at existing textile enterprises and a separate service working with foreign market segments;
- It is necessary to develop and implement an integrated management system for the organization

- and effective management of the production of finished products with high added value;
- In order to find promising market segments, it is necessary to use modern methods of analysis and form an international marketing information system;
 - It is necessary to use effective sales channels and integrated communication tools for the successful promotion of garments in international markets;
 - The behavior of consumers in the international market should be studied in depth using psychographic methods.

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