

Methodological Aspects of Assessment of The Export Potential of Small Businesses

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Abstract. In this paper have been described the scientific and methodological bases of marketing activities in small business. Since the methodology covers the concept, strategy, principles, methods and functions of achieving this goal, the dissertation task is to use a customer-oriented concept to ensure the satisfaction of the need for confectionery products in the context of digitalization of the economy.

Keywords: Market, satisfaction of the need, export, export potential, business.

1. INTRODUCTION

Globalization of the world economy and increasing competition at the international level require the development of digital technologies and the expansion of their use. As a result, the use of digital tools in the promotion and placement of goods and services, as well as in the processes of consumer struggle, is accelerating. “By 2020, worldwide digital marketing spending, including PCs and laptops as well as mobile devices, was estimated at \$378 billion. According to experts' forecasts, digital marketing will grow at an average annual rate of 15.5%, and the search engine will grow at 12.2%. The share of the world market of digital advertising and marketing is 40.9%¹. All over the world, small business is considered as an important basis for the effective functioning and development of the national economy, and it determines the trends and prospects of digital marketing development in this field.

There is a lot of scientific research on the development trends and prospects of digital marketing in small business in the world. The use of digital platforms in the implementation of the activities of small business entities, the expansion of specialized forms of e-commerce to small-scale producers and consumers, the formation of a healthy competitive environment in the economy, the creation of new jobs, the development of methods of turning digital marketing into a modern tool for small businesses, increasing the effectiveness of digital marketing, Organization of scientific and innovative centers for small business development, development of marketing research programs are among the priority areas of research in this regard.

On the issues of determining the trends in the development of marketing activities in small business, the following scientific news were obtained, including: the laws and features of the formation of the service economy in the context of the globalization of world markets were studied (Harvard University, USA); proposed a new conceptual framework for marketing on digital business platforms (World Association of Internet Marketers), while reducing transaction costs and production costs for users, digital marketing has been proven to be an integral part of entrepreneurial marketing, and the feasibility of including courses in "Digital Entrepreneurial Marketing" in educational programs proved (Netherlands Institute of Marketing, Netherlands), proved the possibility of increasing customers through e-commerce platform and social networks (China Marketing Research Association, China), developed a theoretical definition and practical solution of digital marketing for mixed business model and market formation strategy of ethnic enterprises developed (International Public Relations Association); marketing research aimed at increasing the efficiency of digital marketing in the field of small business has been strengthened (World Federation of Advertisers, Belgium), the feasibility of developing information and software of automated systems in enterprise marketing within the framework of national policy has been substantiated (Academy of Marketing and Social-Information Technologies, Russian Federation).

In the world, research is being carried out in the improvement of the theoretical and methodological foundations of the digital marketing strategy of small businesses, including in the following priority areas: consideration of consumer behavior in the methodology of marketing research in the conditions of digitization; Formation of a marketing strategy taking into account the paradigm formed during the Covid-19 pandemic; development of the main segmentation directions in the conditions of the growth of competition in small business; increase the competitiveness of small business and entrepreneurial entities, taking into account instability and uncertainty.

¹<https://www.statista.com/outlook/dmo/ecommerce/electronics/consumer-electronics/worldwide#revenue>

2. THE DEGREE OF STUDY OF THE PROBLEM

Scientific-theoretical and methodological aspects of marketing research in small business and increasing the competitiveness of economic entities It was considered in the scientific works of foreign scientists such as F. Kotler, M. Porter, D. Egan, P. Doyle, N. K. Malhotra, M. Stone, N. Woodcock, L. Mechtinger, D. O'Shaughnessy .2

Special directions of increasing the competitiveness of small business entities in the CIS countries are reflected in the scientific works of M. Afanasev, V. Belyaev, A. Godir, N. Grishina, N. Nosova, A. Koreneva, I. Kozev, N. Popov, R. Fathutdinov and others. found 3_

is not sufficiently developed due to the unevenness of the resource and production capabilities of different regions of the country , and the underdevelopment of the infrastructure of individual districts.

The author's approach to the description of marketing and entrepreneurship in the work is proposed on the basis of a historical evolutionary and complex approach. So, summarizing the above, it should be noted that the essence of entrepreneurship in modern conditions is defined as the independent, proactive economic activity of entrepreneurs, which is carried out taking into account the risks for profit based on the existing laws.

3. ANALYSIS AND RESULTS

In the conditions of digitization of the economy, it is observed that the marketing tools change, the activities in the Internet space become digital marketing methods that are implemented in the implementation of the marketing strategy to achieve the organization's goals. The use of digital marketing ensures the competitiveness of the enterprise in the market conditions. Figure 1 summarizes scholars' views on the role of digital marketing in small businesses.

²Porter M. Konkurentnaya strategiya: Metodika analiza otrasley i konkurentov / Per. English I. Minervina. - M.: "Alpina Publisher" / 2011. - 454 p.; Kotler , F. Marketing management. Express course / F. Kotler ; 2-e izd. - SPb.: Peter, 2006. - 464 p.; Igan.Dj. _ Marketing vzaimootnosheniy: Analiz marketingovykh strategiy na osnove vzaimootnosheniy / Dj. Igan ; per. English - M. : YUNITI, 2008. - 375 p.; Doyle , P. Marketing, orientirovanny na stoimost / P. Doyle ; pod ed. Yu.N. Kapturevskogo ; per. English - SPb.: Peter, 2001. - 480 p.; NK Malhotra . Marketingovoe issledovanie.. Prakticheskoe rukovodsta. 3-e izdanie. Per. sangl. M .: Vilyams. 2002, 960 p., Porter M. Competition. - SPb., - M., - Kyiv: Izdat.dom "Williams", 2002. , Stone M., Woodcock N., Mechtinger L. Marketing, orientirovanny na potrebitelya /M. Stone and dr.-Pier. s ang . M. Veselkovoy .- M.: FAIR-PRESS, 2003. - 336 p., O. Shaughnessy Dj. Competitive marketing: strategic , podkhod / per. English pod.ed. _ D.O. Yampolskoy - SPb: Peter, 2002.; - S. 118.,

³ Afansev M.P. Marketing: strategy and practice firm. M.: AO " Finstatipform ", 2015. - 112 p.; Belyaev V.I. Marketing: basic theory and practice: teacher / V.I. Belyaev. - 4-e izd., pererab . i dop. - M.: KNORUS, 2010. - 680 p.; Nosova N.S. Konkurentnaya strategy company . Marketingovye metody konkurentnoy borby / 2-e izd. - M.: "Dashkov i K0 " ; 2010 .- 256 p.; Godin A.M. Methodological aspects of the modern theory of marketing and the solution of the problem of development predprinimatelstva v Rossii: abstract dis . Dr. _ economic. nauk: [Mesto zashchity: Vseros . Mr. nalogovaya akad. MF RF]. - Moscow, 2007. - 66 p.; Grishina N.V. The system of management of small businesses and the basic information system // Puti reshenia nasushchnyx problema marketinga: VNPk., December 6-7, 2017g.: tezisy dokl . - pp. 182-183.; Koreneva A.S., Kozeva I.A. Otechestvennyy i zarubezhnyy opyt organizatsii marketingovoy deyatel'nosti // Intelligence Plus . - 2016. - No. 1 (1). - S. 80-85.; Popov N.A. Osobennosti razvitiya malogo predprinimatelstva v perekhodnoy ekonomiki Respubliki Tadjikistan : dissertation ... kandida ekonomicheskix nauk : 08.00.01; [Mesto zashchity: IE RT].- Dushanbe, 2009.- 134 p.; Fathutdinov R.A. Konkurentosposobnost: economy, strategy, administration. - M.: INFRA-M, 2000. - 351 p.

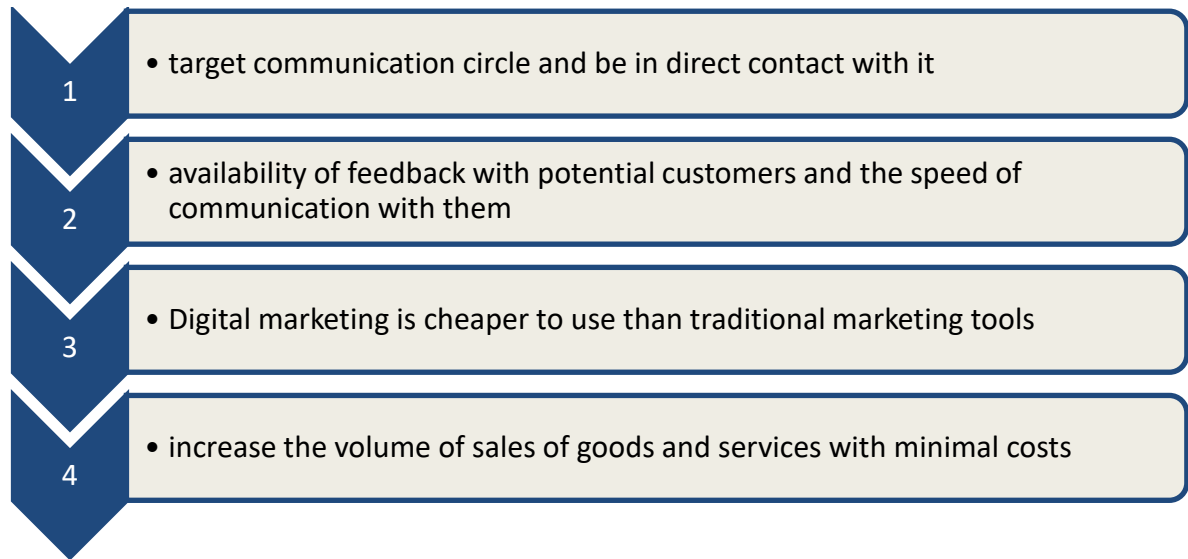


Figure 1. Digital of marketing small role in business⁴

Small enterprises by digital from marketing of use advantages purposeful communication scope choose and with him again contact have to be traditional marketing tools in relative advertising savings with trade size significant level increase for small of the enterprise goods and services before push efficient tool from existence consists of with that together in a small business environment digital from marketing use one row from problems not free either: some in the regions innovative of infrastructure underdevelopment , high speed of the internet absence ; in small business representatives digital marketing and goods and services before push tools about of information lack of the most efficient digital marketing tool right choose not to get of the advertising plan lack of and in marketing to save desire small business owners and leaders among marketing methods insecurity.

Author's to his opinion according to if before him development main criteria the first capital size in turn and concentration , commodity exchange size , industry potential and employment has been if , next with the pandemic in years depends without small in business to entrepreneurs efficient strategy in creating help giving right selected marketing concepts the first to the seat came out Marketing strategy is _ of the enterprise internal and external his environment _ scope and etc account taken step by step happened to be is a process . From this after of the enterprise of the market known one segment or to customers, the main competitor companies, problems and weak to the parties, as well as the enterprise strong sides opportunities attention determiner a clear plan is drawn up.

Small of business main advantage elasticity, that is is flexibility. Although the company's marketing strategy work to exit investment input for big in quantity material to resources have if not , it exists to the situation quickly answer to give and quick decision acceptance to do opportunity have _ Competition in the fight small enterprises their own main advantages : territorial maneuverability , mobility , flexibility , to the consumer from proximity their uses need For small business strategy right choose his successful performance for very important is a must .

Uzbekistan in Table 1 in the Republic small business enterprises by the most a lot used strategies given.

Table 1: Uzbekistan Republic small business enterprises used strategies

Strategy name	Small business done increase features
Portfolio strategy	Each other complementary of goods release , such combined from selling removable of profit growth provide
Optimal size strategy	Big in volume work release ineffective has been small scope markets development
Contracting strategy	Small series or low -tech work release on outsourcing in the fields big work release with contract make up
Franchise	Franchisor (known to the brand have big on behalf of the enterprise). done to be increased activity get a license for

⁴ Source : the author by work developed

⁴Uzbekistan Republic State Statistics Committee

Small of enterprises horizontal mutually connections strengthen strategy	Similar work release type has been small of enterprises mutually connections. Small of enterprises such union expenses reduce and joint capital requirement doer projects done to increase help gives _
Product strategy	Small business product before push and loyal customers the group formation
Price strategy	Average for the price direction, prices refusal to raise, product or services at a low price the most the better as placing for necessary profitability level provide _
Distribution strategy	Purposeful communication scope to determine and with him performance, customer for of the product attractiveness on work and sale over constant monitoring. _
Before push strategy	Most simple and relatively cheap advertising types: SMS and email notifications, social advertising in networks, flyers.

Strategy work exit the first level of the enterprise mission formation is in the company management decisions whole complex acceptance of doing initial point and criterion being service does, enterprise activities coordination facilitates priorities _ defines and different departments work organize is enough

Many local and foreign scientists for small business current business processes within in advance telling to give difficulty reduction, business of activity growth provide and commerce activity efficiency increase the problem solution to do of marketing methods for use necessary that they count. Small business marketing strategy to develop continue doing digital changes significant level effect does that _ as a result used each what marketing strategy digital marketing features includes. In Table 3, we small business and entrepreneurship to support contribution adding digital to changes based on small business marketing strategies classification offer we did.

Table 2: Digital changes based on small business marketing strategy classification

Concept	Support type	Content
Portfolio strategy	Economical	Such mixed from selling removable of profit growth provide for on the network each other complementary products work emits enterprises search _ Such enterprises with cooperation to do according to on its website placed offers.
Price strategy	Economical	Same so product or services price monitoring, demand _ level depending on the dynamic price to form apply _
Product strategy	Economical	Digital marketing tools using small business product promote do, faithful customers the group formation, various in resources feedback using customers base to expand provide (eWom);
Distribution strategy	Organizational	Purposeful communication scope to determine and work with him online, complaint and suggestions with work, goods or services quality constant control to do
Before push strategy	Organizational	Digital advertising in the environment methods usage: - on the internet comments (eWom); - search from the system use _ - own small from the company's website use _ - social networks using; - contextual from advertising use _ - SMM using before push _
Socio-economic marketing strategy	Socio-psychological	Purposeful communication scope needs study _ Goods and services their ecological clean, economical work release to concepts, this of the task high social importance attention directed without before push _
Legal marketing	Legal	Legal advice online to give Lawyer help appeal to do need when the client teaching and own from

		professional help in time if you don't use it how consequences take to come explanation _
Small business and entrepreneurship in representatives' digital competencies formation	Economic, organizational, legal	Small confectionery enterprises employees and business owners virtual marketing activities in space done increase for necessary digital to competencies teaching

This research within digital changes marketing strategies during work exit account received without development and support for new opportunities creating all business processes digitization small business and in business applied concepts, strategies and in marketing tools.

4. CONCLUSIONS

Currently, the light industrial sectors of Uzbekistan, primarily the textile industry, face important tasks such as increasing the competitiveness of manufactured products, increasing the share of innovative products in line with the times, searching for new markets, which will have a positive effect on the general socio-economic situation of the country, including a sufficient number of provides an opportunity to highlight the economic potential of the republic, which is intended to create jobs, especially for women.

Financial support from the state plays an important role in solving the above problems, which is expressed both in direct financing and in the provision of various benefits and preferences (according to official data, more than 360 million dollars of preferential loans were allocated from 2017 to 2020). Especially in 2020, during the outbreak of the coronavirus pandemic, the textile industry needed government support. Then, exporting textile and sewing-knitting industry enterprises had the necessary set of tax, customs, credit and other benefits, which made it possible to develop this industry.

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