

MARKETING STRATEGIES AIMED AT INCREASING THE EXPORT POTENTIAL OF VITICULTURE ENTERPRISES IN THE REGIONS

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In recent years, special attention has been paid to increasing the production and export potential of fruit and vegetable and grape products in Uzbekistan. "Further development of viticulture in our country, establishment of a cluster system for grape growing, processing, production of finished products, providing the republic with quality products with wide introduction of effective mechanisms of regulation of the alcohol market, strengthening the export potential of the industry, increasing investment attractiveness, as well as Comprehensive measures aimed at the development of wine tourism (wine tourism) [1] are being implemented. The use of branding strategy of innovative marketing is of urgent importance when releasing grape products to international markets. "... famous brands such as Oltiariq and Parkent grapes, Khorezm melon, Surkhondarya date can be registered and actively promoted in international markets. The voice of Uzbekistan should be heard in our products entering the world market, our products can take a strong place in foreign markets only if they have a brand. [2] The effective implementation of these strategically promising measures requires the use of modern marketing strategies in increasing the export potential of viticulture enterprises.

The decision of the President of the Republic of Uzbekistan No. PF-5853 of October 23, 2019, aimed at ensuring the safety of food products in our country, increasing their competitiveness in foreign markets, and developing agriculture, is important. and according to this decision, increasing the export potential of the agrarian sector, increasing the volume of products with added value, widely introducing the system of product certification based on international standards and developing cooperative relations are the main goals of this priority.[3]

To achieve this goal, the following tasks are defined:

- negotiating new target export markets and setting priorities for implementation of trade agreements;
- reduce marketing and transportation costs of agricultural and food products in local and targeted international markets;
- assessment of opportunities to expand the use of the brand "Made in Uzbekistan" for the release of local food products to target export markets;
- providing information on export markets, developing export preparation, trade regime and trade finance advisory services;
- increasing the role of diplomatic missions of the Republic of Uzbekistan in the process of collecting information about target markets, promoting trade in agriculture and food products;

introduction of a single trade system (based on auction and exchange trade) on the basis of agrologistics centers, etc. [4]

In addition, it is important to take measures to develop the products manufactured in the industry by forming, differentiating them to the extent that they can adapt to the global mass assortment. In this case, the main focus should be on active participation in the global added value chain with the existing assortment, not on the creation of a new type of product. [5]

The conference held in our capital on October 10, 2019 was dedicated to the theme "Formation of the national brand of Uzbekistan aimed at further strengthening the international reputation of our country and promoting its economic interests in the international arena", and it was shown that the activity of consulting centers or marketing agencies as the main chain connecting industrial enterprises directly with the consumer market should be formed. It is indicated that national marketing agencies and their regional branches should pay special attention to the introduction of a system that provides constant information on the state of the domestic and world markets, the effective use of Internet marketing technologies, and the preparation of various monthly publications on the state of the market and its trends for each product. [6]

President of the Republic of Uzbekistan Shavkat Mirziyoev said, "The brand value of goods is high in the world. Intellectual property makes up 45% of the gross domestic product in Europe, 12% in China, 7% in Russia. Today, only 72 trademarks of our country's industry have been internationally registered. But this is very rare, and in fact there are many opportunities. For example, famous brands such as Chust knife, Samarkand bread, Margilan head, Sherabad pomegranate, Altariq and Parkent grapes, Khorezm melon, Surkhondarya date can be registered and actively promoted in international markets. . Emphasizing the need to develop a program for converting the products of entrepreneurs into brands and an electronic platform, to hold brand fairs in the regions, the voice of Uzbekistan should be heard in our products entering the world market. It can be seen that today the concept of brand management is given importance. This is one of the modern concepts of marketing. In addition, the role of consumer-oriented marketing concept is also important.[7]

Marketing does not know exactly what the consumer wants in today's saturated market. The challenge is to identify alternative approaches aimed at satisfying consumers and producers and, consequently, new marketing methods in conditions of supply saturation. For this, it is necessary to determine the possible marketing methods in the situation, to show the interrelationships of functional approaches, to analyze the existing solutions to problems by using the value marketing approach.

In the theory of marketing, most scientists believe that the main marketing strategies for increasing the export potential of economic entities are:

- cost leadership strategy;
- diversification strategy;

- specialization strategy,

A cost leadership strategy defines the need to implement systematic measures to reduce the costs of production, goods, works and services.

Diversification strategy defines the need to build, perform works and provide services of better quality than competitors.

The strategy of specialization determines the need to satisfy consumer demand for certain goods, works and services in a more attractive environment than competitors.

In order to develop the marketing concept of increasing the export potential in the conditions of economic stabilization, first of all, it is necessary to evaluate the competitiveness of the manufactured goods, the works performed, the services provided, and the economic and social assistance provided to the shareholders.

It is an important step to increase the export potential of the enterprises under consideration and to study the compatibility of the manufactured goods with it. Many factors affect the state of the market situation of goods: the ratio of demand and supply, prices, production volume, transport costs, stock of goods, their quality, advertising, market infrastructure, regional natural and climatic conditions, etc.

In fact, the active entry of our country into the world economic system requires that special importance be attached to the expansion of the openness of the economy and its liberalization, and the implementation of structural reforms. At the new stage of economic reforms, it is necessary to consider the implementation of the program of structural transformation of the economy, technical re-equipment and modernization of enterprises, and the reconstruction of the production sector as an important issue.

Growth is a factor that affects the activity of the enterprise, stimulates the initiative and increases the motivation of the enterprise team and management.

Growth objectives are expressed at three different levels:[8]

- growth compared to the main market; we call it intensive growth;
- "forward" or "backward" integration in relation to the main activity; we call this integrated growth;
- growth based on opportunities outside the usual area of activity: growth through diversification.

Below are the types of growth strategies.

Each of these growth objectives corresponds to a certain number of possible strategies. Their types are listed below.

The strategy of intensive growth will remain relevant until the company has used all the opportunities related to its products in the markets in which it operates.

Integrative growth refers to ways of development at the scale of that industry, when the sphere of activity of the respective enterprise is strong enough in the industry it occupies.

Diversification growth is determined by the fact that the development of the enterprise in the

direction of another industry is effective or expedient compared to the opportunities of the industry in which it operates. However, for this, the relevant firm must have evaluated the ways and possibilities of changing its specialization in the initial field, eliminating the existing shortcomings based on the experience it has gathered for development in another field, scientific research and research.

The directions of growth of enterprises are not manifested in practice in exactly one direction, they are determined in different ways and in different scales for some SXZ. It is important to organize development in the direction of intensive growth and diversification in the viticultural export enterprises of the Tashkent region as much as possible in order to turn the prospect into a wider scope of activity.

The globalization of the world economy and the development of competition have led to the recognition of marketing not only as a philosophy of business activity of enterprises, but also as a philosophy of regional development. On the one hand, marketing focuses on the existing and prospective needs of buyers of goods and services of the area, on the other hand, marketing is a set of concrete actions to organize the area to meet the aforementioned needs.[9]

In Uzbekistan, solving the issue of developing marketing strategies aimed at developing the country and its regions and increasing export opportunities is still considered an urgent problem. Ensuring the effective implementation of these problems remains an important issue in the development and implementation of the main directions and strategies for increasing the volume of export of products in the republic's territories.

In traditional marketing concepts, export strategies are considered at the country level. To date, there has been almost no research on the development of marketing strategies for product export in the regions and the study of its specific aspects.

Ensuring the implementation of the Decree of the President of the Republic of Uzbekistan No. PF-5853 dated October 23, 2019 "On approval of the strategy of the development of agriculture of the Republic of Uzbekistan for 2020-2030", production of high added value products in the field of fruit, vegetables and viticulture, increasing the export volume, using A number of measures have been set in order to develop the fertile and dry lands, to increase the planting of exportable agricultural crops in areas that are being reduced from cotton and grain, as well as to make effective use of the possibilities of gardens, vineyards and greenhouses. Among these tasks, the tasks of "expanding the export geography of fruit, vegetable and grape products, reducing tariff and notary barriers in export" are defined as the tasks of developing a "road map". [11] The use of modern export marketing strategies is important in solving these tasks. Also, in today's conditions of a global food shortage, there are opportunities to fully satisfy the population's demand for food and to export it, using the available resources wisely. [12]

The main goals of increasing the export potential of the agricultural sector, increasing the volume of products with added value, wide implementation of the product certification system

based on international standards, and the development of cooperative relations are approved by the Decree of the President of the Republic of Uzbekistan No. — reflected in the Strategy for 2030. [9]

Viticulture, as one of the main branches of the agro-industrial complex, is an activity aimed at growing grape crops in order to supply the population with fresh and dried grapes, and raw materials for the winemaking and canning industry. Viticulture is the main specialized branch of agriculture in many countries.

The volume of grapes grown in Uzbekistan allows not only to meet the needs of the population, but also to carry out export supply in large volumes. Below are the areas where grapes are grown in the Republic of Uzbekistan and the volume of cultivation. According to statistics, in 2010, the area of vineyards in the republic was 127.9 thousand ha, but in 2019 it decreased to 113.5 thousand ha. The volume of grape cultivation increased from 979.3 thousand tons in 2010 to 1595.2 thousand tons in 2019. increased As a result of the reforms implemented in agriculture, grape yield has been increased by almost 1.5 times in 2019 compared to 2010.

Samarkand region (35.4%) accounted for almost a third of the total volume of grapes produced. Also, a high share was recorded in Bukhara (12.7%), Fergana (10.4%), Namangan (7.6%) and Tashkent (6.4%) regions. Also, the lowest share in the total volume of grape production was observed in the regions of the Republic of Karakalpakstan (0.6%) and Syrdarya (0.8%), higher growth rates compared to 2018 in the Republic of Karakalpakstan (118.6%), Jizzakh (116.9%)), Khorezm (109.4 %), Namangan (109.0 %) regions. [10]

Uzbekistan is one of the largest producers of grapes in the world and takes the leading place among the countries of the CIS in terms of the volume of cultivation. According to the Food and Agriculture Organization of the United Nations (FAO), in 2016-2017, Uzbekistan ranked 18th in the world in terms of the area of vineyards, and in 2017, it ranked 17th in the world in terms of the total volume of harvested grapes. According to the International Organization of Viticulture and Winery (IMOV), in 2016, Uzbekistan took 15th place in the total volume of grape harvest, 6th place in the collection of table grapes, and 5th place in the world in terms of dried grapes.

The export potential of grapes in Uzbekistan consists of production possibilities, comparative advantages in the yield, quality and price of grapes in the foreign market. This testifies to the high potential of making Uzbekistan a potential large supplier of grapes to the markets of the developing CIS countries. At the same time, the current situation is characterized by a number of problems, the solution of which will increase the export potential of viticulture and winemaking. [11]

Effective strategic directions for the development of viticulture and winemaking are being implemented in our country, with the decision of the President of the Republic of Uzbekistan dated February 5, 2019 PQ-4161 under the Ministry of Agriculture of the Republic of Uzbekistan The Viticulture and Winery Development Agency has started its activities. [12]

The main task of the agency is to attract direct investments for the organization of production of competitive wine products, to increase export potential by conducting in-depth marketing studies of foreign markets, as well as to support grape growers and wine makers in popularizing local wine products, including abroad. - defined as support.

It is known from the current situation in the field of viticulture and winemaking of Uzbekistan that the country can be formed as an industry that can compete with the leading countries producing grape products and expand its export potential.[13]

In our country, along with economic reforms and liberalization of organized trade, measures are being taken to reduce the difficulties in organizing fruit and vegetable exports by the state. Priorities such as simplifying procedures for exporting fruit and vegetable products, abandoning the state monopoly on export of fruit and vegetable products have been selected. According to the results of the research, in our opinion, East Asia (China, South Korea), Middle East (UAE, Saudi Arabia for fresh grapes), Europe (Germany, Netherlands, Great It is necessary to further develop marketing research on the countries of Britain, Poland). At the same time, taking into account that Uzbek grapes occupy only 16% of the Russian market, it is necessary to continue active efforts to increase its share in this market.

In order to develop the export of viticulture products in Uzbekistan, it is necessary to conduct targeted negotiations with foreign countries in order to implement strategies that allow reducing notary barriers. In particular, since Uzbekistan is not a member of the World Trade Organization, its members are still exporting at high tariffs. As a result, the ability to provide competitive advantage in such markets is limited. Accordingly, it is necessary to develop diplomatic relations on the formation of "green corridors" for grape products.

A necessary condition for increasing the export potential of viticulture is the formation of efficient and developed agricultural logistics. In this regard, it is necessary to accelerate the creation of agro-logistic clusters that provide a wide range of services for storage and transportation of products, selection and packaging of products in accordance with the requirements of the foreign market. At the same time, we believe that these agro-logistic clusters should specialize in providing consulting services to producers of agricultural products on the situation in agrarian food markets, requirements for fruit and vegetable products in the markets of importing countries, and specializing in delivering the results of marketing research to local producers on a regular basis.

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