

# MARKETING TAX AND PROSPECTS FOR THE DEVELOPMENT OF THE TEXTILE INDUSTRY IN UZBEKISTAN

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**Abstract:** The article discusses the role of marketing analysis of the textile industry, the possibility of attracting a foreign-investment and export potential rasshernie in the textile sector, and to improve them. Also, practical recommendations and suggestions for attracting a foreign-investment and an increase in the volume of exports, tekstelnoy industry of Uzbekistan.

**Key words:** textile industry, marketing analysis, export opportunities, attraction of foreign investments, technical and technological modernization, manager designers.

## INTRODUCTION

In the years of independence, serious attention was paid to the further development of the textile industry in our republic, and a wide range of practical work is being done on the implementation of the quality management system and the use of innovative management methods. In the development strategy of New Uzbekistan for 2022-2026, "...reforms aimed at transformation of economic sectors and rapid development of entrepreneurship, unconditional provision of human rights and interests, and formation of an active civil society" were defined as priorities. Successful implementation of these tasks requires improvement of the economic indicators of textile industry enterprises of our republic [1].

Enterprise efficiency is a complex concept. For the effective functioning of the business structure, it is necessary to balance the interests of all participants of the business: owners, managers and ordinary employees. Despite the fact that all of them are interested in the efficient operation of the enterprise, each of them puts a completely different meaning on the concept of "efficiency". Efficiency for the owners is primarily expressed in increasing financial results, increasing the value of the enterprise and its shares in the long term. [2] Economic efficiency is the efficiency of economic activities, economic programs and measures, and is classified as economic efficiency, the factors that caused the result to be obtained, the ratio of the result to resources, and the achievement of the largest volume of production using resources of a certain value. Adaptation of economic management to market requirements is manifested in the fact that changing property relations and organizational-territorial resources are embodied in the emerging mechanism of the reconstruction of the management system of industries and sectors. [2] Socio-economic structures that own the means of production, labor force and the results of their work, state agencies with management authority are starting to establish different relations based on economic principles. Therefore, the features of changing the management system's tasks, setting up repetitive production in each structure and expanding it are determined, and the need to adapt business methods to market relations is considered.

## ANALYSIS OF THE LITERATURE

Problems of increasing energy efficiency of industrial technologies and technological equipment of textile industry enterprises P.V. Akulich, B.S. Sajin, M.G. Pavlov, M.K. Kosheleva, Yao Shin-Chuan, M.L. Kuligin, N.M. Filimonova, reviewed by Yu.V. Kuznetsov.

Problems of expanding the range of products produced by industrial enterprises and increasing the competitiveness of these products in the world market A. Artikov, E. Kh. Makhmudov, D. Begov, M. I. Abdulaeva, Sh. T. Odinaev, A. A. Ayupov, E. It was studied by A. Akramov, N.M. Makhmudov, Z.N. Kurbanov, M.A. Ikramov, M.A. Makhkamova, A.U. Burkhanov and other economists. However, despite the scope of scientific research aimed at developing the activities of industrial enterprises, especially textile enterprises, the issues of innovative provision of economic stability of textile enterprises, as well as modern approaches and levers for the production and export of competitive textile products with high added value have not been sufficiently researched.

### RESEARCH METHODOLOGY

This article uses methods such as analysis of scientific works, scientific monographs, textbooks and articles of foreign and domestic scientists, statistical analysis, calculation of quantitative and qualitative indicators, their comparison with each other.

### ANALYSIS AND RESULTS

It is possible to save foreign currency by significantly increasing the export earnings of the country based on the production of its own fabrics, knitwear and clothing products in a large volume, and by reducing the import of such products. According to the practice of countries with a developed textile industry:

- with the development of the garment industry, its share in exports will inevitably grow, and the industry itself can become an important source of export earnings;
- the development of the weaving, tailoring and knitting industry allows the employment of the population and the increase of their income;
- the increase in production and trade turnover within the country helps to increase the income of the population and the development of other sectors of the economy.

For the development of the textile industry of Uzbekistan, the possibility of deep processing of raw materials, first of all cotton fiber, is considered. Until 2019, the development of the industry was carried out in accordance with the Program of measures to ensure structural change, modernization and diversification of production for 2015-2019 and additional measures to stimulate the rapid development of textile enterprises. Production of competitive finished products and semi-finished products, including dyed yarn, fabric, knitwear, and tailoring products, which are in high demand in the international and domestic markets, on the basis of deep processing of raw materials in accordance with the program of measures for the development of the sector, and the efficiency of using the existing potential and opportunities in the production network increases and improves the product structure of the textile industry.

As a result, in 2022, the level of medium processing of raw materials (cotton and knitted fabrics) will increase from 9.2 percent in 2016 to 25.3 percent of the total volume of cotton fiber, and high processing (ready-made clothing and knitted products) will increase from 5.7 percent to 14.8 it is expected to increase to percent. This allows to reduce the volume of production of non-value-added products by 4 times.

In the foreign market, 53 large enterprises are currently exporting products to the European Union, republics of the Commonwealth of Independent States and more than 40 countries on the Asian continent. Among them, the most traditional markets are Azerbaijan, Armenia, Russia, Ukraine, Belarus, Kyrgyzstan, Kazakhstan, Latvia, Lithuania, Turkey, PRC, South Korea, Moldova, Poland, Czech Republic, Netherlands, Italy, Spain, Great Britain, Belgium, Bulgaria, Germany. , Greece, Portugal, USA, United Arab Emirates, Egypt, Israel, Iran, BAR, Vietnam, Japan, India. At the same time, the company's enterprises are working together with the agency of advertising and marketing of textile products and the foreign trade companies of the Ministry of Foreign Economic Relations and Trade to develop new foreign markets. In the last three years, products were exported to the markets of

We can see the following segmentation in the export structure of the association “Uztekstilprom” (Table 1).

**Table 1**

**Structure of exports of “Uztekstilprom” association in 2022**

<b>Importing countries</b>	<b>Exported product volume, thousand US dollars</b>	<b>Relative size, %</b>
<i>1</i>	<i>2</i>	<i>3</i>
European countries	8201	10
Turkey	98412	12
South Korea	41005	5
MDX	61507,5	7,5
Russia	442854	54
China	65608	8
Other countries	36949,6	4,5
Total:	820100	100

Currently, there are a number of circumstances that create the need to increase the effectiveness of the mechanism of managing the activities of joint-stock companies within the textile industry in Uzbekistan, which play a key role in the strategic development of joint-stock companies. These cases can include:

1. At the moment, there are cases of improving the mechanisms of managing the efficiency of many textile enterprises, using indicators of a single content (financial, labor, material, etc.) in assessing the financial stability of the enterprise;
2. Management personnel's qualifications are not suitable for new changes. In particular, in some cases, managers are superficially looking at the problems related to the selection, placement and improvement of personnel, as a result of which there is no encouraging environment in the enterprise;
3. In many textile enterprises, the quality management system does not sufficiently meet the market requirements, in particular, the quality factors are not established in the production process of some types of products;
4. The marketing strategy being developed for the sale of products produced in textile enterprises and the strategic plans in this regard cannot adapt to the rapidly changing market requirements.
5. Failure to conduct financial policy at the required level in enterprises. In particular, overspending due to incompetence of employees or incorrect financial control, insufficient analysis of information on expenses during the reporting period. In this case, the main problem is that the enterprise is overly dependent on external loans (bank loans, financial assistance, etc.), and as a result, the resulting income is directed to cover almost the entire amount of debts;
6. The implementation of the decisions made by the management on the strategic development of the enterprise is delayed for various reasons, ends without results, or brings results of an imperceptible level, and in some cases, it is not implemented.

### CONCLUSION

The uniqueness of the textile industry in Uzbekistan is the predominance of primary textile production in the industry and the low level of processing of raw materials. Despite the profitability of deep processing of raw materials in the country and the seventh place in the world in terms of cotton fiber production, and the eighth place in terms of export, only 40-50 percent of the total volume of cotton fiber produced by textile enterprises is consumed.

This, in turn, indicates that there is a huge potential for the development of the country's textile industry. Industries that depend on each other's production activities in the country can be united on the basis of clusters or industrial groups that produce competitive products for the domestic and foreign markets. With the establishment of cross-industry interdependence (communication), there is an opportunity to create a special type of innovation - "gross innovative product" - that can effectively affect the entire chain of added value. It is possible to control financial flows and activities through a single logistic "window" by increasing the assessment of the interaction of networks based on the inter-network balance. Also, it will be possible to reduce the necessary expenses for the organization of scientific research and experimental design work and to improve the qualifications of personnel employed in the production process.

As a result of cross-industry cooperation, the conditions for attracting investments, the process of distribution of investments by fields of activity will be improved, and high-quality human capital will be formed. Also, a complete analysis of textile enterprises, identification of existing but not yet used opportunities is important for organizing the production process of products with high added value. The advantage of this form of analysis is that it allows quantitative (statistical) assessment of the factors identified according to some assumptions. Also, another advantage of it is the development of a set of necessary measures to achieve strategic goals based on all types of strategic analysis and the formation of a direct strategy.

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