

FEATURES OF MARKETING RESEARCH IN FOREIGN MARKETS

Musayeva Shoirazimovna

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

Ro'ziqulova Nilufar Ulug'bekovna

Student, Samarkand Institute of Economic and Services, Samarkand, Uzbekistan

Email: musaeva_shoira@mail.ru

Abstract: This article discusses the effectiveness of the organization of marketing research, orienting the activities of each unit to achieve maximum results. Strong competition in international trade requires companies to make decisions based on the principles of international marketing, the formation of modern international marketing research.

Keywords: Market, efficiency, implementation, information, export, diversification, strategy, company.

Introduction: The effectiveness of international economic relations is assessed by the internationalization of the world economy, the openness of the national economy, the deepening of the international division of labor, the introduction of new multimedia and information and communication technologies and decision-making in international relations .

One of the most important directions of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 is the liberalization and facilitation of export activities, diversification of the structure and geography of exports, expansion of export opportunities and mobility of industries. and regions. loads an important function. It is a fact that one of the factors accelerating the development of the economy in solving the task set in the Action Plan is the development of foreign economic activity, which does not require proof. Creation of modern enterprises equipped with advanced equipment, development of new industries, increase in the production of competitive products in foreign markets, ultimately increase exports. It's not just about growing exports

In his report at an expanded meeting of the Cabinet of Ministers on the main results of the country's socio-economic development in 2016 and the most important priorities economic program for 2017 President of the Republic of Uzbekistan Sh. Mirziyoyev said: "Very serious issues are on the agenda. This is to ensure the competitiveness of technologies created in our country, the creation of "know-how", the introduction of modern information and communication technologies, that is, the implementation of systemic measures to ensure the production of high quality products. In this sense, one of the important concepts of enterprise management at the present stage of economic development is the emergence of marketing activities. Forming the production program in accordance with the goal, market research is becoming more and more important in the struggle for victory.

In this regard, the company must effectively organize marketing research, orienting the activities of each department to achieve maximum results . Strong competition in international trade requires companies to make decisions based on the principles of international marketing, the formation of modern international marketing research, which will provide high financial results, taking into account the needs of foreign markets. In turn, the principles of international marketing and research are based on methods that require serious knowledge and skills.

Marketing in the modern market is not only a guide to specific target activities (actions), but also the “philosophy of modern business”. In this context, marketing is included in the complex mechanism of economic activity, including the company fully using international marketing tools in the process of delivering its products to consumers. Companies use international marketing techniques to enhance their competitiveness in foreign markets in foreign markets. International marketing, as an important component of foreign economic activity, reflects the characteristics, scale and needs of foreign economic activity, reorganizes and regulates the company's production and sales system, taking into account the needs of consumers .

Based on the end result of international marketing, this principle includes a number of specific aspects:

- direction of production to the final result in accordance with the real needs and needs of foreign consumers in the products (services) of the company in foreign economic activity;
- striving for long-term results in marketing activities, taking into account the needs of foreign markets and consumers;
- marketing research of the company is aimed at improving and improving the quality of products and is carried out on a regular and systematic basis;
- development of effective logistics for the delivery of products to foreign consumers;
- integrated application of strategic and tactical methods of influencing potential consumers, taking into account their needs;
- purposeful regulation of all processes related to the product life cycle, scientific development, production, trade processes;
- Respond quickly and clearly to changes in the external environment of the company, consumers, suppliers, competitors;
- constant and timely updating of the range of products exported to foreign markets;
- detection And comparative analysis strong And weak parties companies Andcompetitors in order to gain a foothold in foreign markets
- development of the advantages of the company's products, organization of advertising and promotional work in foreign markets and production of products in this direction;
- constant control behind supply on external markets only quality products;
- improvement of technical indicators that fully reflect the specifics of products

companies, providing the consumer with additional service opportunities, as well as introducing new types of products;

- organize the activities of dealer centers and be in constant contact with them to ensure the effectiveness of cooperation;

Set a task for the marketing service of the company to promote products on the market, take a strong position in foreign markets, increase high sales, find markets with great potential .

The owners of the company and their other subjects involved in the study of the impact on the foreign market, in particular, a direct foreign consumer, are involved for various purposes. It should be noted that the typology of marketing research is formed as follows:

- foreign market research;
- consumer research;
- research to evaluate the effectiveness of the company's advertising information;

- brand research;
- research of corporate business reputation;
- internal corporate research.

Typically, the tasks of conducting market research in a company are divided into various other departments, such as transportation, finance, accounting.

It should be noted that the growth in the number of small companies in international trade has a significant impact on the position of large companies in foreign markets. The tactical and strategic tasks of large and small companies in the market can be different: increase demand and, on this basis, optimize production volumes, change the technical capabilities of products in accordance with consumer needs, and so on.

At the same time, companies need to eliminate or reduce the various risks associated with entering foreign markets. The main criteria were the position of buyers in various segments, extending the life cycle of products by increasing demand in foreign markets, diversifying market positions as a means of protecting against competitors, reducing costs, and realizing the comparative advantage of the country.

Based on the above, the success of our country's companies in foreign markets is based on international marketing, it seems important to organize a reasonable marketing research, fully adhering to the principles.

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