

MARKETING IN COTTON PROCESSING ENTERPRISES DEVELOPMENT

Ergasheva Nargiza -trainee teacher

Andijan institute of agriculture and agrotechnologies

Abstract: The article describes the measures of marketing development in cotton processing enterprises.

Key word: marketing, economy, product, export, entrepreneurship, activity, market, tool.

Marketing is the main tool for finding solutions to these problems, even though there are many problems of modern market economy, growing population, satisfying unlimited needs in the conditions of scarce resources, and climate change. At the beginning of the new millennium, humanity is busy accepting new global problems and looking for solutions to eliminate them or reduce the amount of damage. The main task of marketing is to establish cooperation between consumers and producers, to prevent the emergence of redundant and unnecessary products by organizing an efficient market, to improve the quality of products through fair competition, to create new types of products and to effectively organize the processes of presenting them to consumers. . As a marketing science, it began to appear in the USA in the 60s of the last century. the support of the activities of small business entities in the market economy, the increase in the volume of products in the markets, in particular, the creation of a competitive environment among producers, the increase in the demand for product production and its advertising, created marketing. In his early observations, Philip Kotler observed that goods remained unsold in warehouses despite heavy advertising. It follows that manufacturers only talk about the unique qualities of their products, but the fact that the goods do not reach their owners increases their desire to research the market. In the initial research, he mentions the need for manufacturers to take into account the consumer's desire, taste, financial and economic social situation in the markets.

Increasing the export potential of the republic by actively continuing the system of supporting the activities of exporting enterprises. The socio-economic reforms implemented in the Republic of Uzbekistan during the next five years have provided fundamental changes in the life of the society, which has developed the export potential of the local industries while fully utilizing the available opportunities.

The socio-economic reforms implemented in the Republic of Uzbekistan over the next five years have provided fundamental changes in the life of the society. In recent years, the development of the textile, sewing-knitting, leather-shoe and fur industries of the light industry in the republic, expansion of the types and assortment of manufactured finished products, as well as comprehensive support of the investment and export activities of the branch enterprises. comprehensive measures are being implemented.

The measures taken are the creation of facilities for processing more than 80 percent of the cotton fiber and more than 45 percent of the yarn produced in the republic, as well as increasing the export volume of finished products to 1.6 billion US dollars in 2018. allowed to deliver.

The concessions and preferences given for the development of leather-shoes and fur industries and the increase of export potential made it possible to increase the volume of local finished leather production by 6% and the volume of leather production at the crust stage by 44%.

At the same time, increasing competition in world markets, development of technologies and reduction of production costs by foreign manufacturers require the development of additional measures for the development of these areas.

Ensuring the rapid and stable development of light industry, diversifying the production of textiles, sewing-knitting, leather-shoes and fur products with high added value, which are competitive in foreign markets, primarily through deep processing of local raw materials in order to make and expand, as well as to attract potential foreign investors:

implementation of international standards in enterprises of the textile and sewing-knitting industries, financing of activities on certification of finished products taking into account the requirements of foreign markets;

covering expenses of network enterprises related to participation in international exhibitions and fairs, creation and promotion of national brands;

Increasing the export potential of the republic by actively continuing the system of supporting the activities of exporting enterprises.

Further development of the export potential of local industries, making full use of existing opportunities.

Increasing the export potential of the republic by actively continuing the system of supporting the activities of exporting enterprises.

Further development of the export potential of local industries, making full use of existing opportunities.

Introducing standards that meet foreign market and international requirements and attracting famous brands.

Modern market economy, the picture of the growing population, as well as meeting the unlimited needs in the presence of limited resources, if it is a problem of today's economy, marketing serves as the main tool for finding a solution to these problems. The main task of the market is to establish cooperation between consumers and producers, to avoid excess and unnecessary products by organizing an efficient market, to improve the quality of products through fair competition, and to create a variety of modern products. Marketing science began to appear in the USA in the 60s of the last century in the market economy, supporting the activity of small business entities, increasing the volume of products in the markets, creating a competitive environment, especially among manufacturers, and increasing the demand for product production and its advertising. Philip Kotler observed in his early observations that goods remain unsold in warehouses despite the great popularity of advertisements, it follows that the fact that the goods do not reach their owners, despite the fact that manufacturers only talk about the unique

qualities of their products, increases his desire to research the market. He mentions the need for manufacturers to take into account the consumer's desire, taste, financial and economic social conditions in the markets.

REFERENCES

1. Kotler F. Маркетинг асослари. - «Диалектика -Вильямс» 1984.
2. Мўминов Н., Азимова Ф., Шмигун О. Маркетинг асослари. – “Шарқ” нашриёт-матбаа. Т., 2007. 184 б.