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INCREASING COMPETITIVENESS IN THE COMMODITY MARKET IN INDUSTRIAL ENTERPRISES

Xolmirzayev Ulug'bek Abdulazizovich
Associate Professor of Namangan Engineering and Construction Institute
Nabiyeva Muhabbat
Teacher, Namangan Institute of Engineering and Construction

Annotation: The article examines the status and development of the apparel market in Uzbekistan, and changes in its structure based on marketing research and evaluates the impact of changes in the retail segment of the apparel market, the composition of the consumer market of garments, and the changes in consumer segment. Based on the competitive position on the assortment of retail clothing, strategies for pushing the garments from China, Turkey and other countries into the domestic market for each assortment of clothing are identified. Changes in consumption by squeezing an assortment of competing countries from the domestic market are studied on the basis of panel research, and a matrix of factors influencing its formation and wardrobe formation.

Key words: Clothes market, marketing, competition, competitiveness, consumer market, market condition, market development, marketing strategies, panel research, assortment research, market development strategies, fashion market, fashion marketing, fashion development strategies.

Introduction

In Uzbekistan, light industry is an important sector of the economy and its market has a unique marketing environment. About 10,000 large and small enterprises, as well as more than 400 joint ventures operate in textile, spinning, sewing, knitting, footwear and silk industries. 150 thousand people are employed in the industry. However, Uzbekistan's share in the global textile and apparel exports is only 0.3%. Sustainable production and export of light industry products, insufficient production of high value-added products and the formation of national brands that are able to compete internationally are not enough to increase the competitiveness of enterprises. These circumstances dictate the need to increase the competitiveness of businesses operating in the industry on the basis of marketing strategies. Strategy of actions on five priority directions of development of the Republic of Uzbekistan for 2017-2021 defines important tasks on "development of fundamentally new types of products and technologies, thereby ensuring the competitiveness of national goods in the domestic and foreign markets." Successful implementation of these tasks will require accelerating efforts to increase the competitiveness of light industry enterprises through

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marketing strategies. The word assortment comes from the French word "assortment", which means sorting of goods of different quality and quality. In practice, such concepts as "types of goods", "commodity nomenclature", "types of goods", "set of goods", "diversity", "unit of goods" are used. From a marketing point of view, “goods assortment” refers to a group of goods close to each other or a separate set of goods separated from that group of goods. The concept of brand assortment is used in many meanings and interpretations, and is used in marketing within the context of “commodity policy”.

Product range is a group of goods that are either linked or shared, or are sold at one outlet or have the same price range. In describing the concept of “goods assortment”, Russian scientist AP Pankrukhin points out that 4 main features are: a set of goods grouped by functional characteristics, consumer characteristics, points of sale and price.

In the process of forming an assortment of light industry goods, first of all, it is necessary to pay attention to two features. The launch of new product range is to either upgrade or diversify the existing range.

In the development of the assortment policy of light industry goods are subdivided into the lower, upper and middle shares of the assortment introduced into the market, and the following policies are implemented:

enterprises with a high market share seek to create a low assortment of goods, ie to offer new assortments of new segments;

and low-market enterprises seek to replace high-market-based enterprises, which are the main laws for the formation of competition in the market.

Only those companies that have the most effective range of activities on the market, down and down, will have the highest market share and maximum profit.

M. Assortment policies in Boltabaev's studies have been interpreted as "focusing on the best focus of commodity groups on successful pursuance of market policies and the economic efficiency of their activities." Recommendations for textile enterprises as an assortment strategy - methodological framework for effective product range management through low investment, with strategies for product differentiation, diversification, and vertical integration.

The formation of industrial enterprises assortment policies is considered by many researchers as an important area within the commodity-market portfolio. But assortment policies, technological capabilities and fashion changes in light industry are key factors.

Analysis and results

Productivity of light industry enterprises, changing their technologies based on market opportunities is the basis of their marketing concept. If an enterprise intends to make full use of its production facilities, the need to seek other segments that may consume this product, other segments that do not include goods, new ways to use it, and so on, is considered within the range of assortment policies.

Statistical classification of products by types of economic activity plays an important role in the classification of goods. Classification of products and services at the international level is based on statistical classification of products by activities in the European Economic Community (CPA2008-Statistical classification of products by activity in the European Economic Community).

The Republic of Uzbekistan adopted the State Standard "Statistical Classification of Goods (Goods, Works, Services) by Economic Activities of the Republic of Uzbekistan" (UzDSt 2914: 2014). In the classifier "13" and "textile products" from 13.1 to 13.99.99.0, "14" and its numbers "14.1" to "14.39.99.0" are classified as "clothes."

We will examine the degree of competition for assortment status by the nomenclature of clothes. The range of clothing is also grouped by a number of features, such as: use, fabric, seasonality, size, length, completeness, age, gender, type of product, complexity and stitching.

Systematic analysis of changes in the composition of the assortment, formed in the retail trade, is of great importance in the planning of the assortment of clothes. Classification of retail assortment is also accepted as the basis of the “Nomenclature of retail goods” approved by the Order of the State Statistics Committee of the Republic of Uzbekistan dated December 30, 2016 59. The assortment of clothes on this nomenclature is as follows: socks, knitwear, hats, accessories for clothes, footwear, leather, not included in other categories.

Enterprise assortment policies are seen as the most important factor in ensuring their competitiveness. In this regard, it is appropriate to analyze the competitiveness of light industry products and the competitiveness of the assortment in the case of Namangan region.

The main task in assortment planning for the light industry goods market is to clearly determine the market share of each commodity nomenclature. Determining the share of consumer goods in the total assortment will help identify the consumer's consumption, demand and competitiveness in the same nomenclature, as well as to develop recommendations for companies to use appropriate strategies.

When developing assortment policies for light industry enterprises, it is necessary to determine, first of all, the market assortment, its dynamics and the competitiveness of the assortment by marketing research at all levels.

Due to the complexity of studying the composition of the assortment of clothing in the district, regional or national markets, it is advisable to take 4 categories of clothing nomenclature for their systematic sorting.

The first level is the assortment by sex and age group.

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The second level is the group of consumers according to the style of clothing selection.

The third level is the grouping of structural properties.

The fourth level is grouping by the smallest unit of goods.

In the Namangan region, the share of women's wear is 33%, accounting for 66% of consumer spending. The waistcoat group accounted for 5% of total consumption, accounting for 3% of total cost. Also, the range of headwear is 12%, and consumers spend 2% of the total cost on this nomenclature. Shoes accounted for 25% of the cost and 24% of the cost, while underwear was at 26% and 5% respectively.

In the Namangan region, the range of men's wear is 34%, the waistband is 12%, hats are 5% and shoes are 16%.

The results of the study allow to determine the regularity of planning the winter assortment of men's and women's clothing for the local market in Namangan regional markets. The results of this study will increase the accessibility of enterprises in Namangan region to the planning of domestic market assortment

Non-foodstuffs market “Dustlik”, “Chorsu” trading house, “Isfarhon” supermarket and “Lola” specialized trade outlets of the world market are justified by the fact that the range of products in Namangan region is the main retail space.

Competition study examines the assortment of light industry products in the Namangan city markets, their distribution by country of origin, price, brand and number of proposed products, and gives a clear diagnosis of market competition.

A total of 365 brands of women's clothing are available at the surveyed facilities of Namangan region, of which 1344 are available. In the assortment made in Uzbekistan, Uzbekistan made 22%, China - 35%, Turkey - 23%, and in other countries (Kyrgyzstan, Iran, Korea, Kazakhstan) - 20%. China and Turkey are the leaders in the range of women's clothing offerings (Annex 8).

Of 155 brands of men's wear, 1556 are offered, of which 61% are made in Uzbekistan, 25.5% in China and 21.4% in Turkey, while other countries (Kyrgyzstan, Iran, Korea, Kazakhstan)) the share of production was 4.4% (Annex 9).

In the Namangan region, Uzbekistan is the leader in the clothing market in coats, jackets, jackets, suits and trousers and offers the most assortment. However, China and Turkey have the highest share of shirts, jeans, jeans, sportswear, lingerie, and hats.

252 assortment of 80 brands of women's shoes are offered in the regional market at various price levels. The share of footwear produced in Uzbekistan is only 2%, China - 76%, Turkey - 11%, other countries (Europe, Iran, Kyrgyzstan, Kazakhstan) - 1% (see Table 1). China is the leader in the domestic market for the full range of women's shoes.

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Table 1

Share of competing countries in the range of women's footwear offered for sale in the Namangan city markets

Brand name	Number of brands	Low and upper price range (thous. Soums)	Total	Percentage in assortment							
				Uzbekistan		China		Turkey		Other	
				Hili	%	Hili	%	Hili	%	Hili	%
Ethics	50	30-150	150	2	1	131	87	15	10	2	1
That's it	5	25-150	41	2	5	23	56	6	15	10	24
Tapoch-ka	20	15-55	34	2	6	22	65	4	12	6	18
Cross-country skiing	5	40-85	27	0	0	15	56	2	7	10	37
Total	**80**		**252**	**6**	**2**	**191**	**76**	**27**	**11**	**28**	**11**

Source: The results of marketing research conducted by the author.

There are 391 brands of more than 160 brands offered in the domestic market, with 68% of Uzbekistan's production, 24% of China, 4% of Turkey and 4% of other countries (Iran, Kazakhstan). Appendix 10). Leadership of Uzbekistan is defined in the regional market of the entire assortment of men's shoes.

Of the 830 types of fabrics from over 190 brands in the Namangan region, Uzbekistan produces 23%, China 49.4%, Turkey and Korea 10%, and other countries (Iran, India) 18 percent.

Uzbekistan's presence in the textile market is almost exclusively made of silk and silk. With the 80.6% stake in Kiyimbop fabrics, China offers the most assortment on the domestic market. China's apparel is dominated by the supply market of about a hundred brands. Turkey's share in the market was also 10% (Table 2).

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Table 2

Share of competing countries in the range of fabrics offered for sale in the Namangan city markets

Brand name	Number of brands	Lower and upper limit of prices (m / thousand soums)	Total	Assortment type							
				Uzbekistan		China		Turkey Korea		Other	
				Hili	%	Hili	%	Hili	%	Hili	%
Cotton fabrics	50	4-17	209	135	65	25	12,0	30	14,4	19	9
Silk and silk fabrics	15	15-25	104	52	50	24	23,1	3	2,9	25	24
Woolen fabrics	20	15-35	126	1	1	45	35,7	30	23,8	50	40
Mixed fibers and synthetic fibers	105	4-25	391	0	0	315	80,6	21	5,4	55	14
Total	**190**	**0**	**830**	**188**	**23**	**409**	**49,3**	**84**	**10,1**	**149**	**18**

Source: The results of marketing research conducted by the author.

Chinese fabrics are seen in the regional markets as competitive in their design and cost. Turkish and Korean fabrics failed to provide sufficient assortment because they could not compete on the regional market price. Other countries, including India, Iran and Pakistan, are active in the regional market and their share in the total range is 18%.

Conclusion/Recommendations

According to the study, light industry enterprises have an untapped market gap for them. It is necessary to establish marketing strategies aimed at increasing their share in the offer of competitive goods in local and world markets. The problem of pushing key competitors out of the domestic market and increasing the share of local businesses in the assortment of markets has not been solved yet.

The results of the study will help identify the competitive environment for assortment of light industry goods in Namangan region and select marketing strategies aimed at pushing imported goods from the domestic market.

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