

International Aspects of Marketing in Textile Exports

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Abstract: This article examines the objectives of quality and sales volume in national and international markets, marketing elements of textile distribution system, factors in choosing textile distribution channels and developed proposals.

Keywords: marketing, textile products, international markets, product movement, marketing elements, international marketing, foreign consumer.



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Introduction: The study of international markets and the effective implementation of trade relations in them is a process that is unique to the world community today. They represent objective, stable trade relations between individual countries or groups of countries.

In essence, foreign trade, which each country strives to carry out in addition to domestic trade, includes a complex mechanism of relationships that arise when buying and selling goods and services on the international market. These processes require studying the concept of marketing, often dividing it into national and international types of marketing depending on their goals and operating conditions.

The difference between international and national marketing is its complete and clear focus on the foreign consumer and the desire to satisfy his needs. In this regard, the leading direction in marketing is to achieve a high level of consumption, provide the buyer with a wide choice, improve the quality of life, which means a transition to socio-economic marketing in the interests of the entire world community. If the transition of marketing activities to the international marketing process is aimed specifically at textile products, it will be necessary to ensure the following:

- justify the need to produce products of a certain design, quality or price by identifying existing or potential foreign demand for national textile products; - create a range of products that more fully meets the requirements of the international market than textile products manufactured by competitors;
- organization of research and development (R&D) work to create product samples and models that meet the needs of foreign consumers;

- collection of reliable and timely information about the international market, the dynamics and structure of specific consumer demand, the needs, desires and preferences of foreign consumers;
- coordination and planning of production, sales and financial activities taking into account the interests of the international market;
- improvement of methods for the sale of textile products;
- organization of rational movement of products on the international market;
- international control in the field of sale of textile products;
- regulation and management of all activities of the market entity in order to achieve goals in the field of production and sale of textile products.

Main part.

The main task used in practical activities by the subject of the national and international marketing market is the formation of consumer demand for the buyer's textile products and bringing sales promotion activities into a state that corresponds to its commercial interests.

The system of demand generation and sales promotion in textile trade is connected with the correct setting of quality and quantity goals. Quality and sales volume goals serve to increase the influence of the international market entity and increase its potential share (Fig. 1).

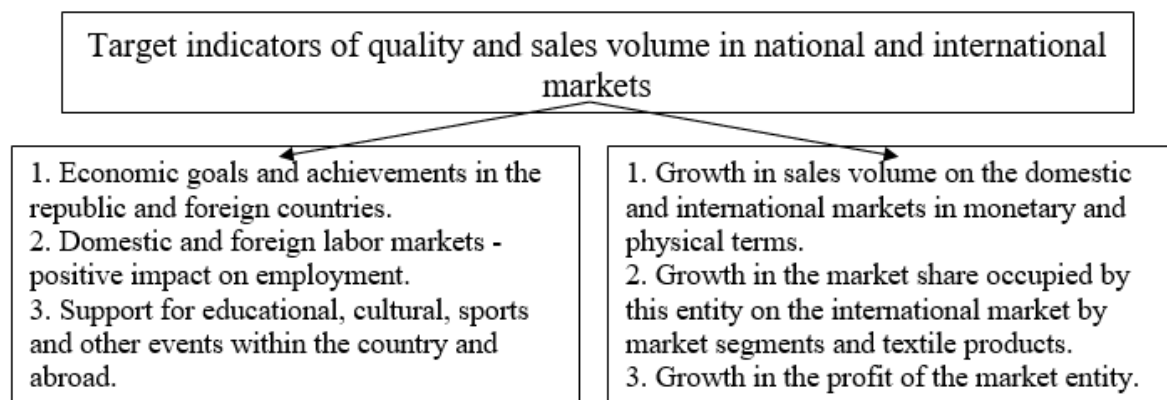


Figure 1. Quality and sales volume targets for national and international markets.

International marketing is based on the assumption that global markets are likely to be different and that the most effective strategies take this into account. This means that in marketing, a company's products are adapted to local market conditions and competition where necessary, and it seeks to standardise marketing processes and product ranges where possible to reduce R&D costs. This is achieved by establishing international manufacturing facilities.

The United Nations Economic Commission for Europe has developed the following classification of forms of international production cooperation:

1. Cooperation (based on a license), i.e. transfer (sale) of a license to a partner.
2. Cooperation (under a license), in which parts, components or finished products are supplied to a partner at a fixed price.
3. Cooperation (under a license), in which equipment, complex machinery, production and storage facilities are simultaneously leased.
4. Joint production, cooperation in the creation of cooperative products, joint implementation of production programs, sales of products, etc., which involve the use of technologies.

In this regard, the development of production processes and sales of textile products as a single industry cluster based on global experience, the establishment of international cooperation based on well-known brands is becoming a necessity of the time.

A well-thought-out system of goods movement guarantees that the delivery time of goods after receiving the order will be constant, regardless of the distance of transportation, and the probability of order fulfillment will be 91-96%.

The textile product movement system includes elements of both the internal and external marketing environment (Fig. 2).

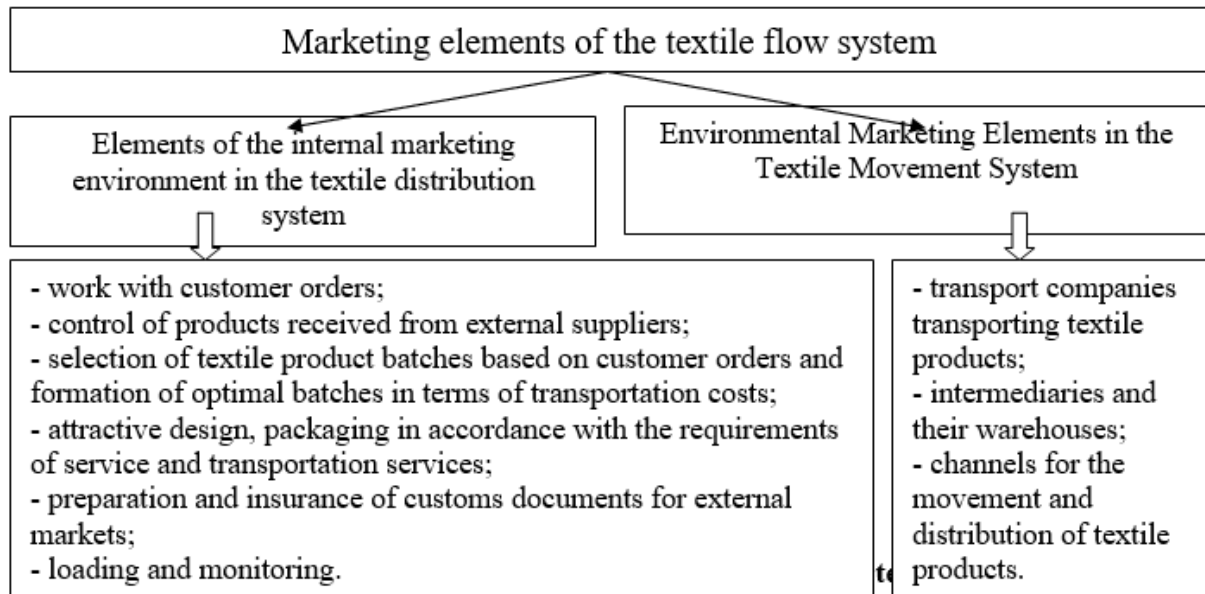


Figure 2. Marketing elements of the textile product movement system.

Depending on the type of textile product and other circumstances, some elements may become unnecessary or, conversely, additional elements may be added to meet the specifics of the movement of goods in a particular market. The number of intermediaries may vary depending on the marketing tactics adopted by the company, taking into account sales practices in a given country.

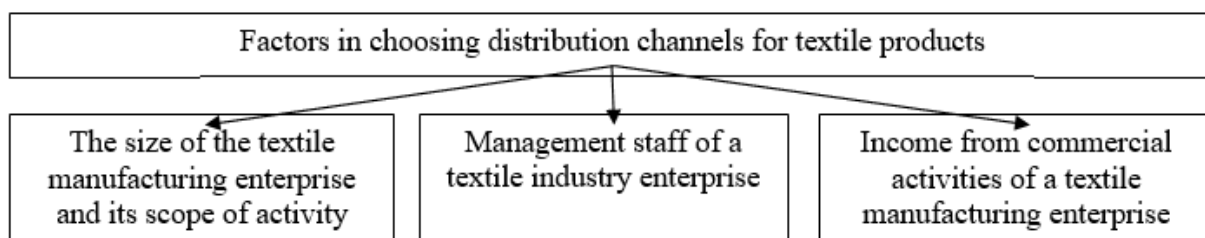


Figure 3. Factors in choosing distribution channels for textile products.

A company choosing a distribution channel for its products must enter into contractual relations with an intermediary, establish maximum and minimum sales prices, and agree on specific conditions regarding minimum sales volumes.

It is advisable to select channels for the movement of textile products based on the following criteria:

- ✓ adaptation of each textile product to the specific features of the domestic and foreign markets;
- ✓ ensuring long-term operation of the textile product movement channel;
- ✓ minimum costs for developing textile product movement channels;

- ✓ minimum investments in creating textile product movement channels;
- ✓ capturing a market share that ensures satisfactory sales volumes;
- ✓ achieving the necessary level of control over textile product movement channels.

After selecting the channels for moving products, interaction with intermediary structures is established, the frequency of their monitoring and replacement is considered. To attract intermediary structures to cooperation, such methods as increasing the size of commissions, providing advertising, financial support, and training sellers are used. Using the services of an agent (agency company) for selling products is advisable in the following cases:

- ✓ if the enterprise is not financially stable enough;
- ✓ if you are entering an underdeveloped market;
- ✓ if the after-sales service of the product is not significant in volume and complexity;
- ✓ if the number of segments is small;
- ✓ is it possible to send the product to the buyer without pre-sales service.

Selling products through an intermediary is recommended in the following cases:

- the market is horizontal (there are many consumers in each sector of the economy) and requires a powerful distribution network, as well as insufficient funds to organize it;
- the market is geographically very dispersed;
- frequent deliveries of small batches of products are required (a large wholesaler, thanks to its large warehouses, can do this faster and better);
- the difference between the selling price and the cost price is small;
- if there is an opportunity to save significantly on transportation costs by delivering large batches of products to a small number of wholesalers.

Conclusion:

International marketing is determined by its scale, the nature of the internal and external market environment, goals and objectives. In this regard, domestic enterprises engaged in international marketing activities should take into account the socio-economic and national-cultural conditions of foreign countries, the specifics of distribution channels and product transfer, the inconsistency of the legal framework and regulatory documents, the impact of customs tariffs and duties on the cost of products, mechanisms for the movement of products and national characteristics of consumer behavior.

In order for the Republic of Uzbekistan to gain international recognition and take a worthy place in the world market, it is necessary to actively compete with other countries in the creation and offer of competitive products and services. In this regard, the export of cotton and textiles, which are among the strategic goods, is of particular importance.

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