

METHODOLOGICAL ASPECTS OF USING MARKETING STRATEGIES IN INCREASING THE EXPORT CAPACITY OF VINEYARD ENTERPRISES

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ABSTRACT

Currently, in difficult socio-economic conditions, the marketing orientation of the economic activity of an enterprise is the most effective way to develop and strengthen business, therefore we propose a set of measures to improve the marketing strategy and policy of agricultural enterprises that produce grapes, the grape processing industry and trade organizations in terms of the sale of grapes and wine materials.

Keywords: strategic development modeling,model, goals, marketing, competitive, grape varieties.

INTRODUCTION

Intensification of competition and acceleration of globalization processes in the countries of the world has a direct impact on the market of food, as well as fruit and vegetable and viticulture products, and requires to focus on increasing the potential of their cultivation and export. According to the International Organization of Viticulture and Winemaking, "77,518,400 tons of grapes are grown in the world per year. This figure is 14,842.7 thousand tons in China, and China is the world's largest grape growing country. Italy grows 8,201.9 thousand tons of grapes per year and is the second largest producer of grapes in the world. The 3rd place is occupied by the USA, which produces 7,097.7 thousand tons of grapes per year. Grape consumption per capita in the world is 140 kg in Chile, 135 in Italy, 127 in Spain, 50 in Uzbekistan, 49 in Turkey, 49 in Turkmenistan, 27 in Afghanistan, 14 in Germany, 10 in China, and 2 kg in India. . Italy, USA, Spain, France, Turkey and China are the leading countries in grape export.[1]

Research aimed at improving the use of marketing research and strategies in the cultivation of food, including fruits, vegetables and grape products in the world, increasing their export potential, in particular, a systematic approach in the development of marketing strategies aimed at the export of viticulture products, development of viticulture enterprises based on innovative marketing strategies, viticulture products extensive scientific research is being conducted on the issues of increasing quality and competitiveness, effective use of modern marketing concepts in the field.[3]

LITERATURE REVIEW

Export marketing, international trade and international marketing theories were initially formed in the studies of English classics such as A. Smith, D. Ricardo, R. Torrens and J. S. Mill, in the 20th century E. Heksher, P. Samuelson, P. Olin, D. Mead, V. Leontev, G. Haberler, P. Krugman, M. Porter, M. Gilmore, F. Kotler, J. J. Lamben, C. McConnell, M. McDonald, T. Levitte, H. Hershgen, S. Researched in the scientific works of foreign scientists such as Hunt, J.Evans and appropriate scientific conclusions were formed.[2]

From scientists of the CIS countries I.A. Arenkov [5], N.V. Akkanina [6], G.L. Bagiev, V.M.[7], Tarasevich, T.P. Danko, G.P. Butko, A.L. Pustuev, A. Zelepukhin [8], I V. Lipsits, O. A. Ryabkov, A. R. Rabadanov, T. K. Abdullaeva, A. B. Smirnova, M. Seyfullaeva, A. P. Pankrukhin, A. A. Khavronina, E. A. Ponomareva, Yu. A.Tsyppin, A.N.Lyukshinov, A.A.Pakunina and others paid attention to the issues of marketing, marketing of agro-industrial complex, improvement of international marketing methods.

Issues of using marketing and international marketing strategies in Uzbekistan A.Sh.Bekmurodov [9], M.R.Boltabaev [10], A.Soliev [11], M.S.Kasimova, A.A.Fattahov, M.A.Ikramov, M.Yusupov, Sh.Dz. Ergashkhodjaeva [12], F.M. Nazarova, D.B. Parpiev, T.A. Akramov, D. It was studied by M. Avazkhodzhaeva [13], Sh. A. Khodzhaeva, B. Kh. Shafkarov, E. I. Ergashev [14] and others.

In particular, B.Kh. Shafkarov researched the problems of increasing the economic efficiency of grape growing and processing, E.I.Ergashev, the development of horticulture and viticulture network under the conditions of economic liberalization, and Sh.A. Khodzhaeva, the problems of increasing the efficiency of organizing marketing activities in agro-sector enterprises. This research shows the features, trends and main directions of using modern marketing strategies in increasing the export potential of viticulture products.[15]

ANALYSIS AND RESULTS

Solving the issue of developing targeted strategies aimed at increasing the export potential of business activities in Uzbekistan is still considered as an urgent problem. In the Strategy of Actions for the further development of the Republic of Uzbekistan in 2017-2021, "liberalization and simplification of export activities, diversification of export structure and geography, export of economic sectors and regions the tasks of expanding and mobilizing the potential" have been defined. In order to ensure effective implementation of these tasks, it is important to support enterprises exporting products in the regions of the republic and to define strategic directions aimed at promoting exports. Also, in the decision of the President of the Republic of Uzbekistan dated December 20, 2018, "On Measures to Support Export and Strengthen Its Promotion" No. acknowledged.[16]

The importance of foreign economic activity, in connection with successfully solving the problems of opening the export potential of the regions in general and the enterprise in particular, recently the problem of effective support of export-oriented enterprises remains one of the important issues. These circumstances make the development of methodological approaches aimed at determining the possibilities of supporting enterprises engaged in foreign economic activity more urgent.

Although there are different approaches in many scientific literature regarding the forms of state support for export-oriented entrepreneurship - marketing, consulting and training, financial issues, giving priority to certain state-supported enterprises causes a violation of the competitive environment in the country. As a result, there is a possibility of monopolization of business entities in the domestic market and a number of other negative results. These cases pose the problem of introducing transparent mechanisms in support of export-oriented business activities.[18]

In Uzbekistan, a number of Presidential Decrees and Resolutions aimed at promoting the export of products as a result of entrepreneurial activity have been adopted, and although many methodological approaches have been proposed in this regard, one of the main problems is the formation of methodological approaches for the development of transparent mechanisms that do not affect the local market.[17]

The main factors contributing to the development of export-oriented business structures are access to new markets and the use of long-term business development factors. Small business enterprises that operate in international markets have twice the chance of successful development than companies that operate only in one country. To support export-oriented enterprises, it is necessary to develop methodological tools, based on which it will be possible not only to identify enterprises of an international scale, but also to provide targeted assistance that needs support according to the identified need.

At the same time, methodological tools for assessing the form of support and its effectiveness at the regional level have not been created.

Taking into account the above, it is necessary to develop the stages of justifying the forms of support for export-oriented enterprises. In this regard, a methodology for assessing the need and effectiveness of measures to support export-oriented small businesses, which will be implemented in five stages, is proposed.

The first stage of the methodology is related to the application of the rules for identifying enterprises in need of support. The main principles for determining the need for support for export-oriented enterprises are as follows:

- 1) availability of enterprise applications for support of export-oriented enterprises;
- 2) the existence of the main indicators of support in the activities of enterprises, including:
 - the strategic importance of the products of international integrated enterprises for the development of the region;
 - the specialization of the enterprise, that is, the fact that it has priority over other fields;
 - share of products produced for export in total products;
 - social-economic and budget efficiency indicators of the enterprise for the region;
 - the share of non-resource exports in the total export volume of the enterprise;
- 3) availability and reliability of information on export-oriented business activities;
- 4) provision of equal legal conditions for the participation of enterprises in support programs, etc.

In order to identify export-oriented enterprises supported by the state, a differential approach is required, taking into account their organizational and legal form, scope of activity, volume of production, including features related to export activity.

It is appropriate to use a number of indicators as key indicators to identify enterprises that require support. The indicator of the strategic importance of the export-oriented enterprise for the region (ST_k) is determined based on the following formula:

$$ST_k = SM_k / SM_j \quad (1.1.)$$

SM_k - a product of strategic importance for the region;

SM_j - total product volume.

This indicator describes the composition of production and its orientation to solving regional development problems.

The level of international integration of the enterprise HI_k is calculated based on the following formula:

$$HI_k = EM_k / SM_j \quad (1.2.)$$

EM_k - product manufactured for export;

SM_j - total product volume.

This indicator describes the level of international integration of the enterprise and reflects the share of the enterprise in the volume of exported products.

Social efficiency indicators of an export-oriented enterprise are determined based on the following formula.

$$IS_k = IIS_k / IS_j \quad (1.3.)$$

IIS_k - the number of employees working in the exporting enterprise;

IS_j - total number of employees.

The social efficiency indicator describes the employment of the company's employees in foreign economic activity and shows the share of employees of enterprises working in the direction of foreign economic activity in the total number of employees. It should be noted that the level of production organization, modernization directions and provision of modern technologies, techniques and technologies should also be taken into account when forming evaluation indicators.

The indicator of budget efficiency of an export-oriented enterprise is determined according to the following formula:

$$BS_k = BS_k / JS_j \quad (1.4.)$$

BS_k - tax revenues from the exporting enterprise;

JS_j - number of total budget receipts.

The indicator that affects the budget as a result of foreign economic activity is defined as the ratio of the result of the export-oriented enterprise in the form of tax revenues from products supplied to the international market and the total amount of taxes paid by the export-oriented enterprise.

The indicator of the share of the export of finished products in the total volume of export is determined according to the following formula.

$$TME_k = ME_k / JM_j \quad (1.5.)$$

ME_k - export volume of finished products of the exporting enterprise;

JM_j - total product exports.

This indicator describes the share of non-resource product exports in the total volume of product exports.

After the stage of determining the main principles, it is necessary to develop a methodological approach to decision-making on the granting of incentives aimed at stimulating the export of enterprises by the types of activities of export-oriented enterprises.

The third stage of the methodology includes the calculation of key indicators to determine the form of support for export-oriented enterprises. The placement of each indicator is based on a scale (Table 1).

Table 1 Key performance indicators of exporting enterprises in need of support

Indicators	Levels		
Strategic importance at the regional level (the share of strategically important products for the region in the total export volume)	High	Average	Low
Foreign economic activity (the share of products manufactured for export in the total product)	High	Average	Low
Indicators of social efficiency of an export-oriented enterprise	High	Average	Low
Indicator of budget efficiency of an export-oriented enterprise	High	Average	Low
Indicator of the share of export of finished products in the total volume of export	High	Average	Low

In order to determine the enterprises that require support, the levels of calculation of key indicators should be evaluated based on various economic mathematical methods, including expert analysis, discriminant analysis, and index methods. Based on the recommended approach, it is appropriate to adopt four efficiency criteria as a basis for determining the need to support export-oriented enterprises: support is necessary, necessary, possible, impossible.

Each of the results goes through the analytical process stage and becomes the basis for making decisions on the level of support needed for export-oriented enterprises.

There are very few fresh fruit brands because there is little material difference between the products offered by suppliers or competitors. This justifies the feasibility of forming this grape variety as a national brand.

The market of the table grapes of the Tashkent region is considered to be the markets that it has penetrated, that is, the dynamics of the market development of the countries that have been actively exporting in the last 5 years are forecasted based on the following indicators:

- 1) the volume of imported grapes of the country importing grapes from Tashkent region (million US dollars);
- 2) market share of Tashkent region in the country importing grapes (%);
- 3) forecast of the total food grape import volume of the country importing grapes from Tashkent region until 2025;
- 4) Export forecast indicators, keeping the share of Tashkent region in 2020 in the total table grape import volume of the countries.

Table 2 Grape export indicators of Tashkent region by country segment, million US dollars

Years	Grape import forecast of countries			Export of Tashkent region to other countries		
	Russia	Kazakhstan	Kyrgyzstan	Russia	Kazakhstan	Kyrgyzstan
2022 y.	385,8	85,9	7,5	25,7	38,7	3,7
2023 y.	398,4	90,5	7,9	26,5	40,7	3,9
2024 y.	411,0	95,0	8,3	27,4	42,8	4,1
2025 y.	423,6	99,6	8,8	28,2	44,8	4,3

Table 3.14 shows the forecast indicators for the total import of table grapes of the country importing table grapes from Tashkent region. From the data in the table, it is known that imports will increase significantly in all countries that import table grapes from the Tashkent

region. If Tashkent region maintains its current market share in these market segments for 2016-2020, by 2025 there is a possibility to increase exports in this segment of countries by almost 1.6 times, as well as to increase grape exports by 5.6% while maintaining the smallest market share. .

The forecast parameters of the development of the export of the viticulture industry of the Tashkent region, based on the national brand and grape varieties, on the basis of the segment of foreign countries until 2025, are used in the development of target programs for the development of the export activities of the viticulture enterprises of the Tashkent region.

Grapes are easily eaten compared to other fruits such as apples, bananas or oranges. The consumer does not spend time on cleaning, and it is very juicy when consumed. Accordingly, Khoraki grapes are suitable for the lifestyle of modern consumers. It is also convenient for young and working consumers. In addition, external factors (for example, origin, price, etc.) are also relevant and play an increasingly important role in consumer food choices. In general, the lack of problems with the consumption of khoraki grapes justifies the possibility of forming it as a brand.

In addition, the last decade has seen a sharp increase in competition, which has adversely affected business profitability in the grape market. In addition, new grape varieties have extended shelf life, improved specific characteristics (for example, reduced sugar content), and significant investment is being made in promotional activities. In this context, compared to other fruits (e.g. apples), consumer sensitivity to innovation in the grape sector is considered high. It is more dependent on marketing tools to increase consumption and better satisfy the needs, desires and expectations of consumers by turning Rizamat ota grape variety into a brand. Its marketing was developed under the brand model "Rizamat ota" and introduced in the food market.

Traditionally, fruit products have been considered as undifferentiated products and therefore an environment of strong price competition is formed. Fruit growers tend to focus more on technical features such as increasing production volume, improving product storage and standardizing product quality rather than quality differentiation, marketing and advertising. However, in recent years, more efforts have been made to add value to fruits and vegetables, to meet the specific needs of consumers. In particular, measures are being taken to involve and coordinate all participants of the food supply chain in marketing activities in the development of a new food product and brand. In this way, certain brands of fruit varieties of countries are being formed. Identifying the factors that generate potential interest in marketing and how large retailers can use these factors to increase their marketing effectiveness are considered as the main problems in targeting the grape variety "Rizamat ota" to international markets.

A number of branding strategies are emerging as the most appropriate forms of branding in the field of fruit growing. In particular, the "Club variety" model is an effective strategy. In this case, certain fruit varieties are protected by patent and commercialized under license as a trademark. Fruit growers become members of the "Club" of licensed growers. This practice was used in France and the fruit brand "Angelys" was formed. However, production rights are negotiated with the patent holder along with the sale of these fruits.

It is known that "trademarks" should allow their owners to distinguish their products from competitors' products. Brands are central to a company's marketing strategy, helping to create

an appropriate image, reputation, and branding in the eyes of consumers. Image and reputation are also considered as a marketing tool, which is the basis for increasing the number of regular customers of enterprises. Consumers use the brand name as the basis for distinguishing among the brands that have the quality level and features they want. Therefore, it is very important to register the grape variety "Rizamat ota" with the understanding that it is more valuable and important than other grape varieties on the market. A registered trademark causes other companies to apply for a license to use it, and as a result, it serves as a major source of income. State registration of a trademark is carried out on the basis of the Law of the Republic of Uzbekistan "On Trademarks, Service Marks and Names of the Place of Origin of Goods". International registration of trademarks is carried out through "wipo" (www.wipo.int/madrid). Also, fruit is grown in accordance with the rules established in the license agreement in terms of quantity. It also allows members to pay royalties to patent holders at the time of planting and periodic fees to support brand-marketing activities. These patent holders avoid overproduction by controlling the quantity offered in the market, differentiate the offer from similar fruits to limit substitution, and carry out marketing and advertising activities to obtain a price advantage, which in turn allows to guarantee a high economic return. From this practice, the Tashkent region can be defined as the most appropriate strategy for market subjects engaged in grape growing and export. However, the main problem is the uniformity of the fruit characteristics of the "Rizamat ota" variety. Because a brand cannot be formed without specific identities. This can be achieved on the basis of sensory inspection.

Sensory analysis was carried out to evaluate the quality characteristics and evolution during the storage period of "Rizamat ota" grape variety. According to the recommendation of the International Organization for Standardization (ISO) 5496–8586/1–/2 (ISO, 1993, 1994), sensory analysis of any products cannot be performed without the human factor. Based on this, tasters can be selected for the inspections. It is desirable to install sensor devices in sensor laboratories of standardization centers of Tashkent region. The main attributes of the grape variety "Rizamat Ota" are as follows:

appearance, taste (combination of smell, basic tastes and perceived trigeminal sensations), texture and aftertaste (the sense of smell and taste after consuming the product) is to create descriptive attributes.

Sensory brand attributes for Rizamat ota grape variety are presented in Table 3.3.

Table 3. Sensory brand attributes for Rizamat ota grape variety

Sensory attributes	Characteristic
Color and appearance	Amount of brown color
Transparency	Black spots on the skin
Grape skin	thin
Aroma and taste	sweet
The smell	nice
The taste	very sweet
Delicious	sweet
Structure	large grain
Clarity / Blur	Grapes have a clear appearance - fragility when eating, and a characteristic crunching sound when chewing
Water content	very juicy
Granularity	the grains are large

However, these identifications change as the grapes age. Based on this, it is advisable to add test laboratories in grape storage warehouses or farms.

Table 4 shows the most important factors affecting the decision of large retail chains to buy the grape variety "Rizamat ota".

Table 4 The most important factors affecting the decision of large retail chains to purchase the grape variety "Rizamat ota"

Factors	Characteristic
Sensory attributes	The first parameter of the purchase is the eye, because according to the surveys conducted, the consumer stops for a relatively short time in the fruit and vegetable department or simply buys the product written on the shopping list; but if he sees an attractive product with his own eyes, either because of the packaging or when the promoter lets him taste the product, he stops and thinks about it.
Price	Price is the most important economic factor. It is important to sell products that consumers can buy, but the current prices seem too high for the quality.
Source of origin	Factors associated with the place where grapes are grown. Currently, there are often concepts of "greenhouse" or "natural". Branding and packaging must be explained.
Service	When the grapes are transported to the consumer's house, the type of packaging must be chosen so that the grapes do not lose their properties.
Year-round supply	Attention should be paid to the formation of sufficient reserves during the season. Grapes are one of the main reasons why a consumer forgets a brand when it is shot on the store counter.
Packaging and labeling	Packaging and labeling color should look very pleasant and attractive to consumers. The packaging design should not affect the shape of the grapes.
Commercialization Period and Competitors	Spring is the best time to sell it. Due to the lack of strong competitors at that time and the need to continue to supply consumers who normally buy grapes.
Encouragement	Effective use of marketing communication tools, special attention should be paid to sales promotion.

Current packaging, such as a cardboard box, has both positive and negative characteristics. It allows self-service, which is very important in fruit sales. However, this creates a huge amount of waste, which is a problem for the supermarket chain. A possible packaging solution is to accept plastic boxes or use packages with a small number of fruits (for example, four), since fruits are expensive and difficult to manage. Due to the lowest price for a smaller package, consumption can be increased.

CONCLUSIONS

In order to increase the awareness and knowledge of the consumers about the product, it is proposed to start advertising "Rizamat ota" at the sales points and bear these costs to the owners/licensees of the "Rizamat ota" brand. Promotional materials such as price discounts, grape tasting experiences, and gadgets can increase purchases. A means of creating value for

the Rizamat Ota brand is to consider the availability of this grape variety on store shelves in all seasons.

It is recommended to use effective marketing communication tools in the development of the offered grape variety "Rizamat ota" based on the export orientation and the formation of a competitive brand.

Effective marketing communication tools can include digital marketing tools, WOM marketing, advertising, community outreach, personal selling, and sales promotion. The use of branding strategy of innovative marketing is important in increasing the export of grape products.

Strategic goals such as brand creation, identification, segmentation, positioning, interaction with consumers and creation of brand architecture should contribute to the formation of positive perceptions among consumers. The main strategic task of increasing the export of grapes is the effective organization of marketing activities in the process of forming the grape variety "Rizamat ota" as a brand.

In conclusion, there is an opportunity to use the proposed criteria and methodological approach in the activities of regional local authorities, including in the development of measures aimed at supporting export-oriented entrepreneurial activities.

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