



# **Marketing Fundamentals of Creating a Brand in the International Market**

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**Abstract:** *This article is dedicated to the study of the importance, tasks and modern research methods of marketing science in international economic relations and foreign economic activities. At the same time, in the development of today's digital technologies, it aims to study and research the issues of national companies entering international markets and world experiences in this regard.*

**Keywords:** *Economy, cooperation, development, localization, business, integration, familiarization, technology, innovation, investment, international marketing, marketing research.*

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## **INTRODUCTION**

The phenomenon of globalization as a central concept in today's world economy and the process of international economic relations has shown how important it is to enter into international cooperation, to expand economic and business relations, as it causes deepening of economic cooperation between countries. The development of the Digital Economy, innovation and technological changes make it possible for companies to enter foreign markets, operate, compete, maximize profits, and gain experience.

On January 15, 2020, a video selector meeting was held under the chairmanship of the President of the Republic of Uzbekistan Shavkat Mirziyoyev on the issues of expanding export, investment and localization. "The main factor of stability in the current period, when the economic competition in the world is becoming more and more intense, is to expand production and take a strong position in foreign markets. As a result of the measures taken to support export activities, the export volume of our country increased by 28% last year. The export of regional industry increased by almost 2 times".

While it is clear today that countries cannot develop without international relations and integration, thousands of companies that have developed and saturate the market within one country are now in the process of opening new markets and looking for new customers. Undoubtedly, as a result of this, a strong competitive environment at the international level has been formed among them. Today, in the era of digital technologies, companies are spending large amounts of investment on market research, innovation, scientific development, creating inventions, and opening new directions in order to win the competition, expand the areas of activity, and get more gross income. The science of international marketing aims to provide students with the necessary knowledge in the performance of the above tasks, based on the fundamental laws, elements, strategies, researches used in international business, as well as real examples of world practice.

## **METHODOLOGY**

Companies in Uzbekistan should acquire the following necessary knowledge to create important conditions for entry into international markets and entry of foreign companies into Uzbekistan:

- Analysis of the state of world markets and development trends;
- Solving management tasks related to operations in world markets in the context of globalization;
- Use of main sources of information in the analysis of activities of multinational companies in world markets;
- Identifying economic problems in the analysis of specific situations, proposing ways to solve them, taking into account the criteria of socio-economic efficiency;
- Assessment of risks and possible consequences;
- Evaluation of the company's position in the market;
- Analysis of the external and internal environment of the company, identification of its main elements and assessment of their impact;
- Determination and assessment of internal potential of Uzbekistan in entering the international market;
- Implementation of an analytical and critical approach to the problems of Uzbekistan's entry into the international market;
- Real assessment of local market opportunities and study based on marketing research;
- Economic and marketing analysis of opportunities and prospects of the market of neighboring countries and the Russian Federation;
- To gain an understanding of marketing research in the modern international market, to get acquainted with the practice of conducting research;
- Researching the scientific and experimental directions of the development and advancement of marketing instruments and methods based on digital technologies;
- On the basis of world experience, familiarization with international trade, international trade, communication tools;
- Research of priority areas of new technological and innovative production and service.

## **MAIN PART**

Today, according to the development model of Uzbekistan, the priority goals put forward by the country's president and the content of reforms to be implemented, it is planned to double the country's gross domestic product by 2030. It is also determined that the share of industry should be increased from 35.5% to 40%, and the share of agriculture should be reduced from 16.6% to 8-10%, and the total energy consumption should be halved. The use of marketing in order to increase the productivity of business activities is not only appropriate, but also necessary from an objective point of view. In this regard, there is a need to train specialists with knowledge and skills in the organization and management of international marketing activities.

The concept of international marketing today includes the ways and methods of entering the foreign market, as well as the factors that need to be studied in this, including competition, goods, transport corridors, export potential, innovative approaches. There are two general concepts of international

marketing. The first of them interprets marketing as one of the functions of management, and the second as a comprehensive activity.

International marketing is carried out directly in connection with international markets and trade and foreign economic cooperation in them. In researching Uzbekistan as an international marketing entity, it is important to analyze data on its export and import volume, as well as foreign trade turnover and foreign trade partners.

The functions of international marketing are determined depending on the stage of the company's transition to international marketing and its goals. The study of international marketing is one of the most important tasks, the purpose of which is the scientific analysis of all factors affecting the marketing of goods (services). Marketing research aims to answer these questions: who?, what?, when?, where?, how? In addition, the term "Marketing research" is studied, as well as related terms to international marketing - "International market research" and "International marketing research". In general, the set of functions of international marketing is a set of interrelated elements used to meet the needs of the market (or part of the market) taking into account the external environment.

It is now easier than ever to conduct international marketing research and provide marketing services for the international market. Thanks to digital technologies, today it is possible to establish contact with a firm, organization, company operating anywhere in the world. This, in turn, paves the way for cooperation and sales of international marketing services across global markets.

International marketing develops directly in connection with international trade relations. International trade is the basis of international relations. International trade is an important factor in the development and expansion of the international market. Today, it is impossible for a country to develop economically without international trade. International trade agreements are very important in order to regulate and implement international trade, ensure and guarantee the interests of the parties.

The development of today's businesses is undoubtedly closely related to modern technologies and new communication methods and tools based on them. Modern means of communication can be understood primarily as Internet technology and the tools created in it. These include internet platforms, social networking sites, various websites, messengers, video materials, and blogs. Nowadays, a single website or video blog is enough to reach millions of people. It is only necessary to prepare this tool professionally enough.

## **CONCLUSION AND SUGGESTIONS**

International organizations such as the European Marketing Society (ESOMAR), the International Marketing Federation (IFM), and the well-known American Marketing Association (AMA) operate in the field of international marketing. International marketing is often defined as the marketing of goods and services across national borders, or marketing by an international company that produces and distributes products and services in two or more countries. The content of the international marketing concept and its development directions depend on the nature and extent of the connection of goods and services with the world market. These relationships can be characterized by: The enterprise will not be an exporter or importer of products and will not participate in any other form of international division of labor. The enterprise periodically exports finished products and imports goods and services from abroad. The enterprise participates in the international division of labor by consuming imported materials or components, know-how, or vice versa, the supplied material and semi-finished products are exported as part of the final product. This study guide, in order to start learning the science from a practical point of view, is placed as an independent task after each topic, as a case study topic, and as an analytical task. By analyzing the activities of the world's largest and

most famous companies, it will be possible to get acquainted with the real market situation and the practice of using international marketing.

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