

THE MECHANISM FOR PROMOTING PRODUCTS AND SERVICES TO THE EXTERNAL MARKET

Tamila Musredinova

G. Namangan. Uzbekistan

ABSTRACT: the thesis highlights the initial plan of action. In modern conditions, each enterprise plans to bring its product to the foreign market, that is, to engage in export. But desire alone is not enough for this, because export is a labor-intensive process that requires high costs. It is important to have a clear plan of action and regularly study new strategy methods for entering foreign markets and, of course, take into account what problems the company will face when entering foreign markets.

KEYWORDS: mechanism, export, small business, foreign economic activity, strategy, foreign market, distribution costs,

INTRODUCTION

To increase profits, enterprises need to organize effective work to promote goods and services to foreign markets, which requires maximum efforts to develop a clear action plan. Regular study of new methods and development of a strategy for entering the foreign market with their use of scientifically grounded promotion mechanisms will allow the company to increase profits and recommend the company at the world level.

A mechanism in economics should be understood as the characteristics of a process: methods, methods, norms, means, forms of functioning of something or impact on something.

According to Harvard professors Michael Beer and Russell A. Aizenshtat, there are six “killers” of implementing the strategy of international activity [1]:

1. Overconfident senior management
2. Unclear strategy and conflicting priorities
3. Ineffective top management team

4. Poor vertical of interaction
5. Poor coordination of work in the enterprise
6. Inadequate level of knowledge and skills of middle and top management

THE MAIN FINDINGS AND RESULTS

According to the definition of economist Joe Bane, there are several concepts that divide the barriers to market entry [2]. Problems are divided into subjective and objective. Objective problems are various factors that affect the general conditions for doing business in foreign markets. For example, financial, economic, legislative, technological and organizational issues

Subjective problems are problems arising as a result of the behavior of the business owners themselves, how competent they are and comply with the law, business ethics, pricing policy, product quality, etc. That is, everything that depends on the manufacturer of a particular product. It is also worth giving the concept of definition by the nature of the impact on the organization of doing business. They can be divided into structural and behavioral. Structural barriers are due to the characteristics of a particular external market. Of particular importance here is the state policy in the field of foreign economic activity - it is tariff and non-tariff regulation, licensing, taxes, price fixing, etc. Behavioral barriers are the state of the industry infrastructure, lack of awareness, cultural differences, etc.

It should be clearly understood that the organization of export is a complex and costly process that will require tremendous efforts, significant financial and time resources from the leaders and employees of the company. It is necessary to develop step-by-step instructions. A step-by-step instruction, includes all aspects, criteria and nuances for bringing products and services to the external market. This aspect includes the legislation of the importing and exporting countries, tax system, marketing research, financial literacy, quality standards.

The main reason that pushes entrepreneurs to carry out export activities is that developing enterprises need new markets for their products and services, and when the potential of the domestic market runs out, they have to think about entering foreign markets.

The limited market gives rise to small semi-handicraft industries producing products of average quality and with a weak product line. The small scale of production of a particular type

of product is often compensated by attempts to master many additional areas that allow loading equipment and occupying the workers of the enterprise. But the scale of production in these areas is also not large, and, consequently, their competitiveness is low. Thus, in order to bring your products to the foreign market and become an exporter, you need to step by step determine the mechanism that will lead the enterprise to export in the future.

CONCLUSION

The first is to assess the readiness of the enterprise for export. The readiness of an enterprise for export includes many aspects, including financial. That is, the enterprise must be ready, first of all, from the financial side for export.

Second, identify foreign markets and study those markets accordingly.

Third: the development of an export plan, which includes the determination of the quantity of products, the terms of export.

Fourth: preparation of products for entering foreign markets, with the definition of quality, cost, packaging, assortment, service, delivery, marketing.

Fifth: identification and study of the target audience, potential buyer of the product, search for partners

Sixth: the definition of the first deliveries, the organization of sales channels.

Only by defining the right strategy can a company achieve certain success.

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