



# KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING USTUVOR YO'NALISHLARI

xalqaro ilmiy-amaliy anjumani

## MATERIALLARI



2024 yil 15-iyun

**O‘ZBEKISTON RESPUBLIKASI OLIY TA’LIM, FAN VA INNOVATSIYALAR  
VAZIRLIGI**

**BUXORO DAVLAT UNIVERSITETI**

**“KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING  
USTUVOR YO‘NALISHLARI”**

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Xulosa qilib shuni ta'kidlash mumkinki, mahalliy baliqchilik kompleksi Rossiya aholisi uchun baliq mahsulotlarining jismoniy va iqtisodiy mavjudligini barqaror ta'minlash, ichki bozorda baliq mahsulotlarini import o'rnini bosishni ta'minlash muammosini hal qilish salohiyatiga ega. Rossiyaning qirg'oq baliqlarini qayta ishlash sanoati ichki bozorda ham, tashqi bozorda ham raqobatlasha oladi, Rossiya chakana savdo tarmoqlarining barcha talablariga javob beradigan turli xil assortimentdagi baliq mahsulotlarini sezilarli darajada ishlab chiqaradi. Biroq, malakali kadrlar yetishmasligi bilan bog'liq muammolarni hal qilmasdan, soha rivojini ta'minlash mumkin emas.

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**IMPORTANCE AND MANAGEMENT OF BRAND IN FASHION BUSINESS-  
EXAMPLE OF FOREIGN COUNTRIES**

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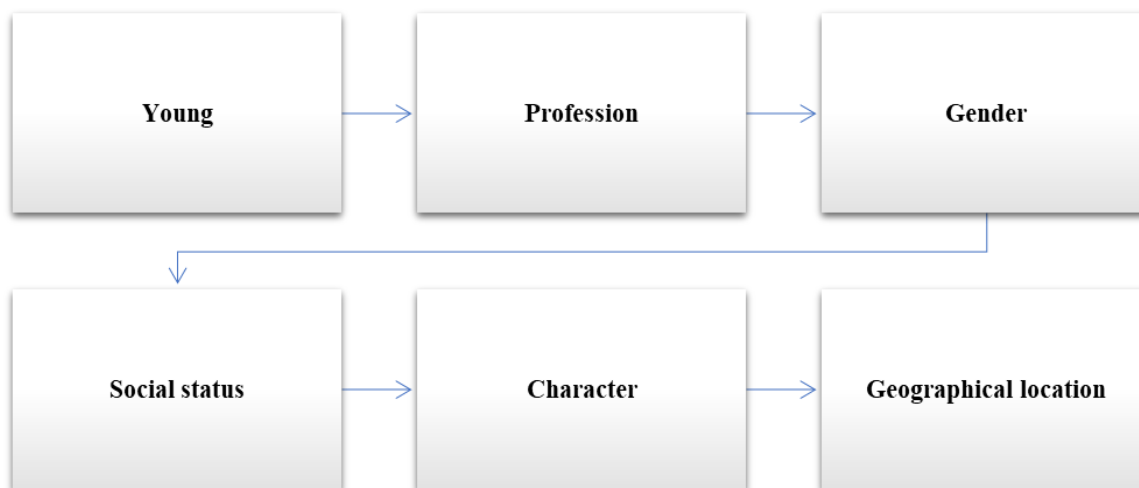
In today's modern life, it is one of the most important resources to leave a mark of a product in the minds of consumers. Because the introduction of many products through information technologies makes it difficult to choose a specific product. Hundreds of types of marketing are used in many developed countries. And based on this, the money spent mainly on advertising and marketing in the fashion business really brings high returns? or how to increase the flow of potential customers.

Of course, the leading companies in the world of fashion answered these questions with their bazines. The world's leading brands not only use constant, causal type marketing and advertising methods, but they also enter customers with products that guarantee their customers affordable and high quality. Of course, this Sistema has led to their brands becoming leaders. Now they say that it is important for them: for fashion brands to reach a really high level, it is important that the products they create must correspond to the moral and social values of the customers. Because the customer should always feel that the chosen fashion brand is his own. In the same way, the brand of these companies should offer customers not only their products, but first of all a correct view of life and a broad worldview.

In recent years, the fashion business has entered not only with clothes, but also with many brand products that are very necessary for people. And it has literally entered the ranks of widely used products in social life. Nowadays, in addition to wearing specific clothes, building a lifestyle suitable for this brand has become an important issue. Because this mentality has caused the social population to build such a lifestyle together with a strong brand. Every customer has the opportunity to choose brand clothes suitable for his personality and mentality.

At the same time, currently, fashion brands are trying to provide products to a group of potential customers by separately segmenting them. We can give an example of this segmentation as follows [1].





**Drawing-1. Fashion brand segmentation**

As you can see from this table, a fashion brand must choose its products by segmentation. Because all the segmentations highlighted in the table form the core of potential customers. Therefore, many manufacturers should be able to choose the right products for them. First of all, they will have to study the demand. Accordingly, they will be able to take the next steps.

Through this, representatives of the fashion business try to find the target audience of potential customers and present the corresponding products. In particular, the life cycle of many products is shortening. Many innovative products are being adopted by other companies under the name of another brand. Currently, the market is rapidly being invaded by competitors, and as a result, products need to be updated frequently. Also, in order to maintain their stability, brand companies have to offer products of high quality and reasonable prices.

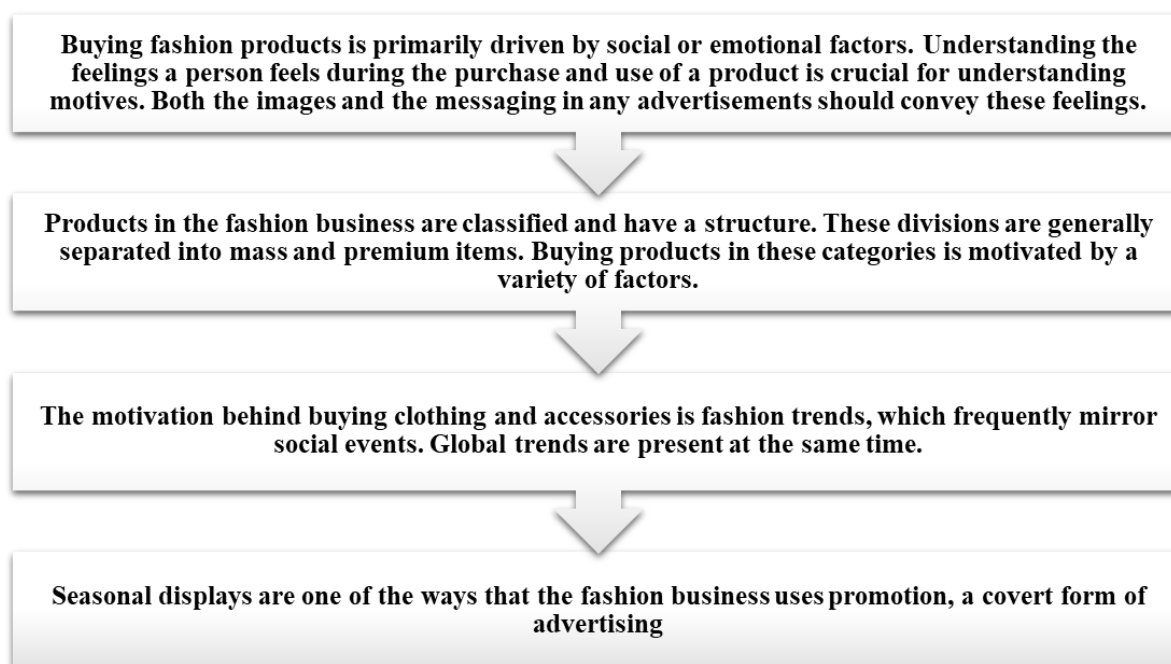
In the contemporary fashion industry, the brand holds a key role. Being one of the primary differentiators, it is both a need and an inherent feature of the market for expensive goods. Experts employed by businesses in the fashion sector attest to the brand's paramount significance and provide careful consideration to the evolution of the business's branding plan. As a result, the brand has evolved into the fashion industry's "lifblood and flesh." [3].

These days, branding is the most widely used tool in competition; every communication contributes to its creation and evolution. A brand is more than simply a trademark; it's a complicated entity that takes a lot of money and effort to develop. In the past, the rise of the fashion industry has aided in the formation and evolution of the concept of "brand." It continually provides the customer not just a particular and useful brand in its core, but also a high-quality product with an amazing intangible shell that gives this product characteristics that set it apart from the wide selection of comparable items [4].

It should be noted that in the process of branding products in the fashion industry, it is necessary to take into account a number of features:

After establishing credibility, a strong sense of loyalty, and self-discipline, the brand takes on the role of a mentor and introduces you to the world of fashion. It puts someone on the path to achieving their goals and aspirations in this way. Even though customers in a fashion shop may have very varied tastes, there is usually a general propensity to purchase mostly fashionable items. A powerful brand teaches consumers how to meet their requirements and preferences, differentiate themselves from the competition, be stylish, and stand out from the crowd.

As a result, branding serves as a sort of motor for the fashion industry's continued growth and emphasizes the distinctions between fashionable and non-fashionable products in addition to serving as a differentiator. Furthermore, branding helps a fashion product by removing weak rivals from its path and vigorously marketing fashion items. For this reason, the fashion industry's branding objectives are very obvious. The process of branding is intended to increase revenues, facilitate customer navigation of the fashion product variety, and persuade consumers that a branded product is an assurance of superior quality [6].



**Draft-2. Process of branding in the fashion industry [5].**

The fashion industry's use of visual graphics in brand promotion efforts is one of its most notable and unique features. Primary fashion, along with specific clothing, shoes, accessories, scents, and cosmetics, is meant to allow the audience to discover their own style. The target market for the sector has a basic need: finding stylish items to create a unique style. Everybody needs to see the products that brands have to offer in order to make the best decision. Companies attempt to represent the brand in a visual picture based on this need. The items of the company are exhibited in vivid and visually striking pictures, making it easier for prospective customers to identify their requirements and weigh their desires against the available options.

The promotion of full photographs is another aspect of fashion brand marketing efforts. Brands want to be a person's constant companion in the modern environment. They are extending their sphere of influence into allied businesses as a result. For instance, the Zara brand provides its customers with a huge assortment of shoes and accessories in addition to a broad range of apparel for every season of the year. The company's ability to respond to more style-related inquiries as a result of this expansion draws in the intended market. A large selection of items allows businesses to develop and promote distinctive, fashionable brands. They provide as a style guide for all target groups without distinction, and they also communicate the range of offering brand stores[7].

Now branding in the fashion industry is specific, just like fashion itself. To successfully promote clothing products, you need to consider several factors:

1. The significance of the brand concept itself, which enables the customer to set the brand apart from competitors. As a result of investing their entire being into building a brand, brand builders end up personifying their creation.

2. Establishing and marketing a website or online store: this is a crucial component in the growth of a brand and works well for advertising businesses in the fashion sector. Experience has shown that a wide range of brands succeed because of the global network's capabilities. Technology advancements have expedited the process of product promotion. Nowadays, advertisements may travel across the nation in a matter of minutes, whereas in the past, building a brand in the fashion business took decades (think of the birth and growth of the Louis Vuitton brand, for example). Many social media networks, online product display platforms, etc., make this possible.

3. Effective advertising: When a consumer is interested in a goods, he expects to see a picture, a price, and a description of the item immediately. Standard advertising is insufficient for advertising products. Consequently, because of its dynamism and mobility, online advertising can yield beneficial outcomes.

4. The capacity to market a thing involves the ability to sell it through a variety of channels. For instance, a company decided to launch new products, but they had to match consumer interests. After researching what its customers wanted and what was in style, the company decided to launch sneakers in a novel format (with low soles), which resulted in the product seeing record sales [8,9].

In conclusion, it can be said that the fashion brand is currently the part of the industry with the largest market. Because today's time demands to wear many branded clothes than in the old days. For Sh8nig, many such brand enterprises are trying to market their products mainly based on the customer base.

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### KORXONALARDA BIZNES BOSHQARUVINING USTUVOR YO'NALISHLARI

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Global biznes faoliyatlari ko'plab ish bilan ta'minlash imkoniyatlarini yaratadi. Ishlar tashqi savdo, xorijiy distributorlik markazlari bilan bitimlar imzolash, kemalardagi tashishlarni tartibga solish va mahsulotlarning ko'rinishini Amerika va xorijdagilar ehtiyojlari uchun ham mos ravishda rejalashtirish kabilarini o'z ichiga olishi mumkin. Bu vazifalarni amalga oshirishda xalqaro biznes mahorati juda muhim ahamiyat kasb etadigan bir paytda, ularga ishdagi mavqe ta'sir etmasligi mumkin chunki ishchida ko'pincha export va import bilan bog'liq bo'lmagan vazifalari bo'ladi. Transport masalalari bo'yicha boshqaruvchilar masalan AQSHni taqiqlangan import va exportdan himoyalash maqsadida Qo'shma Shtat bojxona xizmati agentlari dengizdan o'tuvchi xorijiy va mahalliy kemalar, shaxslar va mahsulotlarni tekshiruvdan o'tkazadi.

Respublikamizda bozor munosabatlarining joriy etilishi natijasida iqtisodiyot tarmoqlarida xususiy mulkchilikka asoslangan tadbirkorlik tuzilmalari jadal rivojlanmoqda. Albatta bu o'zgarishlarning markazida inson, uning mehnati, undagi tadbirkorlik salohiyati yotadi. Bu jarayonda yuzaga keluvchi ijtimoiy-iqtisodiy munosabatlarni tadqiq etish menejment fanining vazifasidir. Iqtisodiy adabiyotlarda tashkilot, korxonalar, firma, korporatsiya, kompaniyalar tirik organizmga qiyoslanadi.

Unga ko'ra tashkilot yoki korxonalar tug'ilishi, ulg'ayishi va tanazzulga yuz tutishi tabiiy holdir. Menejment fanida tashkilotga – yagona maqsad yo'lida birlashgan insonlar majmui deb ta'rif beriladi. Demak, har qanday korxonalar inson resurslaridan tashkil topadi. Shunday ekan, tashkilot muvaffaqiyatini ya'ni belgilangan maqsadga etishishini ko'p jihatdan undagi kishilarning