HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

MARKETING CHALLENGES IN THE MANUFACTURING SECTOR AND FOREIGN EXPERIENCE IN ADDRESSING THEM

Usmanova Dilfuza Ilhomovna

Associate Professor of the Samarkand Institute of Economics and Service

Email:usmanova.dilfuza@mail.ru
ORCID: 0009-0008-9523-9853

Abstract: This article examines the market position of the textile industry by country, the promotion of the textile industry in all countries, support for the textile industry in Asian countries, and the study and application of the positive experience of foreign countries to help the textile industry of Uzbekistan find its place in the world market.

Keywords: Market, foreign experience, textiles, experience, export, innovation.

Introduction. The textile industry is a constantly growing market, and its main competitors are China, the European Union, the United States and India. China is the world's leading producer and exporter of textiles and clothing. The United States is the leading producer and exporter of raw cotton and the largest importer of textiles and clothing. The European Union's textile industry includes Germany, Spain, France, Italy and Portugal, which together account for more than 1/5 of the world's textile industry.

Analysis of literature on the topic. In increasing national competitivenessThe analysis of the available literature shows the need to improve modern market principles, brand promotion methods and a flexible approach to consumer requirements. In his textbook on market strategies, the expert RGIbragimov states the following: “Marketing strategy is understood as the use of a model of the principles of the enterprise's behavior in the market, established for a certain period of time. With its help, the enterprise seeks to ensure its success.”Many economists have been involved in the development and implementation of marketing strategies. Among them are such famous scientists as F. Kotler, David Aeker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Bayer.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R.Ibragimov, YO.Abdullaev, A.Saliev, M.Sharifkhodjaev, D.Rakhimova, Sh.Ergashkhodjaeva, Sh.Musayeva and others.

Research methodology. The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

Analysis and results. Global Market Insights, an analytical agency, published a report, according to which the global smart textile market was worth $2.147 billion in 2021, and by 2030 this figure will grow to $16.4 billion. Based on other sources, the size of this market in 2024 will be $1.94 trillion, and is forecast to reach $4.91 trillion in 2037 (Figure 1).

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

As can be seen from this figure, cotton products occupy the largest share in the textile market (40%), and within regions, Asia-Pacific countries are one of the main segments of the manufacturer's market (52%).

China, in 2024, China is the world's largest textile producer and exporter. It occupies more than 30% of the global market and exports its products to more than 200 countries and regions.

According to the World Trade Organization (WTO) reports, the leading countries in the production and export of textile products include: India, which specializes in the production of cotton, woolen fabrics and silk; Netherlands. Dutch textile manufacturers widely use digital printing and innovative dyeing methods; United Kingdom, which exports wool, silk, cotton, synthetic materials and special fabrics for various industries; Spain. Cotton, wool, linen, silk and synthetic fabrics from Spain enter the world markets; Pakistan. The country has large reserves of cotton, which makes it one of the leading countries in the production of cotton materials; Sri Lanka. The country specializes in the production and export of high-quality textile materials, including cotton, silk, synthetic, linen and woolen fabrics.

At the same time, due to the strong competition in the world market of textile and garment and knitwear products, the leaders of the product market are constantly changing. Based on the study of the factors that ensure the market position of the textile industry in each country, large-scale activities are being carried out in all countries to stimulate the textile industry. This policy is especially evident in the Asian region. Analysis shows that support for the textile industry in Asian countries is mainly aimed at supporting small and medium-sized businesses, especially microenterprises. In order for the textile industry of Uzbekistan to find its place in the world market, it is advisable to study and apply the positive experience of foreign countries. We have examined the state policy of supporting the textile industry on the example of some countries.

People's Republic of China. The share of the garment and textile industry in China's total GDP exceeds 11%. Tax revenues from the textile and garment industry allow China to generate up to 15-20% of the country's budget. The textile and garment industry occupies the largest share of light industry sub-sectors, contributing every fifth yuan to the Chinese budget. Currently, about 400,000 different clothing brands are produced in China, of which about 50% are foreign.

China's light industry policy includes the following measures:

- establishment of a special state fund to support small and medium-sized businesses;
- establish a preferential tax regime for;
- implementation financial and credit support;
- of small businesses ensuring access to the distribution of government orders;
- implementation of other incentive events.

If we focus on specific activities in the textile industry, the following areas of support for enterprises in this sector in China can be highlighted:

1) establish a special state fund to support small and medium-sized businesses;

2) ensuring the possibility of small businesses to benefit from the distribution of government orders (SMEs will be allocated at least 30 percent of the annual budget for government procurement);

3) a mechanism to support both small and medium-sized businesses themselves and the structures that guarantee the repayment of loans granted to them

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

4) export support: a constant increase in the tax refund rate for many types of exported light industrial products (garment, textiles, etc.);

5) allocation of funds for the modernization of production technologies;

6) Measures will be taken to encourage enterprises that move production capacity from southeastern China to central and western regions;

7) expanding urban and rural consumption and increasing the efficiency of supplying light industrial products to the domestic market;

8) improving foreign trade services, maintaining the share of light industrial products in the export market.

India. India is the only country that produces 4 types of silk. India ranks second in the world after China with 34.9 thousand tons of silk production. The textile and garment industry accounts for 2.3% of the country's GDP, 13% of industrial output, and 12% of exports. The Indian textile and garment market is expected to grow at an average annual rate of 10% to reach $ 350 billion by 2030, and the industry's share in India's GDP is expected to double to 5%. This trend is widespread across all industry sectors, with the technical textiles market for the automotive industry expected to grow from $ 2.4 billion in 2020 to $ 3.7 billion by 2027.

Today, India is the world's third largest exporter of textiles and apparel and the fifth largest market for technical textiles globally, according to IBEF. Exports were valued at $36 billion in 2024, accounting for 12% of India's total export earnings.

Government-supported programs include those that encourage the localization of textile production and exports.Makein IndiaandAatmanirbharBharat Abhiyanenters.SkillIndiaprovides subsidies to educational institutions to create specialized programs. There is a special program to support the technical textile industry, the National Technical Textile Mission.

Nine Councils have been established in India to promote textile exports. Each Council promotes a specific type of product and monitors the sales opportunities of Indian goods. Various mechanisms and funds have been established to provide government assistance to textile enterprises:

Technology Upgradation Fund Scheme (TUFS) to provide government compensation and subsidies to manufacturers;

The role of the government under the Integrated Textile Parks Scheme (SITP) is to establish these technology parks;

Introduce the "Mega Cluster Development" scheme to support weavers and artisans in home-based industries;

Integrated Skills Development Scheme (ISDS) to upskill workers in the textile industry.

Today, the government is promoting the establishment of specialized industrial zones by providing tax breaks and subsidies to enterprises operating in the regions. For example, in August 2023, the government will provide seven special industrial zones for new and existing enterprisesPMIntegratedTextile and Garment Park (PMMITRA) approved the creation. According to IBEF, these parks will have world-class infrastructure by 2027–2028, involving an investment of $535 million.

Bangladesh.The textile industry is a major sector in Bangladesh, with 3,500 garment factories in the country. Bangladesh plays a significant role in the global textile and garment trade and is a key link in the global textile supply chain.

Bangladesh's textile and garment industry forms the backbone of the country's economy and contributes significantly to the global market.

Information about the country's role in the textile market: production of clothing for major international brands. In BangladeshAdidas,Levi's, Calvin Klein, Zara, H&Mand other brands are manufactured. Export

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

of ready-made garments. By the end of December 2024, the Bangladeshi garment industry earned $50 billion from exports, an increase of 8.3 percent compared to the previous year. The dominance of ready-made garments in the country's export trade. Dependence of global brands on Bangladeshi factories. Large international companies depend largely on Bangladeshi factories to meet their manufacturing needs.

The textile industry is an important sector of the Bangladeshi economy for several reasons:

• Exports of textiles and garments are a major source of foreign exchange earnings. According to the country's Export Promotion Bureau (EPB), the garment industry in Bangladesh earned $50 billion in export earnings by the end of December 2024, an increase of 8.3 percent over the previous year;

• Availability of cheap labor. High population density provides cheap labor for the industrial sector. This has a positive impact on the cost of production;

• The development of enterprises producing various types of products. Many factories specialize in the production of knitted fabrics, woven fabrics, and yarns;

• Experience in the industry. The country has been developing industry since the mid-1970s, and the textile industry has made a significant contribution to it. In recent years, specialization in the textile industry has become an important part of the country's strategy;

• Employment opportunities for women. The garment sector has provided employment for rural women who previously did not have the opportunity to be part of the formal workforce. The garment industry accounts for more than 80% of Bangladesh's total export earnings and contributes about 11% of the country's GDP. Its exports have grown from $5 billion in 2001 to nearly $40 billion in 2023.

PakistanPakistan is one of the largest textile countries, exporting $31 billion worth of textile products annually, mainly to European and US markets, and has a well-developed textile industry. The countryGSP+ system is also present, integrated into the global value chain and supplying products to famous brands. This is the largest segment of the country's light industry and one of the largest in the world.

The textile industry accounts for 8.5 percent of Pakistan's GDP. Textile exports account for a significant portion of the country's total exports. The textile industry employs about a third of the country's industrial workforce.

Pakistan is one of the largest textile producers in Asia for several reasons:

Own raw material base. The bulk of the materials used in the textile industry (cotton fiber, wool, finished fabrics) are produced in Pakistan itself. This ensures low production costs and their competitiveness in the world market.

Production capacity. The country has cotton ginning, spinning mills, large and small textile and garment factories.

Variety of products manufactured. Pakistan's textile enterprises export cotton, wool, linen, silk, and synthetic fabrics of various colors, textures, and patterns.

Specialized knowledge and expertise. Pakistan has accumulated specialized knowledge in the production of functional textiles, including silver fibers.

Vietnam. More than seven thousand enterprises operate in the textile and garment industry in Vietnam, employing more than three million people. More than 80% of the output is exported - in 2023, clothing exports amounted to about 44 billion US dollars, an increase of 11.26% compared to the previous year. At the same time, Vietnam's textile industry is closely linked to external factors, as a result of which a sharp decline in exports was observed in 2024. To support the textile industry and stop the decline in exports, the state is taking the following measures: creating material and financial conditions for the use of new, highly productive technologies in textile enterprises, taking measures to reduce internal costs, creating conditions for exporters, and attracting foreign investment to the sector.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

European Union States. State support for industry in the European Union countries is horizontal in nature, including economic measures and regulatory measures, and does not apply specifically to the light industry sector.

At the same time, macroeconomic measures of state support for industry, including light industry, include: improving tax policy (including tax breaks and simplifications); improving monetary policy (granting credit benefits); improving customs policy (benefits for foreign investments in light industry enterprises); supporting exports (export credits and state guarantees); creating business infrastructure and improving cooperation within the European Union.

At the micro level, this is, first of all, support for small and medium-sized enterprises, including policies to stimulate competition, eliminate administrative barriers, improve access to financial resources, preferences for the export of goods and capital, and support in foreign markets.

If we consider Spain, a country with a developed textile and clothing industry, the turnover of the country's enterprises in 2024 was around 49-50 billion euros, and the direct value added wasIt reached 9.2–9.5 billion euros. The sustainable development of the Spanish textile industry is based on the following factors:

-sustainable raw materials: expanding the use of environmentally friendly, recycled raw materials in production, such as recycled cotton, raw materials from recycled plastic waste, silk and wool based on sustainable standards, etc.;

-focusing the production process on maximum efficiency. In the implementation of ISO 14001 environmental management systems in textile enterprises, scientific and technological innovations are being introduced aimed at saving increasingly expensive energy resources, reducing waste, and reducing the consumption of water and other natural resources.

Today, trends in the Spanish textile industry include the introduction of a circular economy, reducing carbon emissions, optimizing cost management and product delivery, and promoting technological development.

The experience of the above countries shows that today, state support for the textile industry is becoming one of the main drivers for overcoming competitors in the global market.

Conclusion.

The textile and garment and knitwear industry occupies one of the leading positions in the economy of our country. Its share in the manufacturing industry is about 17% and is considered one of the sectors with high export potential. The textile and garment and knitwear industry also makes a significant contribution to the fulfillment of major tasks such as deep processing of local agricultural products and providing jobs for the population.

The textile and garment and knitwear industry has a number of unique features and requires systematic support from the state to ensure its sustainable competitiveness in the global market. From 2019 to the present, the President of our country has created a favorable environment for investments in the sector, providing incentives to manufacturers, and creating international logistics systems.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

The uniqueness of the products of the textile and garment-knitting industry, as well as the characteristics of enterprises in the sector, have a significant impact on the content and structural elements of marketing activities.

It was found that the classification of textile and sewing and knitting enterprises can be carried out according to the following characteristics: type of enterprise, type of market, market position. In particular, it was found that all enterprises can be divided into three large groups: enterprises for the production of yarn and thread (IK), textiles (T) and ready-made sewing and knitting products (TT). By type of market, enterprises are focused on the consumer market, the enterprise market and the foreign market. The market position of the enterprise can be high, medium and low.

For Uzbekistan, studying the experience of Asian countries, which are leading in the textile industry, and analyzing their development factors in accelerating marketing activities in the international market is of great scientific and practical importance. Foreign experience shows that the combination of an active marketing system of enterprises and state support for the industry is a guarantee of a favorable marketing environment and effective marketing activities.

References:

1. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan, No. 166 dated 29.03.2021.
2. Mirziyoyev Sh.M. The rule of law and the protection of human interests are the key to the country's development and the well-being of the people. - T .: Uzbekistan, 2017.- 48 p.
3. Mirziyoyev Sh.M. We will build a great future with our brave and noble people. - T .: Uzbekistan, 2017.- 488 p.
4. Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. January 24, 2020. - People's Speech, January 26, 2020.
5. Decree of the President of the Republic of Uzbekistan No. PF-4947 dated February 7, 2017 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan".
6. Azimovna, MS (2022). Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan. Formation of psychology and pedagogy as interdisciplinary sciences, 1(9), 20-23.
7. Musayeva, S., & Usmanov, F. (2022). Ways to develop marketing activities in tourist organizations. Science and innovation, 1(A5), 84-88.
8. Azimovna, MS, Ilkhomovna, UD, & Shokhrukhovich, UF (2022). Issues of improving productivity competition in agriculture. Online scientific journal of innovation in social sciences.-2022.-C, 51-53.
9. Azimovna, MS, Ilkhomovna, UD, & Shokhrukhovich, UF (2022). The role of marketing in increasing the economic efficiency of service enterprises.
10. Azimovna, MS, Ilkhomovna, UD, & Shokhrukhovich, UF (2022). The concept of a correct marketing policy in trade and service enterprises.
11. Musayeva, S. (2022). Studying the organization of advertising activities ofgoodsat" Samarkand tea packaging factory" JSC. Science and innovation, 1(A6), 185-192.
12. Musayeva, S. (2022). Prospects for the development of "stekloplastik" llc activity in the conditions of the market economy. Science and innovation, 1(A6), 539-546.
13. Azimovna, MS, Ilkhomovna, UD, & Shokhrukhovich, UF (2022). Importance and Characteristics of Brand Choice in Services. European Multidisciplinary Journal of Modern Science, 1-3.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

14. Musaeva Sh. A. Marketing research. Textbook Publishing and creative department of “STAR-SEL” LLC. Samarkand–2023
15. Musaeva Sh. A. Integrated marketing communication. Textbook. "Mahorat" publishing house, Samarkand -2022.