

MECHANISMS FOR ADJUSTING INTERNATIONAL TRADE POLICY

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Abstract: The concept of the product requires the attention of the consumer to be focused on the product, its quality and price. Consumers compare the quality of similar goods with similar goods of another company. This concept is often held by companies, firms, organizations, as well as non-profit organizations. However, the brand concept does not bring success. In this article the main mechanisms for adjusting international trade policy are discussed.

Keywords: trade policy, marketing strategies, international standards, products and etc.

The next period was named "sales concept". In this case, the goal of selling the company's products under the slogan "here is the ready product, come and bargain" comes first. The concepts of product and trade marketing came into play at a time when product production was not yet serial, that is, gross. New types and varieties of goods were highly profitable, because the demand for these goods was insanely high in a market with essentially unlimited demand.

In the 1950s, the first basis of the management concept was analyzed to determine the long-term changes in the sales volume, the level of production and transaction costs, income, profit and other indicators. Accordingly, it is planned to adapt the work in the market from one to five years. The 50s of the last century was an important stage in the history of marketing development. The problem of overproduction became apparent. Marketing is the concept of adapting production to market demand, its basis is aimed at the consumer - "market advantage". The market concept of marketing management has further developed. Since the mid-50s of the last century, the traditional marketing concept has become a leading task in the management of the marketing market concept, which determines not only the market strategy, but also the production strategy of the firm. The marketing service has become the main management center of the company, a source of information and recommendations on market, production, scientific-technical and financial issues. The marketing service solves the issues of necessity, perspective and usefulness of production of a certain product, possibilities of providing production programs from the material and technical aspects, based on a detailed analysis of the state and changes of the social demand and market conditions.

The process of active use of trade, and then marketing in industry, is considered a characteristic of the transitional economy. Marketing evolution is observed with changes in marketing concept, form and elements. The distribution mix includes delivery of goods from the place of production to the final recipient. This policy includes sales channel justification and analysis, marketing logistics, sales policy, sales force policy, production force deployment policy, customer and market location policy, delivery policy, finished goods warehousing policy, etc.

It is known that every large joint-stock company and limited liability companies with a very high turnover publish their annual reports and prospectuses. In recent years, the general philosophy, sales policy, marketing services information of these organizations are naturally reflected in such reports. For this reason, prospectuses, guidelines, and reports issued by a competing organization or firm for its shareholders, buyers, and clients are used as a source for direct research. When thinking about sources of information, it is necessary to take into account not only the information published in the respective country, but also the information of foreign press and international financial and economic

organizations. For example, magazines such as Fortune and Forbes, published in the USA, provide information about the market of European countries, as well as information about changes and shifts in it. This, in turn, is a source of information for all interested and passionate companies in the relevant market.

As the world economy is developing and international relations are improving, international economic and financial organizations: the International Trade Organization, the World Bank, the International Bank for Development and Reconstruction, etc. publish their annual reports. Such information can be used by companies starting and operating in the international market. For example, the foreign trade balance, export-import composition, industrial, agricultural production volume, etc. of a relevant country. information can be obtained from these sources. Currently, an independent and new source of information - electronic information banks, a computer-mediated information system in the form of "information-broker" is being formed. This data is considered a new type and differs from the above because it is transmitted, collected and stored by means of a computer. The data bank for computers is also developing rapidly as an independent market. To date, more than 6,000 types of data banks have been created in the world, and over the last ten years it has increased almost 2 times. The "Information Broker" system collects all marketing information, enters it into a computer data bank, and provides assistance to organizations that need it.

Being able to notice the changes occurring in the market in a timely manner, studying the behavior of buyers, customer behavior, and competitors' tactics over a certain period of time is important in the effective organization of marketing activities of enterprises and organizations. In this regard, the possibilities of obtaining, processing and effectively using information at the stage of decision-making will be somewhat limited. Because the speed, interdependence and effectiveness of the changes taking place in the market are high. For this reason, obtaining audit information about the studied process or object requires ensuring its completeness and reliability as much as possible, thus the method of obtaining information is the method of observation.

How a consumer behaves in the market depends, first of all, on his perception of the product, price, financial capabilities, taste, and level of knowledge. The seller's behavior in making a price decision is the result expected from his activity; depending on the turnover of tools, profitable trade discounts and the effectiveness of the assortment. The behavior of competitors is expressed in the prices of manufactured goods, in the production of new goods and in improving their quality. In marketing, there are two different approaches to customer segmentation: the means of production and the consumer market. Because the behavior of buyers in these two different markets is also different. Buyers of means of production buy a certain product only after they have thoroughly analyzed the company's activities and the market and know exactly the profit from the sale. There are many different types of consumer goods segmentation markers, and the process of choosing these markers is very complex.

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