

INCREASING THE EXPORT POTENTIAL BASED ON THE DEVELOPMENT OF THE MARKET OF UZBEK AGRICULTURAL PRODUCTS

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A B S T R A C T	KEY WORDS
<p>Foreign trade processes play an important role in Uzbekistan's international economic relations. The development of foreign trade is carried out directly by increasing the export potential, delivering new products and services to the world market in terms of quantity and quality. Today, it is emphasized in many studies that there is a huge export potential in the agricultural sector. However, one of the problems faced by agricultural producers and product processors can be described as having the necessary information about the foreign market, adapting to innovative and technological changes, and studying the requirements of the international market. This article aims to analyze the role and importance of marketing research in increasing the export potential of agricultural products of Uzbekistan, the processes of formation of the value chain in the sale of products, methods of increasing competitiveness in the international market, and the analysis of existing problems.</p>	<p>International Trade Export International Marketing Value Chain SWOT Analysis Market Situation</p>

INTRODUCTION

Agriculture plays an important role in the development of the economy of Uzbekistan. According to the World Bank's 2019 reports, agriculture accounts for 23% of the country's GDP. According to the State Statistics Committee, 55% of the country's population lives in rural areas. 23% of the total workforce is employed in agriculture. Many researchers highly appreciate the opportunities available in agriculture and consider the adaptation of this field to modern market trends, transformation of production lines based on international market conditions, formation of practice and skills of constant and rapid analysis of foreign markets as important tasks. . On September 6, 2019, the President of the Republic of Uzbekistan held a meeting on the priority directions of agricultural development in 2020-2030. At this meeting, attention was paid to entering a new stage of agricultural development, introducing innovative and technological innovations, analyzing international markets. In particular, the development of the value chain in agriculture, the stimulation of local production based on the requirements of the foreign market will lead to economic efficiency. . The theories put forward by modern science include the importance of marketing research in the development of foreign trade of countries as primary factors. It is important to study the scientific and practical experiences of the field of international marketing in evaluating export potential, analyzing existing opportunities, monitoring

international market changes, and making decisions. According to F. Kotler, one of the scientists of the field of marketing, marketing is not a new or artificial field and scientific direction, but it is an important link of economic relations that has existed since ancient times based on a natural need. The main idea of the economy is to provide these constantly changing needs, while marketing is a tool for identifying these needs and shaping supply.

RESEARCH METHODOLOGY

Quantitative and qualitative methods of analysis were chosen as research methodology in this article. In the article, scientific theoretical and empirical approaches were applied to the issues of analyzing foreign trade relations, studying the volume and composition of exports, introducing marketing research, and developing marketing analysis. The article used primary and secondary types of information for analysis. Secondary information was used from the reports and data of international organizations, as well as the national statistics reports and data of the country. Also, a structure of concepts was developed for deeper coverage of the topic, formation of visualization, and description of the relationship between variables and main research concepts.

LEVEL OF STUDY OF THE SUBJECT

A number of scientific articles, research works, dissertations and other analysis results have been developed on this research topic. In particular, it can be seen that the Food and Agriculture Organization of the United Nations (FAO) has carried out scientific research on the topic of agricultural marketing in several countries of the world, especially in the case of developing economies. International Food Reform Research Institute (IFPRI) is presenting reports on this topic. Many scientific studies have been conducted by Western European countries, including German research institutes, prestigious research centers of the USA, and the World Marketing Association. For example, scientific research in this direction was carried out by B. Shermukhamov, I. Salokhiddinov, B. Salimov, B. Nasimov, E. Ergashev in Uzbekistan. The analysis of the literature shows that conducting scientific research in this direction and continuing the research work are gaining urgent importance today. In particular, it can be determined that there is a need to conduct marketing research, develop theoretical analyzes and practical proposals in the agricultural sector of Uzbekistan.

ANALYSIS AND RESULTS

According to the results of existing scientific studies, literature analysis, reports and business analysis, the organization and development of marketing research has a direct impact on the production efficiency in agriculture and the increase in the volume of exports in international markets.

Due to the global pandemic in 2020, there is a sharp decrease in the foreign trade of the countries of the world. In particular, by the end of the year, many developing countries experienced a drop in economic indicators in their foreign trade relations. According to the reports published by the Ministry of Finance in September 2020, the volume of foreign trade turnover of Uzbekistan in January-August 2020 was 24.5 billion US dollars. Compared to this period of 2019, there was a decrease of 12.7 percent. This situation is directly agricultural. The issues of marketing research, sale and realization of agricultural products are considered urgent today. Marketing research can be understood as the process that begins before the production of products. That is, manufacturers should be well acquainted with the market requirements while considering the issue of export to the foreign market. These requirements can be divided into the following groups:

- Product quality. In this case, the level of

naturalness of the product, the level of less use of harmful drugs, pesticides, the effect of various natural processes on the product composition. Also the taste of the product. • Appearance of the product. The appearance of agricultural products has a direct impact on competitiveness in the international market. In this, attention is paid to the characteristics of the product, such as its size, color, structure, and beauty. In the export process, as one of the world's requirements, it is necessary to pay attention to the issue of the products being of the same size, i.e. calibration. If the importing company requires a product of 5-6 cm size, there is a possibility that products of smaller size will remain unsold. • Product packaging. Today, packaging technology is changing year by year due to rapid development. Packaging of products in an international format is required to be in accordance with consumer preferences in many ways. The packaging of long-distance products also affects their arrival in good condition. Packaging is primarily a matter of design. Secondly, depending on the type of product, packaging should be done in accordance with the process of how long it will be stored. • Additional features. When the product is prepared based on the above requirements and introduced to the market, its additional features create a relative advantage in the competitive environment. Good preservation of agricultural products, reliability, high content of useful vitamins and substances are well received by consumers. Today, Uzbekistan is joining the ranks of the world's largest exporters of several types of fruit. In particular, it is ranked 5th in the world ranking for cherry exports. It has joined the top ten in terms of apricot production and export. Grape exports have been achieving good results in terms of revenue growth. At the same time, one of the opinions put forward by many researchers is that Uzbekistan is relatively less competitive in terms of price in the international market [8]. For example, in 2019, several markets of Russia faced several difficulties in the sale of dates. The price of persimmons from Azerbaijan, another supplier country, is several times higher than that of Uzbekistan. In addition, large consumer supermarkets did not impose excessive demands on the purchase of Azerbaijani persimmons. As a reason for this, exporting businessmen pointed out superiority in services such as the size, color, packaging and delivery of persimmons. In 2019, an international fair was organized in the fields of agricultural development, production and service. Specialists and companies from many parts of the world participated in this fair. In particular, European companies demonstrated their new technologies and new intensive methods of agricultural production. Analysis of the necessary data from this exhibition showed that there is a large number of investors interested in the development of agriculture [9]. The presence of problems related to the sale of agricultural goods in the country has a negative impact on the issues of economic profit and efficiency.

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