

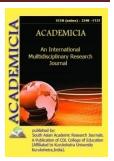
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# IMPROVING THE ORGANIZATION OF TEXTILE PRODUCTION BASED ON MARKETING RESEARCH

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### **ABSTRACT**

The objective of the article is to examine the marketing strategies of textile companies and improving the organization of textile production based on marketing research. The issues of marketing research methodology, especially the problems of pricing, have received considerable attention in recent years in the domestic literature. However, some aspects of the issue under study have not yet received sufficient coverage. The practical significance of the work lies in the possibility of applying to the use of refined methods for calculating prices and volumes of demand and supply at enterprises engaged in the production of an assortment of fabrics for consumer use.

**KEYWORDS:** Marketing Strategies, Textile Industry, Production, Market Environment.

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