



ACADEMICIA
An International
Multidisciplinary
Research Journal
 (Double Blind Refereed & Peer Reviewed Journal)



DOI: 10.5958/2249-7137.2021.01097.1

IMPROVING THE ORGANIZATION OF TEXTILE PRODUCTION BASED ON MARKETING RESEARCH

Fayoza Tuxtamurodovna Bazarova*

*Senior Lecturer,
 Tashkent Financial Institute,
 UZBEKISTAN

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.*

REFERENCES:

1. Ansoff I. Strategic management: Abbr. per. from English / Scientific. ed. and ed. submitted L.I. Evenko. M.: Economics, 1989. - 519 p.
2. Appak M.A. An automated workstation based on the Iskra 226 microcomputer. - M.: Finance and statistics, 1987.-110 p.
3. Arshinova V.I. Calculations of the effectiveness of options for the future development and placement of the industry (sub-industry). Methodical development. M.: ANKh USSR, 1989.-64 p.
4. Business and manager. // Comp. Chernoiivanov I.P., Dorokhovskiy Ch.S., Prekhul G.V. Moscow: Azimuttsentr, 192.-- 448 p.

-
5. Berezin V.A., Mazokhin S.I. Consumer Goods Market: Needs and Opportunities. M.: Knowledge, 1990.- 62 p.
 6. Bolt G.J. A practical guide to management. sales. Translated from English, - M.: EconomicsD990.-270 p.
 7. Bragina ZV, Volkova T.I., Suslova N.N. Scientific and technical forecasting in the textile industry: Text of lectures / Fire. technol. in-t. Yaroslavl, 1988.-- 51 p.
 8. Vasilyeva N.E., Kozlova L.I. Price formation in market conditions. M.: JSC "Business School" Intel-Sintez ", 1995. - 64 p.
 9. Vasiliev Yu.N., Forecasting and long-term planning in industry. St. Petersburg: Lenizdat, 1973.-- 196 p.
 10. Mescon M., Albert M., Hedouri F. Fundamentals of Management: Textbook.- M.: Delo, 1998.- 800 p.