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THE ANALYSIS OF MARKETING STRATEGIES AND MARKET ENTRY TO THE COMPETITIVE MARKET (CASE OF LADA COMPANY IN UZBEKISTAN)

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ABSTRACT

Today's economic environment is rapidly changing, forcing companies to expand internationally. Foreign market entry has now become a well-studied topic among academics. When a firm enters a foreign market, crucial strategic decisions such as international market selection and entry mode selection must be made, and members of the management team are entrusted with making these complicated judgments that will set the company's path. There have been many studies showing that developing the strong strategies for entering to the market and based on this creating powerful marketing strategies can help company to succeed in the competitive market. SWOT analysis and interviews of Lada managers are used to comprehend the strategies of the LADA company used to enter Uzbek market and to ensure reliability of the findings.

KEYWORDS: *Marketing, Expansion, Market Development, Market Entry, Barriers.*

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