

**FORMATION OF PRICE COMPETITIVENESS
TEXTILE INDUSTRY PRODUCTS IN MARKETING STRATEGY**

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Abstract: An important task of light industry is the production of goods that, in quality and naturally in quantity, would satisfy the needs of the population of our Republic. The implementation of this task should ultimately be aimed at achieving sustainable production in conditions of fierce competition, which is explained by the expansion of foreign-made goods into our domestic market, which today is not fully able to withstand this onslaught.

Key words: The enterprise's pricing strategy, marketing, marketing, the level of sales, average cost.

The development of the textile industry occurs mainly due to economic integration ties between agricultural enterprises producing raw materials for industries, and industrial sectors that process it into products. Further deepening and qualitative growth of this process ensures the efficient operation of enterprises, producing agricultural raw materials, processing them, and industries serving them.

The main winning point in this competition between foreign manufacturers of light industrial goods, in our opinion, is affordability and a fairly wide range of a number of these goods. [3]

By improving the production process, the country's existing clothing enterprises must survive in the competition for sales markets. Competition inevitably puts them in a position where they are forced to change production tactics and strategy, improve the quality of their products, develop new types of products, and use advanced and flexible methods of the enterprise's pricing strategy.

The pricing policy of an enterprise can be defined as a coordinated strategy of enterprise management for establishing, maintaining and setting prices for manufactured products. The strategic aspects of the pricing policy contain target objectives aimed at optimizing the entire production and sales activities of enterprises, firms, as well as maintaining sales levels in accordance with changing market conditions. [2]

That is, pricing policy tactics must eliminate failures that arise as a result of unforeseen market changes, the behavior of competitors, as well as miscalculations resulting from personnel errors (marketing, production, etc.). The correct choice of pricing strategy and tactics for its application affects the level of sales and, accordingly, profits. The task of choosing a pricing strategy is, in principle, not difficult, since in the practice of enterprises, the market economy has identified and offers various pricing strategies, pricing marketing strategies and a number of other measures. The most common such strategies, in our opinion, are the following:

Increasing profits and profitability, thanks to this strategy, the company implements measures to increase profits, which should be based on a set of measures to implement this strategy. Naturally, the solution to this problem is based on both current and future pricing strategies.

Conquest and leadership in the market in terms of setting and dictating prices, the most used strategy of enterprises with significant market shares in terms of manufactured products, i.e. These are large enterprises and firms. These enterprises are the most active in setting general price levels for their products and differ from similar products of competitors. [4]

Today, one of the important aspects of the survival of enterprises in the clothing industry, all other things being equal, is the wider use of price marketing in the activities of enterprises, which ensures price competitiveness of products, takes advantage of opportunities for a flexible pricing policy and ensures successful competition of imported products in the domestic market. It is known that one of the important ways in the strategy of pricing and production of products is the method of setting prices based on break-even and ensuring the target profit. An important element of pricing in a marketing strategy is the product life cycle factor.

Light industry enterprises that produce a fairly wide range of products must adhere to staged market penetration taking into account the life cycle of each type of product. The minimum price level depends on the level of production costs and costs of selling products, and the maximum depends on the level of quality of the product, novelty, the image of the enterprise (brand) and, naturally, the level of demand, which, in our opinion, must in certain cases not only be formed, developed, but also stimulated. Based on the dependence of changes in costs, changes in price and sales volumes in accordance with demand, light industry enterprises must adhere to a certain pricing and marketing strategy chosen in accordance with the specific situation in the market for light industry goods. One of such pricing and marketing strategies, in our opinion, can be a staged analysis of product pricing. [3]

- study of market segments and prices for similar products
- structures and volumes of product sales
- calculation of product prices (maximum, average and minimum)
- calculation of sales volumes at various prices
- establishing acceptable prices taking into account the product life cycle
- determining the impact of prices on sales volume and profitability
- analysis and determination of the best option for setting prices

and production volumes of assorted products.

The analysis of the enterprises' activities allowed us to draw a conclusion and develop the above proposals for formalizing the price competitiveness of light industry enterprises, which would allow domestic manufacturers to withstand fierce competition and expand the range of products produced. [1]

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