



Article

Development of a Marketing Strategy to Increase Regional Export Potential

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Abstract: The article examines Uzbekistan's growing regional export potential, highlighting its significance for the country's economic development. Research on the strategic categorization and application of export marketing strategies in Uzbek regions is scarce, despite continuous efforts. In order to evaluate the "Uzbekistan-2030" export objectives and create successful regional plans, this study uses techniques such as statistical and factor analysis, synthesis, and systematic observation. The results offer a defined framework for marketing strategy that encompasses targeted branding, e-commerce initiatives, and growth-oriented, diversification, and differentiated methods. The study intends to improve regional export capabilities and competitiveness internationally by putting these methods into practice. Policymakers and regional stakeholders should take note of our work, which indicates that customized marketing strategies can greatly improve export performance and promote sustainable economic growth.

Keywords: regional export potential, marketing strategies, differentiated marketing strategies, diversification strategies, intensive growth strategy, differentiated growth strategy, integrated growth strategy

1. Introduction

Since the 21st century, science, technology and innovation are increasingly recognized as the main factors of the competitiveness and sustainable development of the national economy of any country. The place of countries in the world economy is determined by innovations, production and export of high-value-added goods. During the pandemic, there was a sharp decrease in world trade, but from 2021, there was a rise again. However, from 2022, unstable situations are observed in world trade. In 2023, world trade in goods will decrease by 5% to 24.01 trillion US dollars. In 2023, the decline in exports was observed in the Russian Federation by 28 percent, and in the production-oriented Asian economies, including China (-5 percent), Japan (-4 percent), and the Republic of Korea (-8 percent). Also, the United States of America States (-2 percent), Germany (+1 percent) and Mexico (+3 percent) saw smaller declines and increases [8]. The export of the European Union increased by 2%, and the trade within the European Union decreased by 1%. Based on the territorial structure, the countries are striving to gain a place in the world market by increasing the regional export potential. In such a situation, the use of marketing strategies in increasing the regional export potential becomes important.

Special attention is paid to export development as an important factor of economic growth in new Uzbekistan. The 55th goal of the "Uzbekistan-2030" strategy, approved by the Decree of the President of the Republic of Uzbekistan dated September 11, 2023, No. " goal is set. By 2030, to double the volume of exports to 45 billion dollars, to increase the

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number of exporting enterprises from 6.5 thousand to 15 thousand, to increase the volume of finished and semi-finished products by 3.3 times in the structure of export, to provide ready and technological goods to European countries within the framework of GSP+ and other systems. The tasks of expanding the export of products, establishing special economic zones with 50 prestigious brands of the world, and providing comprehensive support to exporters who bring national brands to foreign markets based on the concept of "New Uzbekistan - the country of competitive products" have been set. Ensuring the implementation of the country and its regions requires the strengthening of scientific research work on the improvement of marketing strategies in increasing the export potential [1].

Analysis of literature on the subject

According to F. Kotler, a leading specialist in marketing, general marketing strategies for regional development are as follows:

- attracting tourists and business guests;
- attracting business from other places;
- preservation and expansion of existing business;
- stimulation of small business development and assistance to new enterprises;
- increase the volume of exports and the flow of third-party investments;

population increase or population structure change. For each of these strategies, a marketing strategy can be formed that ensures the appropriate direction and the introduction of its representatives to foreign markets.

F. Kotler focuses on the need to identify current and potential exporters in his scientific research work as part of the marketing strategies used to increase the export potential of the region. It emphasizes the importance of co-branding to export products and outlines ten functions that regional authorities can perform to help companies develop exports [5]:

1. Information provider - providing companies with information about export markets;
2. Broker - search for counterparties and distributors for small business;
3. Incentive - integration of local producers with foreign representative offices and trade exhibitions;
4. Instructor and consultant - holding seminars and conferences, trainings;
5. Financier - lending, benefits, guarantees;
6. Host side - organization of exhibitions and fairs, reception of foreign entrepreneurs;
7. Goal-setting - goal orientation to promote the leading clusters of the region;
8. Promoter - trade marketing;
9. Developer - development of a place as a transport center in trade relations between other regions;
10. Developer of new technologies - testing of new technologies in the region.

Spanish researchers Nora Lado and Esther Martínez Ros and Ana Valenzuela, a researcher at San Francisco State University in the USA, in their scientific article "Determining Successful Marketing Strategies for the Territorial Orientation of Exports", export companies first they enter markets that are close to them and have similar culture, values, and economic development. Then they begin to occupy distant markets. He puts forward eight hypotheses that companies should pay attention to when entering markets that are far from them [7]:

- 1) The international experience of the company leads to a significant increase in the volume of exports in markets far from the country.

Companies with many years of experience try to master new export markets and sell export products to the markets of distant countries. Companies without many years of experience usually export to markets that are close to them. experience is gained through implementation.

- 2) The size of the company leads to a significant increase in export volume in distant markets. The larger the exporting companies are, the more resources they will have to capture new export markets, and the more investments they will have to control risks. This will help distant markets apply faster and more aggressive strategies.
- 3) Export support and concessions lead to a significant increase in export volume in distant markets.

A country that supports its exporting enterprises and companies in the process of exporting to new distant markets and introduces benefits in terms of taxes, customs payments, state subsidies, logistics and insurance issues, in distant markets export volume will increase significantly.

- 4) The more culturally distant the market, the more different are the product features valued by the foreign consumer, and as a result, product adaptation has a greater impact on export volume.

This refers to differences in values, shopping culture and lifestyle between countries.

- 5) Exporting to more distant markets leads to an increase in transportation and delivery costs. This leads to an increase in the selling prices of export products.
- 6) Advertising costs increase the sales volume of export products regardless of market distance. Here, the main attention is paid to the importance of advertising export products.
- 7) Personal contacts, such as participation in fairs and direct-to-consumer communication tools, significantly improve export sales in geographically distant markets (eg Latin America in the context of Spanish exporting companies). Fairs and direct contacts with business partners are important in the development of exports in distant markets.
- 8) Sales channel development significantly improves export sales in geographically closer markets (for example, Europe in the context of Spanish exporting companies) [7].

In their research, Constanza Bianchi and Rodrigo Garcia paid particular attention to the growth of export indicators of developing countries, the role of marketing strategies in export development. has developed a diversification strategy and stated in his research that it is effective.

In their research, Constanza Bianchi and Rodrigo Garcia noted that as a result of the diversification strategy developed in the food industry of Chile to increase the export of fruits, wine and salmon, the export of these products is consistently growing. The results of this study show that the developed marketing strategies have contributed to Chilean food exports in several ways, such as promoting product development, promoting advertising in foreign markets, and professionalizing the management aspects of these sectors. invested in innovation and technology to produce products. In addition, public organizations and private trade associations help exporters to establish contacts, organize exhibitions and business meetings, develop advertising activities abroad, and provide legal, technical, research and environmental assistance, which has led to the development of exports in foreign markets [2].

According to Constanza Bianchi and Rodrigo Garcia, Chile's food exports are growing, but there are a number of marketing problems. In particular, the brand of Chilean food products is not adequately positioned in foreign markets. The lifestyle and purchasing habits of the population, who are the final consumers of exporting countries, have not been thoroughly studied. Appropriate distribution channels have not been formed for entering each new market. Constanza Bianchi and Rodrigo Garcia believe that

it is necessary to pay attention to these when developing a marketing strategy for export development.

2. Materials and Methods

In the process of research, the need to develop marketing strategies is based on the analysis of the objectives and indicators to be achieved in the 55th goal of the "Uzbekistan-2030" strategy. Statistical analysis, economic analysis and synthesis, factor analysis, systematic analysis, observational method, comparative analysis method were used to explain the research results.

3. Results and Discussion

Based on the similar aspects of regional marketing and regional export product marketing strategies, we can distinguish two approaches to the development of marketing strategies for increasing regional export potential.

The first approach depends on the classical definition of territorial marketing, according to which it is defined as the process of designing a territory based on the needs of target markets. When export-oriented products are foreign market consumers (importers). marketing can achieve its goal only if it satisfies the demand and meets the expectations of investors. Although promotion of the territory is considered one of the tasks of marketing, it is distinguished by having a secondary position. Based on this definition, the marketing strategy related to the increase of export potential is interpreted in harmony with the strategy of export development in the region. It includes setting goals, export development strategy, foresight, strategy implementation mechanism, etc. , which in turn can be interpreted as a marketing strategy for export development.

However, in most cases, in practice, the second approach is used to clarify the regional marketing strategy and clarify the export marketing strategy. The second approach is distinguished by the fact that it is aimed at promoting the export products and services of the region, as well as the image of the region to the target markets. Within this approach, the strategy of export marketing appears as a somewhat higher level strategy - a means of implementing the strategy of export development in the region.

In the course of our analysis, we consider marketing strategies related to the increase of regional export potential within the framework of the second approach. We will try to explain it as a system of marketing methods and tools used by export marketing subjects in a certain sequence, having a targeted effect on one or another object of regional export marketing, or on one or another representative of the target audience. Alternatively, marketing strategies can be formed in the cross-section of export marketing subjects and aimed at specific objects of export marketing or representatives of the target audience.

Based on local and foreign scientific research on export marketing issues and practical experience gained in the implementation of export marketing strategies by regions, we have developed a classification of marketing strategies that can be used at the regional level (Fig. 1).

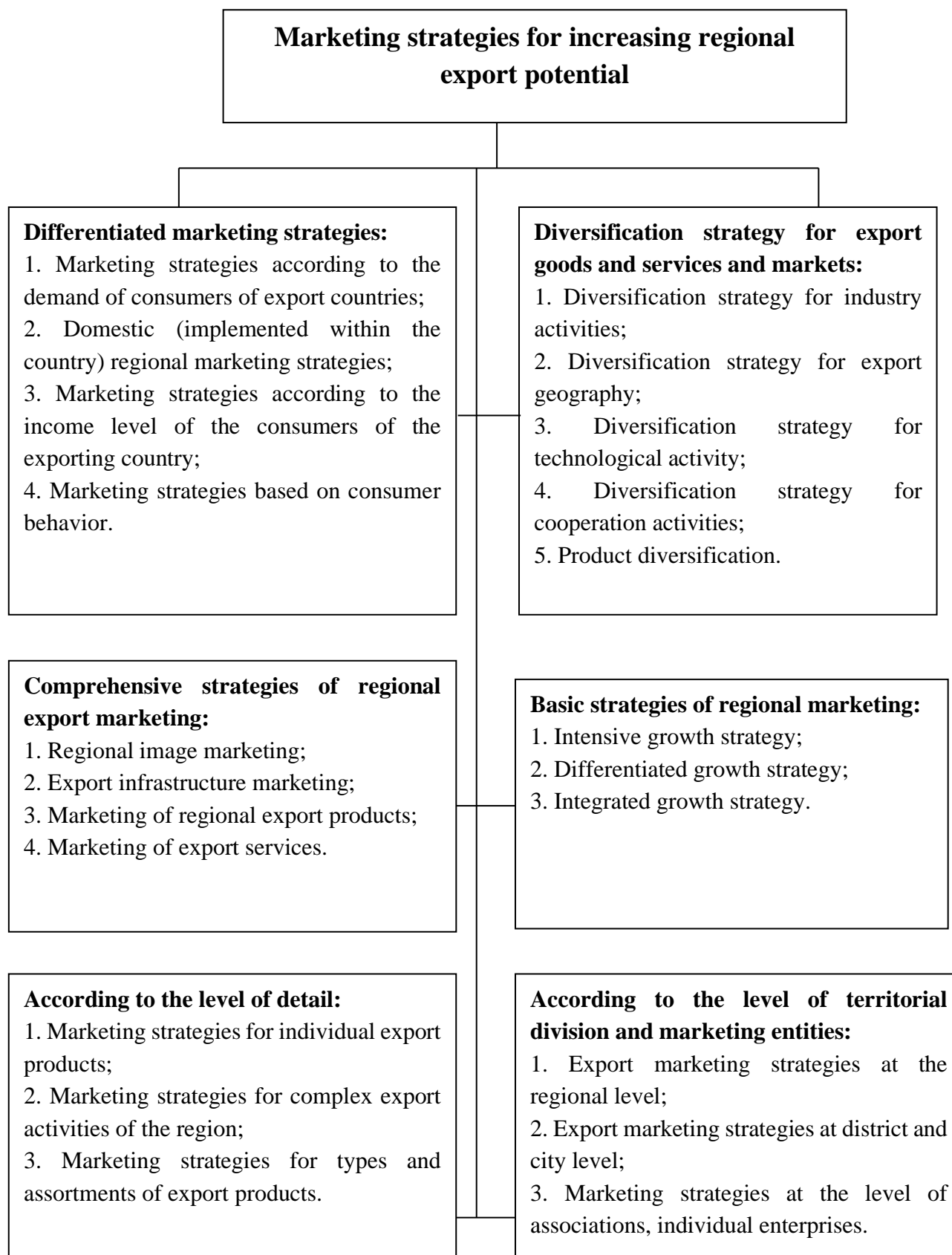


Figure 1. Classification of regional export marketing strategies

Some of the proposed strategies are marketing strategies for export products and services, and then, they can be divided into broad marketing strategies such as image,

infrastructure, growth strategies, export products and export market diversification strategies.

Export marketing strategies must meet certain requirements, because without them, it is natural that the very process of strategy implementation will be in doubt. We consider it appropriate to include the following among such requirements:

- each strategy should be directed to a certain object or group of objects of marketing (in fact, marketing cannot be abstract and not tied to a specific object; therefore, we must focus on one when targeting a single target audience, marketing objects must be available and meet the needs of the target audience). In this regard, the territory itself can appear as a marketing object as a whole;
- at least one responsible executive for each marketing strategy (this can be a separate legal entity, organization or organizational unit, department, or even an individual individual) or a group of responsible executives is required;
- necessary financial and other resources, including labor resources, should be allocated for the implementation of each selected strategy;
- each strategy includes a set of marketing methods and tools (some strategies can also include comprehensive marketing strategies), clarifying the order of their sequential use, as well as the organizational, economic and legal aspects of their implementation it is required to clearly reflect the mechanisms;
- it is necessary to develop a system of indicators for each strategy in order to analyze the results of the implementation of strategies and, in turn, evaluate the performance of the executors.

It is important to develop effective marketing strategies to increase regional export potential. Such strategies are focused on studying the specific requirements of international markets, proper branding of products, market segmentation and increasing competitiveness at the international level. The process of developing marketing strategies for increasing regional export potential, the main components of marketing strategies, As a result of the research conducted, we implemented the author's approach (Table 1).

Table 1. The process of developing marketing strategies to increase regional export potential

Main directions of marketing strategy	The main purpose of the strategy	The main tasks to be carried out in the development of the strategy
Market research and segmentation	Analysis of foreign markets	It is necessary to identify prospective markets for each product. To analyze the products in demand in different countries and study their size, growth rate and regional specificities.
	Segmentation and determining the target audience	Dividing markets into different segments, i.e. determining which countries or regions have a greater demand for regional products. For example, there may be European or Asian markets for food products, and CIS countries for industrial products.
	Studying customer needs	Determining the export strategy by studying the characteristics of demand for local products (price, quality, environmental friendliness)
Brand positioning of export products	Branding	Using the rich historical and cultural heritage of the Samarkand region, promoting products under the "Samarkand" brand in the international market. This brand should emphasize that the product is of high quality, environmentally friendly and unique.
	Creating added value	Producing high value-added products rather than raw materials or simple products. For example, dried fruits, juices, prepared foods, processed textiles.

	Increase competitiveness	Ensuring the competitiveness of the product in terms of price and quality in order to successfully sell the product in the international market. Competing with competitors by matching prices and improving service levels.
Digital marketing and e-commerce	Participation in online platforms	Placement of regional products on global online trading platforms (Alibaba, Amazon, eBay). This strategy helps to establish direct relationships with foreign customers and deliver products to a wider audience.
	SEO and digital advertising	Use of SEO (Search Engine Optimization) strategies to bring products to the top positions in search engines (Google, Bing). Setting up digital advertising campaigns for products (Google Ads, Facebook Ads).
	Marketing in social networks	Development of advertising and content marketing on platforms such as Instagram, Facebook, LinkedIn, TikTok to attract global customers. Creating visual content is important for effective promotion of national products.
	Increase marketing knowledge	Organization of marketing and international trade training for exporting enterprises. It teaches entrepreneurs how to brand their products and how to sell them on the international market.
Support of exporting enterprises	Identifying exhibitions and trade missions	Bring local businesses to new markets by involving them in international trade shows and missions. This allows you to establish direct relationships with new customers and partners.
	Promotion of small and medium-sized businesses	Creation of special financial support programs for the export of small and medium-sized enterprises in the regions. For example, giving grants or loans for marketing expenses.
Quality and certification	Adaptation to international quality standards	In order to sell products of the Samarkand region in international markets, their quality must meet international requirements and standards. Simplification of certification (ISO, HACCP, Organic) processes and support for local businesses.
	Product certificates and permits	Bringing exported products to new markets by obtaining international certificates. In particular, focusing on valuable segments by obtaining certificates of environmentally friendly or organic products.
Logistics and supply chain optimization	Logistics chain optimization	Logistics efficiency is of great importance in exporting products. Analyzing the delivery processes of products exported from Samarkand region, measures should be taken to shorten and speed them up.
	Development of transport infrastructure	Improving transport infrastructure (railway, road and aviation) for fast and safe delivery of products for export.
Customer relationship development and service	Effective service	In addition to exporting products, quality service is also important. Communicating with customers in a timely manner, providing complete information about the product, monitoring delivery processes.
	Customer loyalty programs	Creating loyalty programs to develop long-term relationships with customers who order from abroad. Customers can be retained by giving them special discounts or bonuses
International cooperation and interstate agreements	Trade agreements and concessions	Exporting products on preferential terms for certain markets through the use of international trade agreements. The export of Samarkand products will be facilitated by using the interstate agreements reached on customs fees and quotas.

Creating an international network	Creating new cooperation opportunities by connecting Samarkand exporters with foreign chambers of commerce, international organizations and investors.
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It is necessary to establish organizational, economic and social mechanisms for the implementation of the strategic goals and tasks envisaged in the strategy.

Organizational mechanisms include a management system aimed at the implementation of prospective tasks. Based on the organizational mechanisms of the implementation of the concept, it is necessary to form a management system that includes comprehensive measures aimed at identifying and implementing the interests of all participants in the development of regional export.

The economic mechanism of the implementation of the concept includes the means and methods of financing and investing in export development projects. One of the important economic mechanisms for the implementation of the concept should be the formation of an effective budget policy for regional export development.

The innovative mechanism of the implementation of the concept consists of methods, tools and elements of strategic and socio-economic cooperation of entrepreneurs and local government bodies in solving regional export development problems. As such a mechanism, special attention is paid to the formation of clusters of various specializations in the regions.

Based on the above considerations, the mechanism for developing marketing strategies to increase the regional export potential was justified (Fig. 2). This mechanism consists of a complex set of measures implemented at three levels.



Figure 2. A mechanism for developing a marketing strategy for increasing regional export

potential

The marketing strategy for increasing the regional export potential is implemented in a cooperative manner and is based on the export marketing strategy.

The first level reflects the cooperative marketing strategy implemented at the level of enterprises and organizations engaged in export activities, and consists of a set of marketing activities aimed at adapting the capabilities of exporting enterprises and organizations to the wishes of consumers of export products. In this case, differentiated marketing strategies aimed at increasing the regional export potential and consumers, diversification strategy for export goods and services and markets aimed at increasing the export volume, marketing growth strategies aimed at ensuring the effectiveness of those engaged in export activities, it is appropriate to use international marketing strategies for implementation in a mutually integrated manner with other enterprises and organizations embodied in the framework of export products. The result of this marketing strategy is aimed at obtaining the necessary profit by the region to better meet the needs of consumers in the future and to strengthen the competitive position in the market by developing and selling export products that meet the needs of consumers.

The second and third levels of the implementation of cooperative export marketing strategies represent the coordinating and supporting links of complex actions in the implementation of the strategy developed at the level of regions of the country, that is, regions and districts.

The second level, i.e. implementation of a cooperative marketing strategy at the level of departments, divisions and centers on various export and investment development issues, study, formation, and promotion of public opinion on increasing regional export potential of enterprises and organizations operating within the territory. consists of a set of activities aimed at demonstrating and protecting the interests of the community through support and implementation.

The third level, that is, the marketing strategy implemented at the scale of free economic and small industrial regions - effective use of regional export potential, support aimed at forming positive views of prospective consumers towards regional export goods by forming the brand of goods produced and exported in the region. consists of a set of reinforcing and coordinating marketing activities.

4. Conclusion

Among the activities carried out on the basis of the marketing strategy within the enterprises and organizations carrying out export activities, the following should be included:

- analysis of export market conditions and development of demand parameters for export goods and their assortment aimed at prospective target markets;
- development of an integrated marketing strategy (product, price, sales promotion, brand, logistics and service strategy);
- ensuring competitiveness and attractiveness of regional export goods;
- participation in the development and implementation of regional marketing strategies to increase the regional export potential.

It is desirable that the marketing strategy implemented by the export promotion agency to increase the regional export potential should cover the following activities:

- acting as an intermediary between private business and the state in the process of developing and implementing a regional marketing strategy for increasing the regional export potential;

- constant monitoring of the implementation of export forecast parameters, as well as assessment of the influence of marketing, market and price-related factors in the development of export forecast parameters for the coming years;
- to determine the factors related to marketing and logistics that affect the growth of the export potential of regions and sectors;
- providing informational and advisory support to exporters and conducting in-depth marketing analyzes to identify promising trade markets;
- maintaining an electronic foreign trade platform, maintaining a database of local exporters, manufactured products and services, assisting business entities engaged in production and export activities in entering leading international electronic trade areas;
- forming a cooperative advertising policy of regional export goods.

The main tasks of regional (country) state administration bodies in the implementation of export marketing strategy:

- conducting marketing research (identification of development trends of markets importing regional export goods and forecasting their development, identification of target segments of export markets);
- development of a marketing strategy and action plan for increasing regional export potential;
- involvement of enterprises and organizations engaged in regional export activities in the development of this strategy;
- implementation of consulting services on issues of marketing strategy implementation;
- providing targeted and informational support to exporting enterprises related to the introduction of international systems of standardization and certification;
- organization of regional export goods advertising and public relations events;

All-round support for exporters who bring national brands to foreign markets based on the idea of "New Uzbekistan - the country of competitive products". Thus, choosing and implementing the right marketing strategies to increase regional export potential will help to successfully enter international markets. Developing clear marketing strategies in areas such as market segmentation, branding, digital marketing, and logistics is appropriate.

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