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## Modern information and communication technologies and ways to improve marketing activities to increase the competitiveness of textile products

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**Abstract.** This article discusses the experience of many developed and leading countries in the world economy today to achieve competitiveness and access to world markets, primarily the gradual reform of the economy, deepening structural change and diversification, rapid development of new high-tech enterprises and industries. accelerating the process of development, modernization and technical renewal of existing facilities. These processes also apply to textile enterprises, which are important sectors of the Uzbek economy and require coordination of production and sales on the basis of marketing research.

**Keywords.** Diversification, textiles, information, services

### I. Introduction.

World experience shows that the role and importance of the field of information and communication technologies (ICT) in the global economy, including the production of computer and telecommunications technologies, software products and the provision of a wide range of interactive services based on them, is growing. On the State Program of the President of the Republic of Uzbekistan "On the implementation of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021 in the Year of Active Entrepreneurship, Support of Innovative Ideas and Technologies" and "Measures for further improvement of information technology and communications" In order to ensure the implementation of the decrees of the Cabinet of Ministers of the Republic of Uzbekistan from June 1, 2018, businesses will be able to export goods and services without concluding an export contract and without charging a bank commission, except for certain goods on the list established by the Cabinet of Ministers. have the right to export services. At the same time, the turnover of goods sold by businesses through e-commerce, regardless of their size, is retail. Also, the involvement of international

consulting companies and experts in the field of ICT, development of their IT infrastructure and strengthening the material and technical base, as well as ICT. It is planned to implement it at the expense of the Development Fund. The experience of many developed and leading countries in the world economy today proves unequivocally that achieving competitiveness and access to world markets, first of all, the gradual reform of the economy, deepening structural transformation and diversification, rapid development of new high-tech enterprises and industries. development, modernization of existing facilities and acceleration of the process of technical renewal. These processes also apply to textile enterprises, which are important sectors of the Uzbek economy, and require the coordination of production and sales on the basis of marketing research. One of the main reasons for this is the demand for the quality of textile products in the current situation and the crucial role of the strategy of enterprises to enter international markets. According to the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated December 31, 2013 No 355 "On measures to introduce a system for assessing the state of development of information and communication technologies in the Republic of Uzbekistan"

from December 1, 2014 in the Ministry of Information Technologies and Communications Experts of the Center for e-Government Development and the Center for Information and Public Security quarterly analyze the state of implementation and development of ICT in public and economic administration, local government and conduct rating assessments. The impact of modern ICT on socio-economic development is extremely high, primarily in the growth of labor productivity, competitiveness, job creation, reduction of production and service costs. , The World Wide Web (WWW) internet commerce networks are growing rapidly. The development of ICT has led to the emergence of e-commerce, which is the most important system of the Internet. The modern concept of marketing has become the basis for the emergence of a new direction of Internet marketing. One of the key features of internet marketing is its hypermediate nature, which is characterized by high efficiency in presenting and assimilating information, which significantly increases marketing opportunities in improving the relationship between business and consumers. The role of the Internet is not limited to communicative functions, but also includes the ability to make transactions, make purchases and make payments, which provides the characteristics of the global electronic market. In order to organize the effective sale of products of enterprises, e-commerce tools are widely used in the practice of developed countries. These four models of e-commerce C2C, B2B, B2C and C2B are common in developed countries. It reduces the possibility of exporting information and communication products to domestic and global markets, as well as the cost of using these products to find a buyer, increase the country's export potential and increase efficiency. rather, it incorporates a number of concepts and ensures its full implementation. These include, first, identifying the basic needs of consumers through marketing research tools; second, to create products that meet these needs; third, delivery of these products to consumers using marketing elements (price formation,

advertising, sales promotion, etc.); fourth, the direct sale of products to consumers through supply (sales) networks. In this sense, marketing activity involves conducting marketing research, on this basis, developing a marketing strategy, programs of marketing activities. This requires the effective use of methods of marketing analysis. In the current situation, special attention is paid to the formation of marketing activities in many economic entities and the solution of its problems from a scientific point of view, the basis of such entities is the market category. This process is also important for the textile market. Based on the methodological recommendations developed to assess the competitiveness of the textile enterprise, it is possible to determine the position of enterprises among their main competitors and their strengths and weaknesses. This is because the manufacturer's desire to improve the consumer properties of new types of products, as well as their development, ultimately leads to an increase in the level of quality. This, along with the increase in sales of these products and services, affects the expansion of markets for their sale. Any enterprise conducts its marketing activities in a competitive environment and competes in terms of type of activity. There is no way to avoid competition for local markets or businesses in a single geographic segment. In this case, the so-called "competition" activity, ie competition in the sense of the type of activity. In the marketing management system, the development and implementation of competitive strategies as part of marketing strategies necessarily requires market analysis, as well as diagnostics of its competitive environment. Conducting marketing research to address the existing problems of the textile industry in the competitive world market, the development of a marketing strategy based on the innovative marketing concept can raise the potential of the textile industry of Uzbekistan to a whole new level. The organization of a modern textile industry depends, for example, on the supply of products from other industries (a developed chemical industry that supplies

quality cotton fiber, quality dyes, the availability of a modern retail system). The development of textiles will require the support of manufacturers who supply the necessary raw materials, and only due to such a comprehensive approach can increase the competitiveness of the industry and achieve further economic growth. The policy in the field of attracting foreign investment should be based on encouraging the formation of network clusters, ie the development of strategic sub-sectors around the leading sectors. In our opinion, in order to determine the competitiveness of the enterprise, it is necessary to evaluate a number of indicators that characterize the development of its industries that are not directly related to the production process. The assessment of the non-manufacturing sector of the textile industry is explained by the fact that in world practice today, special attention is paid to public opinion, the image of the enterprise. Marketing activities in the communication policy of foreign firms are in many respects related to "public relations", which represents the management function, through which public opinion, organizational policies and tactics are evaluated in the public interest, as well as the implementation of any action plan for public recognition and respect. public relations). Based on the requirements of foreign practice, the level of development of the social sphere in the enterprise was assessed. According to foreign experts, only under normal working conditions can an employee create a competitive product.

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