INTERNATIONAL MARKET ENTRY STRATEGIES

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Abstract. *The article on international market entry strategies provides information on the strategies used to study practices that are important for companies or countries to successfully buy, sell, and improve the quality of their products or services in foreign markets. Strategies for successful international market entry include international marketing, understanding customers, internationalizing a product or service, learning additional languages, developing logistics and payment systems, projects and partnerships, and local laws and tariffs.*

Keywords: *International market, strategies, funding, infrastructure, development, e-commerce, community access*

Introduction. One of the important segments of the market economy is the stock market, which serves to place temporarily idle funds in securities and ensure their targeted placement through redistribution. Such goals can be achieved only when all types of securities, which are considered traditional and non-traditional segments of the securities market, give their results. At the same time, transactions, which include all operations such as placing securities, buying and selling them, are mainly carried out by commercial banks. This, firstly, ensures an increase in their authorized capital, and secondly, with the help of commercial activities in the markets, free capital abroad is mobilized. Therefore, at the same time, in order for all securities instruments to function fully and effectively, the development of the infrastructure of these markets in accordance with the requirements of the times requires raising to the state level.

This article explains the strategies used in international market entry and shows how they can be translated into practices and help develop processes for buying and selling products or services. It provides legal and policy frameworks for countries and businesses to enter international markets, such as relationships, working with projects and international organizations, understanding local and foreign markets, and developing payment systems. The article identifies the importance of creating a strategic plan for successful foreign market entry and provides an understanding of the values that are used in developing practices in the field of international market entry technologies.

Analysis of literature on the topic Based on foreign experience, it should be noted that many economists have been engaged in the development of marketing principles and their application in practice. Among them, we can include such famous scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

While the research conducted in our country in the field of international markets for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory in economics. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. YO. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

Research results: International market entry technology strategies are a strategic plan developed by a company or organization to establish or develop international market entry. These strategies aim to develop international market entry through export, import, physical logistics, marketing, logistics and other related services.

These strategies include a number of other measures necessary to organize customer service, innovation support, and international market entry. In the next stages, the strategies are implemented and modified.

To learn more about international market entry technology strategies, it is necessary to study financial factors in selected markets, economic modernity, special development or developed countries, import and export promotion activities, and strategic plans for developing partnerships with other buyers.

International market entry technology strategies are the guidelines that companies or countries use to acquire, sell, and improve the quality of their products or services in order to be successful in international markets. These strategies include attracting suitable customers in foreign markets, selling their products or services in foreign markets, launching international marketing campaigns, making investments in foreign markets, and other practices.

International market entry technology strategies aim to optimize the performance of an enterprise or business in the international market for its organization. This is related to the strategic role of the correct and effective application, use and management of technologies. Strategies can be important in a number of processes:

- E-commerce: E-commerce is a growing industry. Businesses need to develop a strategy for creating online sales sites, communicating with customers online, implementing payment systems, and selling and delivering products or services online.
- International Marketing: Marketing is one of the main tools when entering the international market. With the use of Internet advertising, social media advertising, SEO (Search Engine Optimization), and other marketing technologies, a company can present itself in the international market.
- Dependency and System Costs: Automated systems for the use and management of technologies should be able to help optimize enterprise management. It is necessary to automate marketing systems, customer data collection, and other business processes.
- Relationship and processing systems: To strengthen customer relationships, the enterprise should use CRM (Customer Relationship Management) systems, internal and external enterprise resource planning (ERP) systems, HR (Human Resources) systems, and other relationship and processing technologies.
- Security: When entering the international market, data protection is very important. In the security field, new technologies, star algorithms, and other security incident-related strategies need to be developed.
- Entering the technology community: It is important for businesses to train people to use new technologies and prepare them to adopt new technologies. It is necessary to organize courses for employees on the use and management of technology and to widely introduce new technologies in this direction.
- International Cooperation: International market entry strategies should include international cooperation in all areas. Strategies for international market entry through technology, production and commercial cooperation should be developed.

To implement these strategies, analysis and research must be conducted on the goals and requirements of the enterprise, as well as the characteristics of its industry and market.

The technical tasks of transforming a developing stock market into a developed market are: providing the necessary infrastructure for effective integration into the world stock market and improving the legislative framework regulating activities in the stock market. A problem inherent in many developing stock markets is that in developing countries, as a rule, the state and society do not pay enough attention to the development of the stock market infrastructure, and there is no state support. Consequently, the development of the stock market directly depends on how relevant and important it is for the country, which is reflected in the will and determination of the state. Also, political support from the state is especially important in the form of protecting the interests of the national stock market in international financial markets.

Conclusion and suggestions. International market strategies play an important role in the economic environment of Uzbekistan, contributing to business growth, the development of e-commerce, and increasing the competitiveness of companies. In the context of the rapid digitalization of the country, marketing strategies are being transformed, adapted to new technologies, and consumer behavior is changing.

1. E-commerce and Shopping Sites: The article concludes that it is important for businesses to have strategies for creating online sales sites, communicating with customers online, implementing payment systems, and selling and delivering products or services online.

2. International Marketing: When entering the international market, companies strive to successfully present themselves in the international market through good marketing management, internet advertising, social media advertising, SEO, and other marketing technologies.

3. Dependency and Systemic Costs: The article discusses the strategic importance of dependency and systematic cost management for enterprise management automation. It emphasizes the need to automate market systems, customer data collection, and other business processes.

4. International Cooperation: International cooperation between enterprises has become increasingly important in entering the international market. This has made it meaningful to include strategies for entering the international market through technology, cooperation in production and trade.

This conclusion summarizes the main conclusions of the article, the strategic directions, and their importance to the company. It is hoped that this conclusion will help businesses to understand the strategies needed to be successful in entering international markets.

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