

YENGIL SANOAT KORXONALARI RAQOBATBARDOSHLIGINI TA'MINLASHDA MARKETING STRATEGIYALARI

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ANNOTATSIYA

Maqolada jahon bozorida raqobatbardosh mahsulotlar ishlab chiqarish ko'lamini kengaytirishda yengil sanoat korxonalarida marketing strategiyalarini ishlab chiqishning o'ziga xos xususiyatlari haqida fikrlar qalamga olingan.

Kalit so'zlar: raqobatbardosh mahsulot, ishlab chiqarish, yengil sanoat, korxonalar, marketing, strategiya.

ABSTRACT

The article discusses the peculiarities of the development of marketing strategies in light industry enterprises in the expansion of production of competitive products in the global market.

Keywords: competitive product, manufacturing, light industry, enterprise, marketing, strategy.