

CLASSIFICATION OF INTERNATIONAL MARKETING STRATEGIES EXISTING APPROACHES

Naimova Nargiza Akbarovna

Asia International university

Abstract : This in the article It is worth noting that the marketing strategy of companies has a number of characteristics that differ depending on the goals and strategies of each company and their approaches. necessary conclusion and recommendations brought passed .

Keywords : Marketing , Company , strategic approach , marketing complex, brand strategy.

The marketing strategy of companies has a number of characteristics that differ depending on the goals and strategies of each company, but, on the other hand, the marketing strategy every always one kind to principles has and him/her done is based on several existing conditions for increase.

The main elements of the marketing mix are:

- goods (to the market take arrived of the object characteristic);
- price (reflects the commercial relations of existing competitors and buyers of goods);
- promotion (reflects the relationship between the manufacturer and buyers);
- distribution (goods) movement) (to the product) ownership the right transfer

processes).

Marketing complex elements based on company components of a marketing strategy are formed.

Thus, the following areas can be distinguished:

- 1) Goods strategy.
- 2) Pricing strategy.
- 3) Communication strategy.
- 4) Trading strategy.

Product whole marketing of the complex is the basis. If the product buyer's needs if it does not satisfy, then No amount of additional marketing spending will improve its competitive position in the market – ultimately, its failure is inevitable.

Brand strategy is not only the purposeful formation and management of the assortment, but also the internal processes that affect the product. and external factors into account to take, him/her create, working to release, to market release and sell, such activity legal as a means of ensuring, pricing, achieving commodity policy goals, etc.

Philip Kotler gave the example of Procter & Gamble's brand strategy . 1950s in the middle Procter & Gamble everyone came to the conclusion that it was possible to improve the old-fashioned potato chips that they were used to . For almost a hundred years since the appearance of chips, no one had proposed any new technology for their production, and the corporation itself did not have a clear idea of what improved chips should be. But the company clearly knew that

consumers would not be satisfied with the chips in their current form.

Procter & Gamble experts interviewed many potato chip lovers. According to the results of this market research, the company found that consumers most chips about any from something found that they were dissatisfied. They specifically complained: the chips go stale too quickly, sometimes even when they are already stale when you buy them, the chips are not crispy enough, they almost always come out broken or burnt, they are too greasy, it is difficult to close the bags of chips, and the bags of chips are inconvenient to store.

These eight claims, identified during a consumer survey, were made by the corporation's research and development department. for elementary to the point became. Pringle's a new product called potato chips or simply Pringles create for to the department ten from the year more time it took. They dehydrated potatoes plant to the tissues convert the way they found and this tissues easily They were cut into equal-sized pieces that could be assembled. These chips were vacuum-fried and packed in tin cans similar to those used for selling tennis balls.

1968 in the fall Pringle Indiana of the United States Evansville went on trial sale in the city and tested the local potato chip market 20 percent of them were healthy. After that, the corporation began to carefully and gradually introduce them to other markets. By 1975, the product was distributed throughout the country and reached \$100 million, or about 10% of the potato chip market.

Pringle – from the beginning of research to the beginning of its nationwide distribution – finally began to bear fruit. The corporation was very optimistic about the prospects for profit, because, despite the fact that the cost of production equipment was higher than that of enterprises producing traditional chips, the costs of distributing Pringle chips were low. Competitors were able to deliver the new product to stores and him/her out of hand caught transfer for expensive trade employees and unwrinkled boxes, although they must be stored in trucks and Pringle of chips one annual suitability deadline It allowed Procter & Gamble to distribute goods through traditional warehouses.

However In 1976 Pringle chips sales decreasing, sales It cost \$90 million . The public is increasingly concerned about dietary problems and has turned to more natural foods. And Pringle chips seemed to many to be something synthetic, consisting entirely of preservatives and additives, devoid of the pleasant natural taste of freshly made potato chips. One consumer said that Pringle's taste is more like a tennis ball than a potato chip like since leaving he groaned. This such as claims Chips Manufacturing issuers Institute led by new chips served as a springboard for a counterattack by manufacturers. They stubbornly insisted that Pringles were not a "real" product and even sued Procter & Gamble to ban the company from calling them Pringles potato chips .

However, Pringle chips seemed too expensive for some consumers. These customers could not believe that the same amount of chips was crammed into a tin can as in the competitors' regular bags. Many returned to the new chips, and Pringles chips were purchased only on special occasions.

Sales fell to \$80 million. But Procter & Gamble was not going to give up. Instead, it delved deep into its arsenal of professional marketing and technology tricks. Among other things, the corporation changed its advertising campaign several times. Ads appeared showing people in Pringles boxes filling a salad bowl with ordinary bags. Later, advertising focused on production technology, emphasizing the absence of preservatives and artificial ingredients in Pringle chips.

In 1980 Procter & Gamble to the product new life In the hope of giving the market a "new,

improved" version of Pringle, the corporation reduced the salt and fat in the product formula. better combining, main from difficulties one believed that he had succeeded in overcoming this and making chips "tasty." These new, improved chips were offered by Procter & Gamble in plain, thin, and sweetened versions. To the market again when he entered, advertisement expenses 339 in 1980 700 from dollars In 1981 8 million up to a dollar increased and advertising company main topic "I new Pringle from the taste of chips crazy "I have lost weight." motto was. As a result of the product Its share of the two billion dollar potato chip market rose from 4.5% to 5.5%.

Procter & Gamble is taking a real gamble on the market, believing that Pringle will win again this time. A \$200 million loss has not dampened the enthusiasm of this patient and determined marketer, she is "Crest" tooth paste to create 10 year Head and Shoulders shampoo, which became a huge success due to its high cost and market share working to go out one how many year to spend no never regretted it.

The firm must have the ability to create new products. From this except, she is variable tastes, production taking into account changes in technology and the competitive situation management to the possibility has to be necessary. Every what product own there is was in the period, as if four from the stage It goes through a life cycle consisting of: **market entry stage, growth stage, maturity stage, and decline stage** .

means that a firm faces two major challenges. First, it is immediately to decline face caught products replacement for must find new products (the problem of innovation development). Secondly, company there is was products with must be able to effectively organize work at each stage of their life cycle (the problem of a strategic approach to the stages of the product life cycle). Some companies, not knowing how to work with existing products, focus their efforts on creating new products they look. Others and, on the contrary, the future They direct energy into working with existing products at the expense of creating enough new products with the aim of

Every one international marketing strategy choice depends on the company's experience, its competitive strength, the nature of its activities, etc.

several organizational marketing strategies :

- internal to the market close strategy;
- adapted to the needs of the foreign market ;
 - adaptive standardization or standard adaptation strategy- symbiosis;
 - Strategy, standard for all foreign markets.

So the strategy is close to the domestic market. Here the company only external in the markets to work is learning, does not yet have sufficient experience in international marketing and knowledge of the foreign market. As a rule, such companies carry out their marketing in the foreign market in a similar way to their actions in the domestic market, that is , they use the same strategies and competitive advantages developed in the domestic market to capture and expand market share. The reason for such behavior of the company danger is that, edge fifty consumer to him/her may not accept the offered product or service.

References:

1. Алимова, Ш. А., & Шадиев, А. Х. (2025). СОВРЕМЕННЫЕ ЭКОНОМИЧЕСКИЕ ТЕНДЕНЦИИ В УЗБЕКИСТАНЕ: АНАЛИЗ ДАННЫХ И ПЕРСПЕКТИВЫ. STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS, 1(4), 205-211.

2. Алимова, Ш. А., & Тошов, М. Х. (2025). РОЛЬ ТРАНСПОРТНОЙ ИНФРАСТРУКТУРЫ В РАЗВИТИИ ТУРИЗМА В УЗБЕКИСТАНЕ. MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS, 1(5), 180-186.
3. Алимова, Ш. А., & Шадиев, А. Х. (2025). РОЛЬ ЦИФРОВОЙ ЭКОНОМИКИ В РАЗВИТИИ УЗБЕКИСТАНА: АНАЛИЗ ЗА 2021–2024 ГОДЫ. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(3), 245-252.
4. Алимова, Ш. А., & Тошов, М. Х. (2025). ЦИФРОВИЗАЦИЯ КАК ФАКТОР РАЗВИТИЯ ТУРИЗМА В УЗБЕКИСТАНЕ. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(4), 259-266.
5. Алимова, Ш. А., & Тошов, М. Х. (2025). ЭКОНОМИЧЕСКОЕ ЗНАЧЕНИЕ РАЗВИТИЯ ТУРИЗМА В УЗБЕКИСТАНЕ: АНАЛИЗ СОВРЕМЕННОГО СОСТОЯНИЯ И ПЕРСПЕКТИВ. STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS, 1(4), 137-144.
6. Azimov, B. F., & Qudratova, G. M. (2025). OZBEKISTONDA INNOVATION FAOLIYATNI MOLIYALASHTIRISH STRATEGIYASI VA UNI TAKOMILLASHTIRISH. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(4), 36-45.
7. Azimov, B. F., & Qudratova, G. M. (2025). INNOVATION FAOLIYATNI QO 'LLAB-QUVVATLASHNING YEVROPA MAMLAKATLARI TAJRIBALARI. ANALYSIS OF MODERN SCIENCE AND INNOVATION, 1(5), 35-44.
8. Azimov, B. F., & Qudratova, G. M. (2025). KICHIK BIZNES VA XUSUSIY TADBIRKORLIK SOHASIDAGI IJTIMOIIY VA IQTISODIY HOLAT, HUDUDDA SANOATNI RIVOJLANTIRISHNING ISTIQBOLLARI. STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS, 1(5), 23-30.
9. Azimov, B. F., & Qudratova, G. M. (2025). ISPANIYADA INNOVATSIYALARNI QO 'LLAB-QUVVATLASH SOHASIDAGI ILG 'OR TAJRIBALAR. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(4), 24-35.
10. Azimov, B. F., & Qudratova, G. M. (2025). OLIY TA'LIM MUASSASALARINING INNOVATION FAOLLIGINI OSHIRISH MINTAQANI IJTIMOIIY VA IQTISODIY YUKSALTIRISH GAROVI SIFATIDA. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(4), 46-54.
11. Bobojonova, M. J., & Sodiqova, N. T. (2025). HOZIRGI KUNDA YASHIL DAVLAT XARIDLARI HOLATI VA UNING ISTIQBOLLI YO 'NALISHLARI. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(4), 153-163.
12. Bobojonova, M. J., & Sodiqova, N. T. (2025). JAHON IQTISODIYOTDA YASHIL IQTISODIYOTNING O'SISHI VA GG-GE-SD MODEL. MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS, 1(6), 251-260.
13. Bobojonova, M. J., & Sodiqova, N. T. (2025). YASHIL IQTISODIYOT RIVOJLANISHIDA XALQARO Hujjatlarning tarkibiy tuzilishi va uning o'rni. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(5), 222-231.
14. Sodiqova, N. T., & Xalilov, B. B. (2025). KORXONA FOYDASINING TAQSIMLANISHI VA ISHLATILISHI. STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS, 1(5), 55-65.

15. Bahodirovich, X. B. (2025). DAVLATNING MAQSADLI JAMG ‘ARMALARI FAOLIYATINING XUSUSIYATLARI. ANALYSIS OF MODERN SCIENCE AND INNOVATION, 1(5), 98-108.
16. Bahodirovich, X. B. (2025). DAVLAT KREDITI–DAVLAT EHTIYOJLARI UCHUN PUL MABLAG ‘LARINI JALB ETISH SHAKLI. MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS, 1(6), 95-104.
17. Bahodirovich, X. B. (2025). MOLYAVIY NAZORAT: MAZMUNI, SOHALARI, OB’EKTI, PREDMETI, TIZIMI, VAZIFALARI, PRINSIPLARI. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(4), 79-89.
18. Hakimovich, T. M. (2025). KORXONALARDA RAQOBATBARDOSH EKSPORTNI YO ‘LGA QO ‘YISH VA MARKETING STRATEGIYALARI. ANALYSIS OF MODERN SCIENCE AND INNOVATION, 1(4), 193-205.
19. Hakimovich, T. M. (2025). EKSPORTCHI KORXONALARNI QO ‘LLAB-QUVVATLASH USULLARI VA VOSITALARI. ANALYSIS OF MODERN SCIENCE AND INNOVATION, 1(4), 213-224.
20. Hakimovich, T. M. (2025). EKSPORT QILUVCHI KORXONALAR RAQOBATBARDOSHLIGINING NAZARIY TAHLILI. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(3), 137-148.
21. Ibodulloyevich, I. E. DEVELOPMENT DIRECTIONS OF INNOVATIVE ENTREPRENEURSHIP IN UZBEKISTAN.
22. EI, I. (2025). MINTAQALARDA TADBIRKORLIK FAOLIYATINI RIVOJLANTIRISH VA UNI INVESTITSIYA BILAN TA‘MINLASHNING O ‘ZIGA XOS XUSUSIYATLARI. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(5), 39-50.
23. EI, I. (2025). MINTAQALAR VA MA‘MURIY HUDUDLAR TADBIRKORLIK FAOLIYATINI INVESTITSIYA BILAN TA‘MINLOVCHI IQTISODIY TIZIM SIFATIDA. MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS, 1(6), 58-69.
24. Raxmonqulova, N., & Muxammedov, T. (2025). HUDUDNING STRATEGIK IJTIMOY-IQTISODIY SIYOSATINI BAHOLASH: METODOLOGIK YONDASHUV. Modern Science and Research, 4(1), 918-921.
25. Raxmonqulova, N. O. (2025). KORXONALARDA YUZAGA KELADIGAN INQIROZ HOLATLARI VA ULARNI BOSHQARISH STRATEGIYALARI. The latest pedagogical and psychological innovations in education, 2(1), 1-7.
26. Raxmonqulova, N. O. (2025). TASHKILOTDA INNOVATSION YONDASHUVLARNI BOSHQARISHNING AHAMIYATI. The latest pedagogical and psychological innovations in education, 2(1), 15-21.
27. Shadiyev, A. X. (2025). METHODS OF TEACHING THE “ECONOMIC THEORY”. SHOKH LIBRARY.
28. Shadiyev, A. X. (2025). DEVELOPMENT OF THE CURRICULUM FOR ECONOMIC DISCIPLINES IN PRIVATE UNIVERSITIES. FARS International Journal of Education, Social Science & Humanities., 13(1), 389-396.
29. Akbarovna, N. N. (2025). BYUDJET TIZIMINI ISLOH QILISHNING ASOSIY YO ‘NALISHLARI. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(5), 80-86.

30. Akbarovna, N. N. (2025). MAIN TRENDS IN THE DEVELOPMENT OF MODERN MANAGEMENT TECHNOLOGIES. FARS International Journal of Education, Social Science & Humanities., 13(1), 242-249.
31. Akbarovna, N. N. (2025). MENEJER FAOLİYATINING FUNKSIONAL VAZIFALARI VA UNING MADANIYATINING AHAMIYATI. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(4), 354-362.
32. Bostonovna, D. Z. (2023). CONCEPTUAL BASIS OF IMPROVEMENT OF BANK AUDIT IN COMMERCIAL BANKS. IMRAS, 6(6), 118-124.
33. Безуглова, М. Н. (2002). Государственное регулирование экономики.
34. Bazarova, M. (2023). EFFECTIVENESS OF USING PR-ADVERTISING SERVICES IN THE PROCESS OF PRODUCT DELIVERY ON THE EXAMPLE OF BUKHARA REGION. Modern Science and Research, 2(12), 506-512.
35. Базарова, М. С. (2020). Развитие внимания дошкольников посредством дидактических игр. In Исследования молодых ученых (pp. 37-40).
36. qizi Bobojonova, M. J. (2023). AGROTURIZMNING IQTISODIYOTDA O 'RNI, SALOHİYATI VA INFRATUZILMASINI YAXSHILASH. Educational Research in Universal Sciences, 2(8), 48-52.
37. Bobojonova, M. J., & Toshev, M. H. (2025). JAHON BOZORIDA YASHIL IQTISODIYOTNI MOLIYALASHTIRISH TENDENSIYASI: FAKTLAR VA KO 'RSATKICHLAR ASOSIDA TAHLIL. THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD, 1(4), 120-128.
38. Bobojonova, M. J., & Toshev, M. H. (2025). YASHIL IQTISODIYOTI RIVOJLANISH TARIXI VA SHAKLLANISHI. ANALYSIS OF MODERN SCIENCE AND INNOVATION, 1(5), 154-159.
39. Jumayeva, Z. Q. (2025). ISSUES OF IMPROVING THE METHODOLOGY OF COMPETITION ASSESSMENT IN THE BANKING SERVICES MARKET OF THE REPUBLIC OF UZBEKISTAN. AMERICAN JOURNAL OF BUSINESS MANAGEMENT, 3(1), 41-49.
40. Кайимова, З. А., & Темиров, Ш. (2016). Роль иностранных инвестиций в модернизации экономики республики Узбекистан. International scientific review, (2 (12)), 107-110.
41. To'rayevich, I. A., & AD, S. (2025). INVESTITSİYALARNI JALB QILISH VA BOSHQARISHNING XORIJ TAJRIBASI. STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS, 1(5), 12-22.
42. To'rayevich, I. A., & AD, S. (2025). MILLIY IQTISODIYOTGA XORIJIY INVESTITSİYANI JALB QILISH. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(5), 29-38.
43. To'rayevich, I. A., & AD, S. (2025). O 'ZBEKISTON RESPUBLIKASIDA MOLIYA TIZIMI VA UNING IQTISODIYOTIDA TUTGAN O 'RNI. MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS, 1(5), 64-75.
44. Sadillojevna, D. M. (2025). Prospects for Investments in Modernization of the Economy in the Agricultural Sector. Ethiopian International Journal of Multidisciplinary Research, 12(01), 217-222.
45. Джураева, М. С., & Алимова, Ш. А. (2025). АНАЛИЗ ТОЧКИ БЕЗУБЫТОЧНОСТИ И МАРЖИНАЛЬНОЙ ПРИБЫЛИ. STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS, 1(4), 88-94