

# Organizing the international marketing environment and relationships

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**Abstract.** In the article, the international marketing environment and its study, the reasons for the organization of international marketing services, the political and legal environment, the main purpose of entering the foreign market, making a decision to enter the international consumer market, export of goods, cooperative entrepreneurship, the organization of international marketing relations, political- legal environment and the main goal of entering the foreign market, the development of marketing services, the conclusions on the sustainable development of socio-economic relations between the countries are given.

## 1 Introduction

Today, it has shown how important it is to enter into international cooperation, to expand economic and business relations, as it has led to the deepening of economic cooperation between the world economy and international economic relations.

In the first half of this year, 85 trillion 775 billion soums of investment were absorbed, which is 1.6 times more than in the same period last year. The share of foreign direct investments in fixed capital increased by 2.5 times and reached 1.7 billion dollars. Foreign loans without state guarantee increased by 3.7 times. About 75% of foreign direct investments are allocated to regional projects. [1]

The development of the world economy is related to the development of the process of economic and social integration of countries, and is developing and improving international marketing services. In the development of the world economy, one of the main issues is to satisfy the consumption demands of the population and to develop socio-economic development without a stable economic crisis.

The development of international marketing services depends on the stable development of socio-economic relations between countries.

It is impossible to establish socio-economic relations between countries without the development of international marketing services.

That is why this problem is an urgent problem and its study and development is based on the following factors.

Firstly, one of the main conditions for the development of economic relations in the world economy is the organization of trade relations between countries and its development

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depends on the level of organization of marketing services. The development of international marketing services in the development of the world economy is related to the change in the conjuncture of the domestic market of developed countries.[3] The internal consumer market of developed countries does not satisfy the requirements of their economic development.

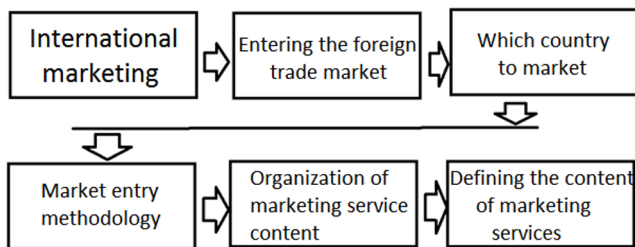
Due to the fact that the domestic consumer market of the intensively produced gross domestic products of developed countries is not satisfied, they try to release their products to the consumer market of the countries, and secondly, developing countries also strive to develop economic relations with developed countries in order to develop their national local economies, which leads to the development of international marketing services.

## 2 Materials and methods

As a result of the development of international economic relations between countries located between regions, some campaigns of developed countries have become transnational companies. At the same time, it can be said that as a result of the penetration of multinational companies of large developed countries into developed and developing countries, production, service and trade companies of developed and developing countries are entering the economy of developed countries.

The main goal of the economy of developed countries to develop international marketing services for their manufactured consumer goods to foreign countries is to sell consumer goods on the world market!

They provide international marketing services only by selling surplus products from their own consumer goods, while strengthening their position in the world trade market, entering the economy of developing countries based on the use of cheap raw materials and labor force, entering the domestic market of these developing countries, their national economy.



**Fig. 1.** Outsourcing of international marketing services [2]

Establishing and organizing economic trade relations between the countries, it is necessary to deeply establish the economic relations between the countries.

After the Second World War, conditions were created to ensure the economic development of the countries. What kind of social and economic conditions were created? First, as a result of the Second World War, the need to restore the economy of European countries after the Second World War, the need to develop the national economy, the political and economic independence of the countries, the rapid development of the economy of developed countries, the development of currency conversion as a result of the establishment and development of the international financial system. . As a result of the increase in the income of the countries of the world from production and trade, there are circumstances affecting the internal development of the market economy in the domestic consumer markets.

International trade system. Agreements between the countries of the developed world on the costs and prices of the goods produced by them on the consumer market of foreign countries, on the impact of customs payments, on the organization and collection of tax payments, and on the establishment of inter-country payments.

Exporting the countries' production requirements to each other is carried out on the basis of a special quota.

Currency control also plays an important role in the development of international trade and marketing services. International trading countries may encounter conflicting situations when exporting their consumer goods to foreign countries. These may be discrimination against the consumer products produced by other countries on the part of developed countries under various pretexts.

### **3 Results and discussion**

Political and legal environment Organization and conduct of trade services between countries on the basis of international trade marketing services often depends on political and legal alternatives.

All countries have a negative influence on the relations of the organization of the sale of political and economic goods in the domestic consumer markets, as well as on the development of the production and production of the purchased products. puts

In this way, in order to develop the country's economy, the state gives them incentives in various directions, which has a negative effect on the development of local economic production.

One of the main conditions for ensuring the development of the national economy is political stability. A change in the state administration managing the development of the country's economy can lead to a change in the path of economic development.

A change in government management can change financial relations, which is the main factor of economic development, and show its economic impact. Economic development and the organization of marketing services at the international level depend on the stable development of international currency organizations. The essence of this factor is that the implementation of relations on the basis of international currency operations ensures the stable development of the general economy of the countries.

From the implementation of international marketing services, the salesmen of the international marketing department of each country try to sell the consumer goods offered at higher prices because they are interested in social and economic profit in the currency or their national currency. From this situation, not only the sales agents who sell tolerance, but also the countries will benefit socially and economically. Various states should organize currency exchange relations, taking into account the requirements of the world consumer market, improving the exchange process of currency exchange relations, based on the state policy.

It is necessary to improve the protection of foreign investors and investment funds on the basis of state laws for the development of the national economy. The attractiveness of attracting capital of foreign investors is to provide them with the necessary information on customs payments, consumer markets, and to organize the development of privileged business activities, to create conditions for the fulfillment of the issues of meeting the demands of the foreign market.

In order to attract foreign invitations for the development of the national economy, the marketing service staff of the countries influencing them should provide services based on the marketing programs developed by the sellers, and the foreign invitation and marketing sales staff should provide them with services based on the purchase and consumption requirements. it is necessary to pay attention to the following.

- How many consumer products each person in the country can buy in one day.
- Values of the proposed consumption goods.
- It is necessary to pay attention to the relationship with brand goods.

Employees of the international marketing service may believe that regardless of the country in which they serve consumers, it is appropriate to learn about their culture and customs.

Activities with the main purpose of entering the foreign market in the course of their production can be entered into the global consumer market based on international marketing services mainly through the following methods.

The first method is mainly developed countries with a high economic position, involving themselves with investment funds in the production of consumer goods from the local resources available in developed or developing countries, or in the production of any consumer goods in general.

On the other hand, in order to make a profit, developed countries organize production in other countries based on their own needs.

In order to use international marketing services, each country based on foreign production companies should participate in the world market with production goods based on production in foreign countries and world market marketing on the basis of its investment funds. To do this, determine how much of the goods produced in connection with the organization of production in other countries on the basis of investment funds should be produced by foreign investors. It is necessary to determine the presence of trade services provided [4].

At the same time, it is up to the entrepreneur to conduct trade services based on the international marketing requirements of the goods he has developed in which country, based on the investment funds, along with the production of consumer goods.

It is at the discretion of the entrepreneur in which market to sell his manufactured goods.

When a manufacturing entrepreneur goes to the consumer market with his manufactured goods, he must pay attention to the following requirements: the size of the market, the growth of market demands, the level of costs of problems, the priority of competition and the level of market risk, along with a deep knowledge of the customs of the country where the sale of goods is planned. necessary[6].

Making a decision to enter the international consumer market. An entrepreneur who sells consumer goods produced in the world market can export the produced products on the basis of global marketing services with the goods produced through the methods of organizing entrepreneurship on the basis of cooperation and organizing production in foreign countries [6.7]. An entrepreneur can go to foreign markets with his manufactured goods.

Export	Sales of products of cooperative enterprises	Direct investment
Selling through sales agents produced by the entrepreneur. Selling goods produced in one country directly to consumers. Organization of sales through foreign distributors .	Sale of licensed goods. sale of goods produced on the basis of agreement. on the basis of the contract, on the basis of the management of sales of goods. Organization of the sale of products of joint enterprises	Private university funds.  Collective enterprises, universities.  Universities of production enterprises.

**Fig. 2.** Foreign market entry strategy [2]

Export of goods. The most common way to enter the foreign world market is to export finished consumer goods produced during the production process. Export of goods is divided into regulated export method, unregulated export method and passive method of unregulated goods through active export methods. In this way, business entities export their products if there is no surplus.

Entrepreneurs export their manufactured goods depending on their level of interest.

An entrepreneur provides independent marketing services or export operations of consumer goods when releasing his manufactured goods to the global consumer market. It is less expensive to export goods through export operations. On the basis of expertise, the movement of goods is considered risk-free.

The use of expert operations ensures that the low costs of marketing and sales operations increase the efficiency levels.

Joint entrepreneurship activity is to enter the foreign market with small consumer goods products on the basis of cooperation between a good production enterprise and a joint trade marketing enterprise or the goods are released to the foreign consumer market.

Licensing goods are the goods released to foreign world consumer markets. Specialists who export goods, sales agents must have a thorough knowledge of all documents related to the sending of goods to the country of the consumer through the export of goods and must comply with them.

Partnership business. Products produced on the basis of cooperation or planned to be released on the international consumer market on the basis of cooperation are released. The production and export of finished products organized on the basis of cooperation between entrepreneurs can be organized on the basis of the goods produced by foreign countries [9-19]. Placement of consumer products produced on the basis of cooperation with countries with consumer markets will reduce production and transaction costs and increase the profit margin.

In the process of production in cooperation, the production of joint products is carried out in the following ways. General production of Licensed Goods. The quality of these goods is guaranteed by the type of trade recognized in the process of production and consumption.

- Licensed goods are usually allowed to take consumer goods to the designated destination as a result of paying customs services to foreign countries based on the payment of certain expenses.
- When sending licensed consumer goods to foreign consumers, its disadvantage is that senders and consumers of goods sent to consumers who purchase goods cannot study their quality in depth.
- Exporting consumer goods to foreign consumer countries with a license of consumer goods creates a favorable interest for them. They consist of the following;
- Exporting the consumer goods produced by the entrepreneur to foreign consumer countries as a finished product leads to the reduction of the total production and problem expenses and the reduction of the cost of the product unit;
- Entrepreneurial producer subject provides additional profit for himself by delivering the goods produced to consumers due to the increase in production volume based on the organization of additional workplaces;
- Entrepreneur-producer entity should contribute to the positive development of economic relations between the country purchasing the produced goods and its marketing department, marketing service departments;
- The entrepreneur is socially and economically interested in having full control over the investment related to his production.

## **4 Conclusions and suggestions**

In conclusion, it is necessary to first understand the role and essence of international marketing services.

Secondly, to determine what percentage of the goods produced by the entrepreneur are exported to foreign countries.

Thirdly, the investment spent on the production of goods ensures that the production of goods and the selection of the foreign consumer market will achieve high results based on determining the consumption market that ensures the efficiency of use and the expected profit.

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