

# Methodology Forming the International Marketing Strategy of Fruit and Vegetable Products

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**Abstract---** *The article studies the issues of improving the methodology for the formation of an international marketing strategy for fruit and vegetable products. The author presents the stages of developing marketing strategies for fruit and vegetable enterprises and summarizes the results of empirical research. According to the author, the global market of fruit and vegetable products differs from other markets by their product and consumer diversity, their geographical, national, historical, regional characteristics and should be marketed in their own specific methodologies. The Republic of Uzbekistan was selected as the research object, and two countries with the major share in the export of fruits and vegetables: Kazakhstan and Russia were selected as exporting countries.*

**Purpose:** *The article provides important scientific advice on the development of export strategies in accessing international markets.*

**Design/Methodology/Approach:** *Theoretical and methodological researches on the implementation of the perspective marketing strategy for fruit and vegetable production and sales in Uzbekistan were developed based on the results of the Balassa index study and developed a model of marketing strategy implementation based on the results of the article.*

**Findings:** *As a practical result, the marketing strategy options for the development of fruit and vegetable export, based on the RSA benchmark, have been developed in the development of international marketing strategies for export of fruit and vegetable products.*

**Originality/Value:** *As a novelty of the research, the "Commodity Market" matrix developed by I.Ansoff was used in the research of the fruit and vegetable products market.*

**Keywords---** *Marketing, Export, GDP, Strategy, Food, Balassa Method, Vegetable Products.*

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## I. INTRODUCTION

According to the development of foreign trade in the world, special attention is paid to the development of marketing strategies aimed at enhancing the competitiveness of the country's economy and expanding its export potential. According to the International Food Safety Organization (FAO), global exports of agricultural products increased by 0.6% in 2017 compared to 2016, accounting for 7.8% of total trade. Annual export of fruits and vegetables in the world market in 2017 amounted to 180.0 billion. US dollars, which is mainly in developed countries, such as the Netherlands, USA, Spain, China and Brazil.

The dramatic increase in consumption of fruit and vegetable products in the world makes it even more relevant to develop effective export marketing strategies aimed at ensuring competitiveness. In international practice in many

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countries, access to foreign markets through the use of marketing strategies such as “diversification”, “integration growth”, “competitiveness based on relative advantage” is one of the main scientific trends.

## **II. LITERATURE REVIEW**

Development of marketing strategies for production and export of fruit and vegetable products by foreign scientists L. Tsfu [13], TS Fan, L. Zhou, F. Kotler [14], O. Walker [15], B. Balassa [16], P. Doyle [3], S. Boynets, I. Ferto, L. De Benedictis [17], U. Utkulu, D. Seimen, G. Varela [18], T.L. Wollrat [19] and others. have been studied by.

Issues of marketing strategies of fruit and vegetable export from the scientists of the Commonwealth of Independent States (I.S.Buzdalov [20], A. Dankevich [21], E. Ogloblin, I. Sandu, I.G.Ushachev L.V. Agarkova) In the studies of G.G.Abramishvili, G.P. Abramova, L.V. Balabanova, I.A. Baranov [22], N.A. Popov [23] and others. Despite the significant contribution of these researchers to the economic science, they do not take into account the structural and functional aspects of exporting fruit and vegetable products to foreign markets.

One of the leading economists of the Republic Gulyamov, A.Sh. Bekmurodov, D. Mukhitdinov. Soliev, N.Q. Yuldashev, M.S. Kasymova, A.A.Fattakhov, I.I. Ivatov, M.R. The research work of Boltabaev, G.N. Akhunova and others is aimed at creating scientific-theoretical foundations of the marketing strategy for the development of the goods and services market. The authors supplement the theory of export marketing with new information and study the general problems of foreign markets. Also, theoretical and methodological foundations for the development of fruit and vegetable processing systems, export and marketing strategies were discussed. Ergashkhodjaeva Sh.J., Adilova N.R., U.P.Umurzakov, X.S.Hushvaktova, Bakhodir Yu. Khodiev, Sherzod I. Mustafakulov [24], Bobir O. Tursunov [25] and others.

Local scientists have done research on the development of fruit and vegetable production, transportation and storage industries, and scientific solutions to the problems in the domestic market. However, the problems of developing marketing strategies to increase exports in line with fruit and vegetable production, ensuring competitiveness through active participation in international markets and increasing their market share have not been adequately explored.

## **III. RESEARCH METHODOLOGY**

Use of marketing strategies plays an important role in the effective organization of export activities for fruit and vegetable products. As a rule, the main task of marketing is to develop market strategies and tactics of enterprises. It should be noted that marketing strategy is not strategic marketing. Marketing strategy is the priority of marketing policy in production and management, that is, enterprise activity should be subordinated to consumer requirements. Consumer is the main object of marketing strategy, and the main object of marketing tactics is services and goods. Marketing tactics require short-term operational decisions, search for ways to develop the market, maintaining a stable and stable market environment. Strategy is a set of medium-term and long-term goals. Consumer activity in the market will play a key role in making strategic decisions.

The international marketing strategy of fruit and vegetable enterprises allows solving the following tasks:

- Analyzing the situation and forecasting trends in the foreign partner countries' market, and identifying which sectors are currently in need of expansion;
- Determining which products should maintain the existing production volumes. As a rule, they are not only attractive to consumers but also have low attractiveness and therefore are considered to be ineffective;
- Determining which networks to terminate or which product to abandon.

Commodity policy plays an important role in the strategic planning of marketing activities in fruit and vegetable enterprises. The purpose is to identify and store the best content for the goods produced for a specific purpose.

Implementation of commodity policies on the international market requires the development of appropriate marketing strategies. Foreign scientists allocate the following marketing strategies [1,2,3, 4]:

- The goods should clearly differ from those of the competitors;
- Development of marketing mix model with different marketing elements in each segment of the international market;
- Strengthening the incentives for the formation and sale of demand for each exported commodity and the area of its application;
- Entering a new market with a new product;
- Leadership by creating a highly competitive brand;
- Production of new types of goods.

When exporting goods abroad, it is also important to study product range to form a marketing strategy for the product. As there are distinctive features of fruit and vegetable products for consumption, this should be taken into account in the implementation of commodity policies in international marketing practice.

The assortment policy envisages the selection of fruit and vegetable products, as well as the determination of the production structure, the profitability of the goods, and the cost of introducing innovations that ensure the coordination of technological tasks and the use of enterprise capabilities.

The main prerequisites for the formation of assortment policies are as follows: Formation of a clear picture of enterprise trading strategy in the retail market; have adequate knowledge of the retail market and the behavior of its customers; the availability of resources now and in the future; appropriate level of technology and production technology; Opportunity to create new production in the most appropriate terms; patent protection; a sufficient number of management personnel and qualified personnel in all segments of the production cycle.

Based on the above, and based on empirical research, we propose our approach to developing a marketing strategy for a fruit and vegetable enterprise (Figure 1).

Determination of Duties: Fruit and vegetable enterprises identify their intended goals and outcomes. These include:

Determination of expected results on sales, market share and other performance indicators;

Definition of investment objectives for brand and growth path.



there may be a problem with the acceptance of goods from a new perspective.

In the process of analysis and evaluation, fruit and vegetable enterprises develop their marketing strategies based on the study of internal and external factors, that is, their market position and driving forces. One possible approach is proposed by Thomson and Strickland [5]. They argue that there are five major factors, both internal and external, that need to be evaluated to determine the current strategy.

The following factors are studied in the context of external factors: the scope of activities of fruit and vegetable enterprises and the variety of products, diversification of products; the general nature and nature of the entity's recent acquisitions and sales of its property; direction and structure of its activities for the last period; lately focused opportunities; react to external threats.

Internal factors include: organizational goals; structure of criteria for resource allocation and capital investments in the production; Degree of centralization of efforts in the field of R&D; strategies of separate functional areas (marketing, production, human resources, finance, R&D).

Fruit and vegetable products market differs from other markets by the variety of products and consumers, their geographical, national, historical, regional characteristics and requires specific marketing research.

In our opinion, these features include:

1. use of special research methods and techniques in the development of marketing research;
2. using methods developed and practiced by other specific sciences, scientific and cognitive areas;
3. to reveal the special role of the human factor in marketing research;
4. attention to the role of buyers rather than manufacturers in determining the price of goods;
5. agroindustrial supply of major products to the fruit and vegetable products market, and so on.

The process of developing marketing strategies for fruit and vegetable enterprises is divided into the following stages:

- External and internal analysis;
- Clearly define the purpose of the strategy;
- Definition of strategic objectives and making preliminary decisions on them;
- Development of a strategic orientation marketing complex.

The initial assessment of this process is an analysis of the internal and external environment of the enterprise, which includes the macroeconomic environment of the markets in which the enterprise operates and plans to operate, and the key factors, markets, direct and indirect competitors of the enterprise and the enterprise.

One of the peculiarities of the fruit and vegetable sector of our country is that most of the products produced by the industry are export-oriented. Therefore, the analysis of the external environment of the fruit and vegetable sector requires a thorough study of the international fruit and vegetable products market, its competitive environment, competitors, market conditions.

Based on the results of the analysis of the internal and external environment of the network, the second step - the purpose of the strategy is developed. Marketing strategy is mainly focused on the achievement of three objectives:

1. Ensuring high profitability;
2. Increase sales and expand Uzbekistan's share in the international market;
3. Improving the brand image and so on.

Marketing complex that corresponds to the strategic direction of fruit and vegetable enterprises, in other words, requires the development of marketing mix. A marketing set is a set of key decisions made with regard to the key marketing variables, namely, commodity policy, pricing policies, and communications policies. The company needs to adjust the ratio of marketing tools based on the strategic direction.

In our opinion, one of the key factors for the effective development of an international marketing strategy for the sale of fruit and vegetable products is a promising segmentation of the sales market. This event is directly related to the properties of selling fruit and vegetables.

#### **IV. FINDINGS**

Sales market segmentation is a set of measures related to identifying a group of buyers by their characteristics and conducting marketing research on them.

One of the main directions of economic reforms is the segmentation of the target international markets for fruit and vegetable products. Below is an analysis of the share of the international market segment of the total output of the fruit and vegetable sector of Uzbekistan in 2010-2017.

Most of the fruit and vegetables are exported to Kazakhstan and Russia (Table 1).

Table 3.7 shows that, in the analysis of exports of fruits and vegetables in the Republic of Uzbekistan in 2010-2017, the largest volume of products among the CIS countries in the Russian Federation was 423400.3 tons (770,424,600 USD) and in Kazakhstan - 13,8681. , 1 ton (USD 197,203,400) was exported.

In 2017, the largest volume of goods was exported to Kazakhstan at 44,3267.7 tonnes (US \$ 29,7175.5 thousand), with a growth rate of 150.7% in 2017 compared to 2010. Exports to the Russian Federation in 2017 amounted to USD 107834,300, which is 7 times less than in 2010, while exports decreased by 2.7 times.

Exports of fruit and vegetable products to the CIS countries increased from 579,664.2 tons in 2010 to 675,741.2 tons in 2017 and increased to 116.6 5, but the total export volume in US dollars decreased 2.2 times over the same period.

Exports of fruits and vegetables increased in 2017 compared to 2010 in the remaining 8 CIS countries. Thus, Kyrgyzstan increased 7.6 times, Armenia - 7.8 times, Belarus - 5.4 times, Moldova - 2.65 times, Ukraine - 1.36 times, Turkmenistan and Azerbaijan - 1.1 times, and to Tajikistan (not exported in 2010). increased 16.4 times year-on-year [26].

According to the analysis of the volume of exported fruit and vegetable products to other countries, in 2017, exports increased by 2.6 times compared to 2010. In terms of value, exports of fruit and vegetables in US dollars increased 1.3 times over the same period. In particular, during the analyzed period, exports increased by 1.9 times in Afghanistan, 3.5 times in Turkey, 17.3 times in China, 8.5 times in India, 2.3 times in Germany, and 2.9 times in the United States. [6]. (table-1)

Table 1: Volume of Exports of Fruit and Vegetables from Uzbekistan in 2010-2017 [25]

Countries	2010 y.		2016 y.		2017 y.	
	size, tons	Thous. USD	size, tons	Thous. USD	size, tons	Thous. USD
To the CIS countries	<b>579 664,2</b>	<b>1 008 660,8</b>	<b>621 877,7</b>	<b>409 342,5</b>	<b>675 741,2</b>	<b>454 783,5</b>
Kazakhstan	138 681,1	197 203,4	462 549,3	296 877,0	443 267,7	297 175,5
Russia	423 400,3	770 424,6	119 664,0	84 805,4	157 761,4	107 834,3
Kyrgyzstan	65,4	45,4	14 431,4	7 283,0	49 908,4	28 092,0
Turkmenistan	8 565,6	16 969,4	15 886,2	9 196,1	9 258,0	6 928,9
Ukraine	4 674,0	12 657,3	3 038,5	3 061,5	6 353,8	4 531,6
Belarus	709,9	1 728,4	2 049,6	1 914,1	3 853,8	3 892,8
Azerbaijan	3 266,3	8 468,3	3 419,7	5 353,3	3 620,8	3 825,6
Moldova	259,2	1 029,9	363,0	413,1	686,4	1 649,9
<b>To other countries</b>	<b>60 222,9</b>	<b>106 074,7</b>	<b>174 364,6</b>	<b>144 988,1</b>	<b>155 923,8</b>	<b>137 776,5</b>
Afghanistan	23 023,6	18 958,5	77 585,5	46 041,4	44 582,7	37 171,6
Turkey	7 374,7	16 192,5	16 807,5	19 964,7	25 732,9	29 413,9
China	1 065,8	4 202,9	24 676,2	28 153,4	18 477,4	14 219,7
Iraq	6 525,0	20 972,3	4 867,0	9 629,3	7 745,6	10 087,3
India	1 718,5	2 091,9	17 548,9	11 774,9	14 626,4	9 415,5
Iran	8 546,8	19 283,5	10 924,5	10 252,1	10 218,2	8 776,2
UAE	1 737,4	3 200,4	7 751,6	5 546,1	7 356,9	6 184,6
Vietnam	-	-	706,5	440,3	8 534,5	5 663,3
Latvia	836,2	3 189,9	4 287,1	3 659,2	4 270,4	3 248,0
Pakistan	89,0	367,7	1 799,2	1 386,8	4 453,7	3 206,4
Georgia	4 558,4	4 735,3	3 824,6	3 313,1	1 653,1	1 675,2
Germany	540,0	1 166,4	1 346,7	1 726,4	1 247,1	1 137,7
USA	173,4	254,3	257,2	531,6	509,3	889,6
Korea	202,5	163,5	258,0	366,3	699,9	780,8
Poland	448,0	1 446,6	133,2	222,5	393,0	538,7
Syria	1 120,0	4 127,2	-	-	150,5	453,7
Netherlands	1 304,8	2 889,1	32,9	30,1	297,0	331,8
<b>Total fruit and vegetable products</b>	<b>639 887,1</b>	<b>1 114 735,5</b>	<b>796 242,2</b>	<b>554 330,6</b>	<b>831 665,0</b>	<b>592 560,0</b>

Exports of fruits and vegetables and processed products, which are expected to make up one of the main foreign trade volumes of the country in the near future, are expected to reach US \$ 708.8 million by the end of 2017. Or increased by 15.6% compared to the previous year [6].

The main partners in export of fruits and vegetables in the foreign trade turnover are Kazakhstan (46.4%), Russia (18.0%), Afghanistan (6.6%), China (5.7%). Turkey (4.5%) and Kyrgyzstan (4.3%). Our statistical analysis shows that in 2016, 697 exporters exported to 51 countries by 697 exporters, and in 2017, 929 enterprises exported fruit and vegetable products [6]. These countries are target markets for Uzbekistan's fruit and vegetable production, so it is advisable to develop measures to improve their segmentation strategies in these markets.

Segmentation of the fruit and vegetable export market provides the following benefits:

Tahlil to analyze the competitors and their capabilities in the selected market segment of the fruit and vegetable industry. On this basis, the strategy should include measures to combat the competitors and to take precedence over the competition;

Bash Predicting which customers need in the market for fruits and vegetables, and creating the necessary database to assess the actual satisfaction of this demand. The introduction of an effective mechanism for predicting

the required quantities of products will provide a number of benefits, such as ensuring the product's durability, reducing the cost of products storage

Ensuring proper planning of marketing plans based on the characteristics of market segments.

Marketing Formation of a marketing service structure based on the size of the sales market and the competitors' potential. Analyzes show that in some cases new marketing companies may incur inefficiencies in introducing various marketing services. This in turn negatively affects the financial position of the enterprise;

Effective marketing budgeting based on the received marketing information. Naturally, new markets require significant marketing costs from the enterprise. However, the segmentation of the sales market allows the enterprise to rationalize the costs required to enter the new market.

Accurate and well-developed export strategies are essential for accessing international markets.

Companies that support the global export strategy in their positions do not mean adapting their products to local conditions. Therefore, there is little difference in the international consumption of the products of these enterprises. The advantage of this strategy is that it is possible to increase the amount of profit by reducing the cost of the product. [11]

With the introduction of multi domestic export strategies, exporters adapt their products to the needs of customers and marketing strategies to the chosen market conditions [7].

Also, many authors have shown the structure of the "commodity-market" marketing strategy matrix developed by I. Ansoff by assessing the competitiveness of the enterprise and its products in the consumer market [8, 9].

Therefore, it is advisable to use the "Commodity Market" matrix for successful mobilization of goods and formation of demand in the fruit and vegetable market. In practice, using this matrix involves the use of the following four alternative marketing strategies (market entry, market development, product development and diversification) in the formation of fruit and vegetable exports and the search for promising market segments.

Analysis of the matrix "Commodity Market" developed by I. Ansoff shows that this matrix contains only two areas of the commodity and market categories, namely "existing and new", which, in our opinion, impede the implementation of this matrix.

Based on the methodology outlined in the marketing strategy to promote joint ventures in foreign markets [11], we offer an improved version of the "commodity-market" matrix, since fruits and vegetables are widely considered consumer products in our research. (Table 2).

Based on the relative advantage of developing marketing strategies for the export of fruit and vegetable products, the improved version of the "commodity-market" matrix identified three areas of brand innovation: old goods, new products for the enterprise, and new products for the market.

Table 2: Opportunities on the "Commodity Market" Matrix for Fruit and Vegetable Enterprises

Product	Market	
	<i>Old</i>	<i>New</i>
<i>OLD PRODUCT</i>	1. Deeper market penetration	2. CIS countries
New brand for enterprise	3. Consumer confidence	4. Selection of new market segment and product placement
New brand for the market	5. Avoid this market	6. Gaining dominance. Development of new value-added varieties of fruit and vegetable products.

We relied on the RSA (Relative Comparative advantage) indicator when developing an international marketing strategy for fruit and vegetable exports. According to the theory of effective competition, it is advisable to formulate an international marketing strategy for products that have a comparative advantage in competition. At the same time, two countries, which play a major role in the country's export of fruit and vegetable products, were selected: Kazakhstan and Russia. Estimates show that in Russia, 19 of the 20 selected export products in 2005 have comparative advantages. In 2017, the number of agricultural products with a comparative advantage decreased to 14 units.

During this period, Uzbekistan loses its dominance in the export of such products as onions, cucumbers, peppers, fresh grapes and fresh fruits in the Russian markets. Exports of Uzbekistan to Uzbekistan have dropped sharply. For example, "onion" dropped 82 times, "cucumber" 18.2 times, "fresh pepper 33.3 times" and "fresh grapes" 122.9 times.

Countries such as the Netherlands, Ukraine, Turkey, Egypt, Chile, China, Israel and Spain outperformed Uzbekistan's exports to Russia on these products in Russian markets in 2007-2017. For example, the export of grapes from Uzbekistan to Russia fell from US \$ 77.1 million to US \$ 627.5 thousand, or by 122.9 times.

Exports from countries such as Turkey, Chile, Italy and Peru from 2005-2017 were 3.57; 2.73; 3.17 and 337.4 times. As mentioned above, Russia has banned imports of agricultural products from countries such as the EU, US, Australia, Norway and Canada due to political disputes in the European countries in mid-2014. [12] Later, in late 2015, some agricultural products were banned from entering Turkey. Thanks to these restrictions, Uzbekistan and other countries were able to increase their market share in the Russian market.

As can be seen from Table 3.2, the most important agricultural products in Uzbekistan increased in 2005-2017. RSA (Relative Comparative Advancement) evaluated this information in this way. Three main products: tomatoes, cucumbers and peanuts in 2017 remained relatively low-income in the Russian market. In 2017, Uzbekistan even had a comparative advantage in exporting lemons. (Uzbekistan did not achieve a comparative advantage in lemon exports in 2007-2013). Nevertheless, RSA prices for some products, such as tomatoes, apricots, cherries, plums, dried peppers, were negative during this period [10].

It is known that the cold weather in spring 2017 and the hot summer weather had a negative impact on the harvest. In addition, BI estimates for some products, such as onions, fresh red peppers, apricots, cherries and fresh fruit, show that there were losses compared to 2015. By comparison, BI prices for products such as cabbage, carrots, vegetables, dried vegetables, peas, fresh grapes, dried grapes, melons, peaches and dried red peppers have increased

in this period. Although Uzbekistan increased its exports in 2013-2017, its export value is lower than in 2007.

The study of the BI distribution results showed that Utkuli and Seiman (2004) test was different from the BI. Table 3 shows the current situation in the markets of Russia and Kazakhstan as a result of differences in the estimates of the distribution of BI to agricultural export products of Uzbekistan.

Table 3: Changes in Balance Index for Products Exported to Russia and Kazakhstan (2005-2017)

Indicators	Years			
	2005 years	2010 years	2015 years	2017 years
<b>Russia</b>				
Medium (Coefficient)	4,13	4,28	10,48	12,55
Maximum (Coefficient)	23,9	29,27	95,26	84,23
BI>1 (%)	59,5	63,4	66,7	62,4
<b>Kazakstan</b>				
Medium (Coefficient)	22,9	28,14	1,85	1,71
Maximum (Coefficient)	120,2	130,4	5,57	5,09
BI>1(%)	73,12	73,08	55,17	50,55

Comment: 1.  $\overline{RCA}$  the average coefficient was calculated using the following formula:

$$\overline{RCA} = \frac{\sum_{i=1}^n RCA}{N_{ijt}} \quad (2)$$

here,  $\overline{RCA}$  - The average value of the coefficient of relative advantage of the Ballass; i – product type (selected fruits and vegetables), j- exporter (Uzbekistan), t-year (2005-2017 years), n- total RCA coefficients determined.(table 3)

2. Maximum RCA index  $RCA_{max}$  Maximum index value, ie:

$RCA_{max}$  The index is for agricultural products exported for the selected year (m=1,2.....n),

$$RCA_{max} = RCA_m > RCA_1 > RCA_2 > \dots > RCA_n$$

3. In the RCA Index, the percentage of products above 1 is calculated using the following formula:

$$RCA > 1 = (\text{indexes which } RCA > 1) / \text{Overall RCA} * 100$$

This indicator is expressed as a percentage and shows the share of agricultural products in excess of 1, that is, with a comparative advantage in total exports.

According to the results of Table 3.9, the price of the BI in Russia has increased significantly in 2005-2017, with the highest increase from 23.9 to 95.26 in 2005-2015. BI average value rose from 4.13 in 2005 to 12.55 in 2017. However, during this period, the highest export value (BI> 1) increased from 59.5 to 62.4%.

In 2005 Uzbekistan exported 41 types of agricultural products to Kazakhstan. The average RCA index in 2005 was 22.91. The maximum index is 120.2 (121110-sweet brain). Of the exported products (41 total), 30 had a comparative advantage and the Balassa index was higher than 1. This represents 73.12% of total agricultural exports.

The BI coefficient of exported products to Kazakhstan increased substantially in 2005, with the highest growth rate falling from 120.2 to 5.1 in 2005-2017. While the BI average increased from 22.91 in 2005 to 28.14 in 2010, its maximum value fell from 130.4 to 5.09 during the period 2010-2017.

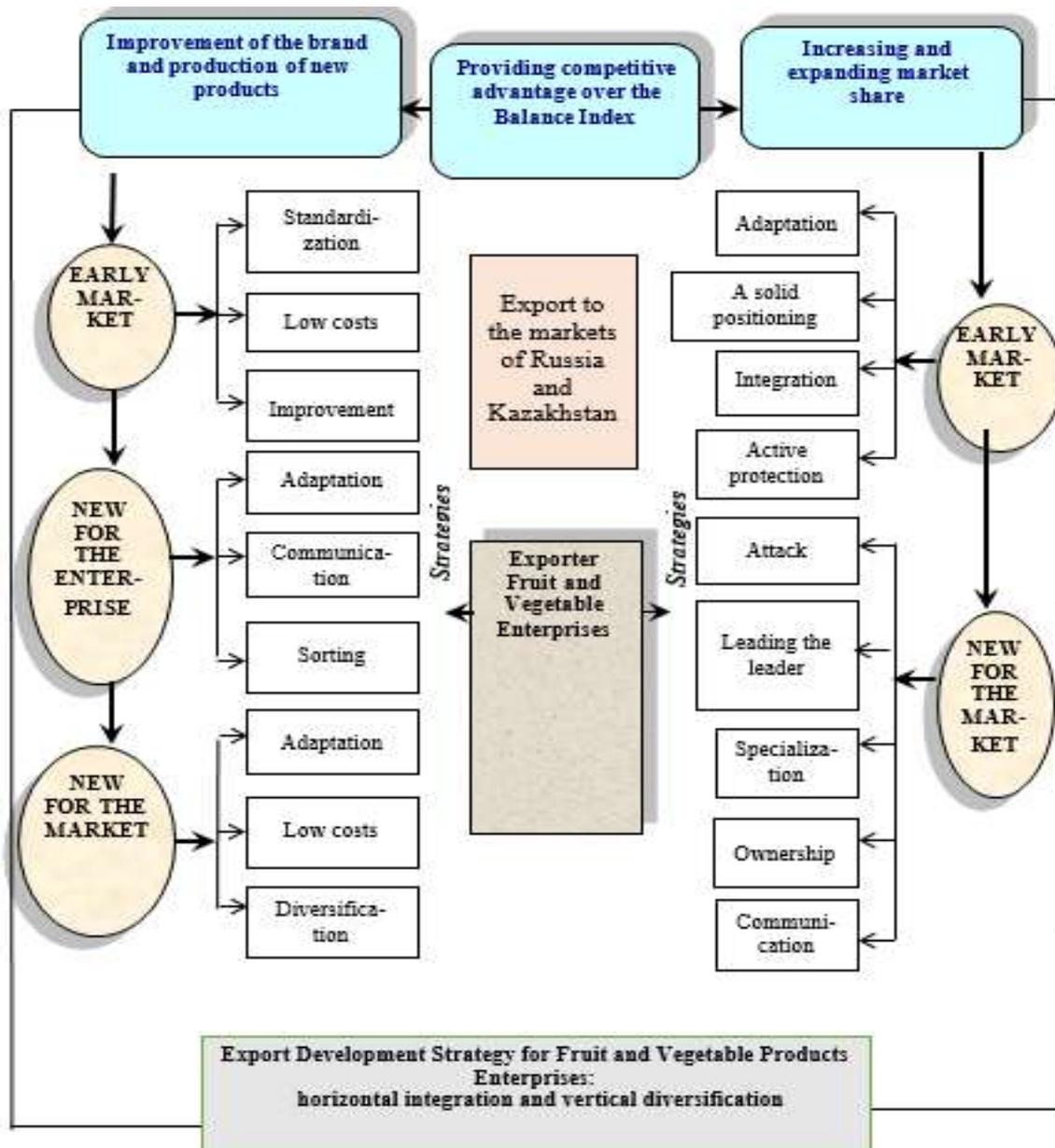


Figure 2: Marketing Strategy Options for Developing Unit

However, it was also found that the high exported fruits and vegetables ( $BI > 1$ ) during this period fell from 73.12 to 50.55% during the same period, and its production of agricultural products in Uzbekistan (citrus, bananas, palm oil, etc.) have led to a decrease in the stability was also reduced. It has been reported that the adverse weather conditions of these years and the relatively low competitiveness of fruit and vegetable production in Russia and Kazakhstan.

Table 4: Model of Implementation of Marketing Strategy for Perspective

Satisfaction of the consumer with the product	Opportunities of fruit and vegetable enterprises		
	Fruits	Vegetables	Processed products
<b>For the Kazakhstan market</b>			
1. High income earner with high relative advantage in competition	Grapes fresh, apricot fresh, cherry fresh,	Cabbage, carrots and turnips, vegetables,	Dried Bulgarian pepper, canned fruit
2. Medium-income earner with medium relative advantage in competition	Lemon, melon, plum, wet fruits, peanuts (peeled)	Tomatoes, beets, cucumbers, kidney beans	Dried grapes
3. Low income earner with low relative advantage in competition	Watermelon, peach	Onions, Bulgarian peppers	Dried vegetables
<b>For the Russia market</b>			
1. High income earner with high relative advantage in competition	Grapes are fresh, melons and apricots are fresh	Vegetables, kidney beans	Dried vegetables, dried Bulgarian peppers
2. Medium-income earner with medium relative advantage in competition	Lemon, cherry fresh, peach	Onions, cabbage, carrots and turnips	Canned fruit
3. Low income earner with low relative advantage in competition	Plum, wet fruits, peanuts (peeled)	Tomatoes, cucumbers, Bulgarian peppers	Dried grapes

Thus, the international marketing of the Ministry of Agriculture and fruit and vegetable enterprises of Uzbekistan based on the results of the market situation and the consumer behavior in the consumer market, the analysis of the production capacity of the enterprise, the analysis of its competitive advantage, and the identification of untapped internal opportunities. strategy of "consumer demand - enterprise opportunity", improved "commodity market" matrix As part of a flexible system of variation in the complaint in accordance with the requirements of consumers in the production of fruit and vegetables a chance.

The first step in developing a development strategy is to identify the status of a competitive advantage, which in turn provides the foundation for further strategic and tactical steps. Marketers of our country and foreign countries have taken a number of approaches to the classification of international market acquisition strategies, such as market segmentation and adaptation to the competitive environment

## V. CONCLUSIONS

Based on the analysis of all the data obtained in our research, we propose a model of marketing strategy based on a "commodity-market" matrix based on the study of fruit and vegetable sector exports in Kazakhstan and Russia, its growth rates, assortment policies and changes in the Balassa index. . Using this model, it can determine the strategic direction of production activities in order to meet the needs of consumers in fruits and vegetables, and to satisfy it within their own capacities. This model includes the production of ready-to-eat fruit and vegetable products with deep value added to it by deep processing.

As we have seen from the foregoing, a well-developed marketing strategy for the sale of fruit and vegetable products is the key to preventing any adverse impacts on the business. Successful implementation of these marketing strategies will increase the export potential of each fruit and vegetable enterprise.

## ACKNOWLEDGMENT

We are hereby to Ph.D. student Tursunov Bobir Ortikmirzaevich for his advices in collecting data for the research. Besides this, we are thankful for Mustafakulov Sherzod Igamberdiyevich for supporting this research and for methodology advices.

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