



POSSIBILITIES OF USING THE BRAND PORTFOLIO STRATEGIES OF SEWING AND KNITTING INDUSTRY ENTERPRISES

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ABOUT ARTICLE

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Abstract: The article explores the scientific and theoretical aspects of the development of branding activities of enterprises and the use of brand strategies. It is based on the specifics of the brand portfolio formation mechanisms. The results of marketing research on the use of portfolio strategies of domestic and foreign brands of enterprises of the garment industry are presented. A brand portfolio matrix has been developed taking into account the competitiveness factors of local brands. Competitiveness management strategies based on the brand portfolio matrix of garment products are proposed.

INTRODUCTION

In a world that often favors mass production and fast fashion, the art of sewing and knitting has retained its timeless appeal. Tailoring and knitting businesses are known for their craftsmanship, attention to detail, and ability to create unique, personal items. However, in an increasingly competitive market, these businesses need to adopt effective marketing strategies to enhance their brand appeal and thrive in the digital age.

Sewing and knitting have been an integral part of human culture for centuries, passed from generation to generation. These crafts allow people to express their creativity, produce functionally and aesthetically pleasing objects, and cultivate a deep sense of accomplishment. Whether it's clothing, home decor or accessories, sewing and knitting offer a unique blend of artistry and practicality.

Despite their attractiveness, garment and knitwear businesses face many challenges in today's fast-paced world. Mass production and globalization have given rise to fast fashion, which often prioritizes quantity over quality. In addition, e-commerce and the rise of the digital age have revolutionized how consumers find and purchase products [1]. To stay competitive, apparel and knitwear businesses must adapt and implement effective marketing strategies to enhance their brand appeal.

In a world flooded with mass-produced goods, sewing and knitting businesses have a unique opportunity to stand out by emphasizing their craftsmanship and employing effective marketing

strategies. By establishing a strong online presence, telling their unique story, prioritizing quality, offering customization, educating and inspiring their audience, and engaging in sustainable practices, these businesses can increase their brand appeal. and can continue to thrive in the digital age.

Analysis of literature on the topic

Economic literature has not paid enough attention to the study of the mechanism of brand portfolio formation, but A.M. Khijina, V.V. Gerasimenka[2] from the point of view of creating an optimal brand portfolio as an effective means of the company's competitiveness.

I. Prosvirina [3] studied brand value from a financial point of view; Yu.N.Solovieva, O.M.Mokrienko[4] studied methods of expanding brand portfolios by international companies and proposed the process and mechanisms of managing the company's brand portfolio.

K.Yu.Kazantsev[5] studied from the point of view of evaluating brand value as an integral part of the company's intellectual capital.

T.Merzlyakova reviewed from the point of view of evaluating the brand value aimed at justifying the effectiveness of the company's actions [6].

And P. Kulikov conducted studies on the formation of brand portfolio[7]. In order to justify the mechanism of brand portfolio formation, it is necessary to reveal its essence. Features of creating new brands, interaction with existing brands of the enterprise, documentation, etc. are considered as elements of the main brand portfolio.

A brand portfolio consists of a set of individual brands specially developed by a brand enterprise and regularly supported in the form of a corresponding position in the consumer's perception of the brand object, and is recorded as a set of products that consistently distinguishes it from competitors or other competitive offers.

A harmonious combination of knowledge about the brand, its components, formation method, etc. is of particular practical importance. Along with the formation of advertising programs and advertising campaigns of enterprises, the formation of scientifically based messages that shape the opinion of consumers is the main factor in the development of brands. In this regard, the general opinion of the managers of the sewing and knitting enterprises of Uzbekistan showed that they are not able to make targeted actions towards creativity (from their own marketers or even advertising agencies) and lack of skills.

RESEARCH METHODOLOGY

There are a number of directions for creating a brand portfolio in accordance with the goals of branding: expenses for the work performed by employees engaged in brand management of the company; development and promotion costs (both individual products and branding elements); the cost of promoting the brand (both in the form of shares and in the form of costs to bring the brand to a certain prestige); costs of owning a brand (its legal protection, proper registration and re-registration with registrars, etc.); costs associated with expanding the number of brands (for example, related to logistics, IT support, accounting, etc.).

Analysis and results

According to the results of the survey conducted among the leaders of most small enterprises producing sewing and knitting products, the enterprises still do not have free funds for creating a brand and promoting it. Approaches to the creation of a brand and the development of its policy, when it comes to the creation of a new brand, behind seemingly simple actions: "choosing a name - developing a packaging design - creating an advertisement" takes the main place. Therefore, a portfolio is formed on the basis of making the developed brand interesting for consumers, arousing the desire to own it

(purchase) and the functions assigned to it. Solving these three tasks is the basis for creating a portfolio of successful brands aimed at ensuring the company's competitiveness. Based on the above, a company's brand portfolio should primarily include honest brands that meet consumer expectations, that is, they should be able to provide what customers want to see when they buy or perceive a brand. At the same time, the creation of brand elements can be purposeful or spontaneous, but the main thing is first of all the suitability of the product to the service market and the consumer demand that has arisen in it. A document reflecting all aspects and components of the brand should be reflected in the brand book. And the branding process is an advertising program. During the research, it is determined that the leaders of sewing and knitting enterprises should develop such documents with the efforts of a marketer engaged in permanent work.

When choosing a strategy, the company should evaluate the capabilities of competitors in different ranges and directions of placing their products. Such an analysis helps to determine the possible steps of competitors to determine whether the brand can position itself or its products and services, whether the competitor has the strength and desire to win. In order to ensure the concentration of actions on the implementation of the positioning strategy, it is desirable that the distribution channels are understandable and transparent for all participants.

The development of a strategy to influence the participants of the brand portfolio is carried out according to their location matrix (Table 3).

Table 3
Brand competitiveness management strategies of sewing and knitting enterprises

Areas of the matrix	Brand portfolio participants	Location	Strategies	Tactics
(A)	Apiteks, Antex, Buka, YSK, Fratelli Casa	zone of brand formation	Branding strategy	- clarification of goals; redesigning brand identities; advertising and sales promotion;
(b)	no	brand development zone	Competitive advantage strategy	Advertising, PR, supporting marketing
(S)	Uztex, Imir, Ideal	brand support zone		- support for becoming an international brand; Creating brand architecture
(D)	Sanan	zone of strengthening brand positions	Promotion strategy	-rebranding

The branding strategy is aimed at increasing the competitiveness of the enterprise, therefore, along with the selection of the positioning criteria, it implies the differentiation of the marketing offer of the enterprise in such a way that it has more value compared to the competitors than the offers for consumers. As criteria for determining positions, it is recommended to determine the positioning in terms of quality and price in relation to competitors, which focuses on maintaining a low price and acceptable quality, image. Accordingly, the clear direction of the marketing offer is to have a competitive advantage in the product area. After choosing the positioning criteria and directions, the unique aspects and values that reflect the brand's characteristics are determined, which are also reflected in the

brand's portfolio. Ideally, we should develop a set of several characteristics that allow enterprises to create a unique image.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research, the following are recommended as the strategic directions of the "Sanan" brand, which is considered a local brand:

1. Advertising - focuses on informing consumers about the product and attracting their attention. It is necessary to pay attention to the use of various materials in stores, advertising in stores;
2. The use of sales promotion methods, distribution of free samples, winnings, sweepstakes, sweepstakes, and incentives for intermediaries (retail chains and stores) should also encourage end consumers;
3. Collaborative marketing is seen as establishing a partnership between two or more brands to jointly create value for their customers. For example, holding fashion shows, sponsoring concerts and other events, etc.;
4. Public relations activities are aimed at creating and maintaining a good image of the enterprise and its trademark through communication with mass media, distribution of printed materials, creation of its own web page and dissemination of information via the Internet.

The main directions of determining the position based on the information about the current position are as follows: indicator; superiority; potential consumers; competitors; product type and price / quality ratio. Implementation of branding based on strategic management of the company's brand portfolio and approaches to its development should be considered as the main direction of ensuring competitive advantage.

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