

**OPPORTUNITIES OF ATTRACTING INTERNATIONAL BRANDS IN ENHANCEMENT  
OF EXTRA SPORT COMPETENCE OF BUSINESS SUBJECTS IN THE TEXTILE  
NETWORK**

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**Annotation:** *The article analyzes the possibilities of attracting international brands and promoting national brands in increasing the export potential of business entities, the situation and possibilities of attracting famous brands to the activities of business entities in the textile industry operating in our country, the possibilities of attracting international brands new approaches, existing problems in the field and their solutions are researched and appropriate conclusions and recommendations are developed.*

The head of the government noted that it is possible to create another 700 million dollars of added value in the textile sector in our country in the coming years. A new procedure for supporting business entities in this field will be introduced. To do this, \$200 million will be allocated as a resource to new projects that create high value. The costs of water treatment facilities for fabric dyeing enterprises are covered by the state. Subsidies up to 100 million soums will be allocated to textile enterprises that have introduced international sanitary standards. Attracting designers, marketers and constructors from abroad to ensure the quality of products is considered an important task today.

The main directions of the future development of the textile industry in the countries of the world are to increase the international prestige of national brands formed by network enterprises, to use innovative technologies in management, and to ensure its international integration along with the development of national brands. Global apparel trade is projected to grow from \$1.8 trillion in 2023 to \$2.25 trillion by 2025. The development of brand strategy has become the main direction of creation of added value of manufactured products in enterprises to ensure advantage in the competitive struggle resulting from the development trends of the sewing and knitting products market.

Many authors have studied the brand as a means of creating value for the consumer. According to L. Chernatoni, "a brand is an identifiable product, service, person or place, a unique, added value tool that fully meets the demands and needs of a buyer or user."

A brand reflects functional benefits (purchased to satisfy functional needs), emotional benefits (impressions consumers have when purchasing a product), and symbolic benefits (the consumer perceives a unique set of brand associations in the product) provided to the consumer.<sup>57</sup>

From the point of view of the consumer, the definition of the brand is recognized by Rudaya as follows: "a brand is a functional, emotional and self-expressive entity that is specific and relevant to the target consumer and best satisfies his needs. a permanent set of tools".<sup>58</sup>

Brands are not manufactured like products, they are formed in the minds of consumers, while creating an emotional attachment to the product.

According to the definition of AROqboyev from local scientists, a brand is an added value that allows the enterprise to establish mutual relations with consumers, provides an advantage in competition, and can be paid by a consumer for a product or service. is a collection of tools used to achieve the strategic goals of the enterprise.

According to the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development strategy of New Uzbekistan for 2022-2026" No. the goal of delivery is defined, in which the tasks of introducing standards that meet the foreign market and international requirements and attracting famous brands are defined

Also, one of the most important aspects for the export potential of textile business entities is the brand. Since our products labeled "made in Uzbekistan" have not become a brand, the products are sold cheaply in the foreign market <sup>59</sup>.

From this point of view, it is important not only to sell products in our country, but also to be recognized as a brand in foreign markets, and to be recognized by special competitive features of our products. The Chamber of Commerce is tasked with connecting local business entities producing fabrics, clothing, carpets, shoes, leather, food, home goods and building materials with sourcing companies that place orders in full compliance with brand requirements. year.

<sup>57</sup> Aaker D. Sozdanie silnyx brandov / Per. English M.: Izdatelsky Dom Grebennikova, 2003. — 340 p.

<sup>58</sup> Basic brand management: ucheb. posobie dlya studentov vuzov, obuchayushchixsya po spetsialnosti 350700 - Advertisement / E. A. Rudaya. - M. : Aspect-Press, 2006. - 254, [1] p. : il., table.; 22 cm.; ISBN 5-7567-0405-1 (v per.).

<sup>59</sup> <https://www.gazeta.uz/oz/2023/12/20/brands/>

Instructions were given to increase the participation of our local business entities in international exhibitions, to open trade houses in European and Asian cities. It was said that it is necessary to use such opportunities to bring prestigious brands to Uzbekistan. As mentioned, new approaches are introduced for this:

- the costs of introduction of international standards, ecology and certification are reimbursed to enterprises starting production under brands;
- localization by at least 60 percent deliver condition with they are for necessary all raw materials customs from the ransom free will be done ;
- at least 30 percent the product brand under work emits to entrepreneurs foreign investment with participation enterprises for mean caught privilege and reliefs is given ;
- large from brands attraction done technologist , designer , marketer such as from experts In Uzbekistan working for payments will not be charged

Above given enable and benefits textile in the network entrepreneurship of subjects export potential in raising important is counted .

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