# ESTABLISHING MARKETING MANAGEMENT OF THE PRODUCT RANGE IS A FACTOR OF HIGH EFFICIENCY

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## ENTER

The Importance of Assortment Management Marketing strategies

Effective management of product assortment is crucial for the development of enterprises and firms in modern economic conditions. In particular, in the textile industry, where customer demands are constantly changing and competition is fierce, strategic product range management is one of the key factors that ensure the company's success in the market. This thesis analyzes how businesses can be developed through product range marketing management and how important this strategy is today.

Modern concepts of marketing management of the product range are very important for enterprises that are competitive and meet market requirements. Below are the key concepts that shape effective product range marketing strategies:

1. Customer-oriented approach.

This approach puts the customer at the center of all decision-making processes. It involves understanding and anticipating the needs and preferences of target consumers. Businesses use data analytics and consumer insights to tailor their product offerings to ensure they meet the unique requirements of different customer segments.

2. Product differentiation.

It is very important for the consumer to differentiate the product from each other in the market. Companies seek to differentiate their products from competitors through unique features, superior quality, innovative designs, or sustainable practices. This not only attracts attention, but also increases brand loyalty and allows you to develop a premium pricing strategy.

3. Dynamic pricing strategies.

Dynamic pricing involves adjusting prices in real time based on market demand, competition and other external factors. This flexibility helps maximize profits and market share. For example, e-commerce platforms often use dynamic pricing to adjust product prices based on user traffic and purchasing power.

4. Omnichannel marketing.

Omnichannel marketing ensures a seamless customer experience across all platforms, whether online or offline. This approach ensures that marketing messages are consistent across all channels, improving the customer journey and increasing sales. It combines data from various touchpoints to create a comprehensive view of customer behavior that informs product assortment changes and advertising strategies.

5. Sustainability and ethical practices.

Increasingly, consumers are prioritizing sustainability and ethics in their purchasing decisions. Companies are responding by incorporating environmentally friendly materials and practices into their product development and marketing strategies. This not only helps attract a market segment that values sustainability, but also creates a positive brand image.

6. Making informed decisions.

With the advent of big data, companies have access to vast amounts of data that inform product range management. By analyzing data about consumer behavior, market trends, and competitive actions, companies can make informed decisions about which products to develop, continue, or discontinue.

7. Cooperation between departments.

Effective management of the product range requires cooperation with various departments of the company, including marketing, sales, product development and finance. This integration ensures that all aspects of the product range are aligned with the company's overall strategy and market objectives.

8. Agile product development

The ability to rapidly develop and deploy new products in rapidly changing markets can provide a significant competitive advantage. Agile methodologies allow companies to be more responsive to market changes and consumer trends by speeding up the product development cycle.

| Product Name | Segment | Pricing Strategy | Current Sales | Target Market | Level of Innovation | Environmental Aspects |
|---|---|---|---|---|---|---|
| A | Premium | Premium pricing | High | Young professionals | Very high | Environmentally friendly |
| B | Public | Competitive | Medium | The general public | Medium | Partially recycled |

| Product Name | Segment | Pricing Strategy | Current Sales | Target Market | Level of Innovation | Environmental Aspects |
|---|---|---|---|---|---|---|
| C | Budget | Discounting | Low | Population with limited income | Low | No |
| D | Niche | Expensive | Medium | Special Interest Group | High | Organic |

This table shows the types of products, their target market segments, pricing strategies, and the current status of the products. This chart helps businesses effectively manage and optimize their product portfolio.

Explaining the assortment management strategy through practical examples will help illuminate the successful experiences of enterprises in this area. In the following examples, we will show different strategies that Uzbek textile enterprises can use in assortment management:

1. Product diversification strategy.

Example: "UzTex Group" enterprise

Current situation: UzTex Group specializes in the production of cotton fabrics as its main product.

Strategy: The company implements the strategy of product diversification and introduces new types of products. For example, it will launch the production of high-quality knitted products, ready-made clothes and household fabrics.

Result: By expanding the range of products, the company will have the opportunity to enter new markets and increase the existing market share. This will both increase revenues and ensure the stability of the company.

2. Seasonal assortment management strategy.

Example: "BCT Textile" enterprise

Current status: BCT Textile is mainly a general purpose fabric manufacturer.

Strategy: Taking into account the seasonal requirements, the enterprise prepares a separate assortment of products for each season. For example, light and bright fabrics are produced for the summer season, and warm and expensive fabrics are produced for the winter season.

Result: By managing the seasonal assortment, the company is able to meet the demands of consumers in each season. This helps to keep the sales volume stable.

3. Market segmentation and target marketing strategy.

Example: "Best stile" enterprise

Current status: Best stile is a company that manufactures various types of textile products.

Strategy: A company uses a market segmentation strategy by targeting its products to different segments. For example, fashion clothes for young people, household fabrics for families, special clothes for manufacturing enterprises.

Result: Through targeted marketing, appropriate products and advertising campaigns are prepared for each segment, which helps to better meet the needs of consumers and strengthen the company's position in the market.

4. Strategy of introduction of innovative products.

Example: "Fayz Tex" enterprise

Current status: Fayz Tex is a traditional textile manufacturing enterprise.

Strategy: The company uses a strategy aimed at developing new innovative products and introducing them to the market. For example, anti-bacterial fabrics, self-cleaning clothes, high-quality and functional fabrics.

Result: Through innovative products, the enterprise differentiates itself from competitors and achieves higher profits, because the demand for such products is high and their value is high.

A thorough understanding of assortment management strategies can be gained through these examples. Each business can ensure its success by applying different strategies depending on its market position, consumer demands and available resources.

By adopting these modern concepts of product range marketing management, businesses can increase their flexibility, innovate and better meet customer needs. This strategic approach not only improves customer satisfaction, but also improves overall business performance.