

THE ROLE OF MARKETING IN ATTRACTING INVESTMENT

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Annotation

It highlights the role and importance of marketing in attracting investment and their role in economic development, and the article also outlines the existing problems in attracting foreign investment in the national economy and what measures should be taken to activate their prevention.

Keywords: Investment, marketing, foreign direct investment, portfolio investment, investor.

Since the first years of Uzbekistan's independence, it has identified a unique direction for the development of the national economy. As a result of his timely understanding of the incomparable role of investment in the development and stability of the economy, there has been an increased focus on investment, especially foreign investment, which has led to the development of investment activity in our country to this day. (Matthew 24:14; 28:19, 20) Today, it is important to emphasize that the launch of advanced investment activities is the product of a reasonable investment policy that our government is pursuing.

To further improve the effectiveness of the reforms undertaken in the Decree "On the Action Strategy for the Further Development of the Republic of Uzbekistan", adopted by President of the Republic of Uzbekistan Shavkat Mirziyoyev, to create conditions for the full and accelerated development of the state and society, to modernize our country and to liberalize all areas of life In 2017-2021, the Action Strategy for the five priority areas of development of the Republic of Uzbekistan was approved. One of the priorities of the development and liberalization of the economy in this Action Strategy is the improvement of the investment environment, the active involvement of foreign, first and foremost direct foreign investment in the networks and regions of the country's economy. Therefore, it is impossible to implement and modernize structural changes in the economy, re-equip enterprises with advanced technology, and promote the production of competitive products without attracting foreign investment, especially in leading networks. Attracting foreign investment in our country's economy will be an important factor in ensuring the economic power of our country by accelerating the expansion of its economic capabilities, employing domestic opportunities and reserves in all sectors, developing new technologies and technology, export-oriented goods, and promoting their production. The purpose of investment marketing is to equip investment professionals with advanced scientific, innovative and market-practical knowledge in the field of investment and, as a result, to activate the investment process, improve the country's competitive production potential, and contribute in every way to improving productivity. Russia is the leader of the world investment market. The goals of investment marketing may be to increase profits, increase the volume of investments, increase market share.

Based on the value of marketing used in attracting investment, then the main tasks of studying it should be answered by the following questions:

- making investment decisions based on evidence;
- investment risks, methods of assessing, preventing or reducing them;
- methods of selecting sources of capital investment and the most useful and reliable;
- optimal investment portfolios;
- methodology of economic basis for capital investment;
- the investment process.

The marketing concept in attracting investment considers investments to be the basis for the economic activity of the entire state and individual enterprise. Investment projects are a means of achieving the goal in this case.

Investment marketing strategies are the defining of tools and methods to ensure superiority to competitors, as well as allocation of resources necessary to achieve marketing goals. Investment marketing strategies are aimed at increasing the controlled market share based on the use of key factors of marketing activity. They are the result of strategic business planning processes. In conditions of a poor economy, the investment process is carried out through the investment market mechanism. And in investment marketing - strategies. One of the key indicators of investment marketing is the investor satisfaction index, which is characterized by a variety of "investment" criteria. This is a comprehensive quality and quantitative assessment of the satisfaction of private and corporate investors based on regular strategic and comparative analysis of information on the investment sector of the economy by regularly collecting the country's data by independent organizations.

The investor satisfaction index in the investment business is considered to be part of the international project "Love of Evolution" was realized by expert-analytical and information-rating company Unipravex.

The purpose of the investor's satisfaction index is to replenish the quantitative calculations Of the Federal Service government statistics and other government agencies with the quality parameters of the market investment segment. The investor satisfaction index helps identify new trends (trends) in development and possible growth points for investment projects by accurately comparing them and evaluating them using a special methodology. The index helps to move better in the investment offering market, informs administrative and management decisions, and serves as a crucial benchmark for assessing the comparison of investor assumptions with real risks. Important factors in the index, defined but multivariable scale "costs / benefits", contribute to the optimal and well-thought out decision making in the formation of the investment portfolio. Actively plays a role in regional strategic development in conditions of a poor economy, including investment policy, key elements: selection of sources and methods of financing investments; set implementation dates; selection of responsible bodies for the implementation of investment policy; creation of the necessary regulatory framework for the activities of the investment market; create a favorable investment environment.

Investment marketing is a relatively new direction, and in the classic sense of free market relations, marketing is some extent separated. Although from a classical and investment point of view, marketing is understood. However, Russian practice shows that typical marketing methods do not work in the investment business. It requires innovative business marketing technologies. Investment marketing is primarily necessary for organizing and managing financing of investments in the real economy. Its methods include:

- work on the study of the world and domestic investment markets;
- Development, distribution and promotion of investment products, projects and programs;
- Manage market processes in conjunction with investment management methods.
- Investment management, in other words, managing investments, is, in a sense, a relatively simple matter (business), not combined with investment marketing mechanisms, but its capabilities are drastically limited. Using investment marketing in conditions of a poor economy is an objective necessity.

Developing an action plan for investment marketing provides the following opportunities: first, the planned use of resources to achieve marketing goals, secondly, the setting of marketing goals, the selection of marketing strategies, and the establishment of a logical sequence of individual activities and procedures for the development of measures. reaching them for a specific period based on assumptions about the future conditions of the implementation of the plan. The goals of investment marketing can be: maximizing profits, volume of investments, increasing market share. The main purpose of investment marketing in drawing up a comprehensive plan is to create an atmosphere of communication between an organization and an investor. The result of qualified marketing planning is a selected type of marketing strategy, as well as the entire marketing 4P paradigm (a set of managed variables of the classic marketing mix: a product (product), a marketing plan that serves to realize price (price).), space (location), rise (rise). Its main goal is to identify goals, to specify deadlines, and to set specific actions (tasks) for all performers.

At the same time, the tactics of marketing relationships with investors include the implementation of the following types of information provision, particularly:

- information and information services for investors, including at their request;
- Expert assistance in integrated relations between companies' top management with the media;
- Analytical monitoring of the legal and regulatory framework.

Marketing relationship tactics with investors also include intensive work to reduce all sorts of risks associated with the investment business.

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