

## ROLE OF MANAGEMENT OF THE BRAND AND INCREASING THE COMPETITIVENESS OF ENTERPRISES

**SCHOLASTICO-2021****A.P.Okboev - researcher**

(Namangan Institute of Engineering and Technology,  
Namangan, Uzbekistan) [o.r.alisher@mail.ru](mailto:o.r.alisher@mail.ru)

**Z.A.Hakimov - PhD**

(Tashkent State University of Economics,  
Tashkent, Uzbekistan) [z.xakimov@mail.ru](mailto:z.xakimov@mail.ru)

### Annotation.

In the state of practical recommendations for the creation of an effective system of brand management, the role of brand management and the importance of brand management in increasing the competitiveness of enterprises.

### Keywords:

Competitiveness, brand, branding, brand management, brand management principles, brand portfolio, brand architecture



The problems of competitiveness of goods and services in world governance are organized in terms of quality, price and simplicity. All the opportunities for the development and simplification of the production of goods and services, which are carried out in accordance with the requirements of the country as the competitiveness of the economy and the quality of manufactured goods, have been concentrated. The governance and social standard of living of a country and its work determine its position in the market of producers. In this regard, the head of the brand's competitiveness with modern enterprises is responsible for joint tasks and current problems in conducting research.

Competitiveness is the key aspects of a company's ability to sell products and services at market prices and run a business: the nature (mission and strategy) of the business, its core competencies, as well as its actual assets and infrastructure. However, if the key elements of business processes do not work as a whole, the company will not succeed in creating value for consumers. The unifying element is the brand.

A brand is an integral, unique and attractive image that is specific to a brand, related to a product or service, combined with belonging to that brand. Brands create value for the consumer because they enable the consumer to save on savings and risk when purchasing goods, and encourage investment and investment-related activities.

Globally, brands account for a third of the world's wealth. It goes without saying that only when brands are properly managed can an enterprise be economically sustainable. Many examples of the world's leading companies show that a well-thought-out and orderly strategy has a synergistic effect on brand development and minimizes the risks associated with market uncertainty.

The management function of brand management, on the other hand, reflects the objective conditions for the development of competition in the global market and includes activities aimed at creating effective brand management structures that provide strategic cooperation with partners and interaction with consumers. Modern companies have developed sustainable brand management mechanisms that combine marketing, production, innovation and sales and optimize internal corporate governance in line with market requirements. The combination of these features has allowed the product to be tailored to consumer expectations even at the stage of development of its concept and brand identifier.

It is known that the main management functions of any company reflect the content of the main stages of the management process of its activities and include planning, organization, leadership and control, which ensures the effectiveness of the entire management system in general.

Today, many entrepreneurs appreciate the benefits of applying brand management measures and have begun to actively use them within their capabilities. However, the experience of developed countries and international companies in Uzbekistan is an invaluable basis for the development of brand management in our country. The interest of Uzbek companies in the development of effective brand management, as a rule, arises from the need to compete with foreign firms, which in recent years have actively penetrated into almost all sectors of our economy and managed to occupy important market positions in many regions.

The process of international integration of Uzbekistan should pay special attention to the problem of increasing the competitiveness of the national economy at all levels. At the same time, in terms of quality and intensity of resources in the consumer sector, most of the goods and services of Uzbekistan are significantly lower than foreign enterprises. In such circumstances, enterprises need to use all the opportunities, resources and tools that increase the quality and competitiveness of products. The use of an effective brand management system is the most relevant in this area.

In addition, some large companies have begun to develop global markets, and this process, as you know, is inextricably linked to branding and all related activities. What principles should a company follow to increase the competitiveness of its products or services by introducing an effective brand management system? These principles include:

1. Implement comprehensive protection of brands in all regions where the company's products are available, using trademarks, patents, copyright laws.

2. Respect the interests of all stakeholders. Customers always expect attractive, differentiated products and services at a reasonable price and fully meet the requirements of consumers. The desire of employees is to work in a company that implements a promising business strategy, where they feel the demand and are associated with the opportunity to create something unique.

Shareholder expectations are the prudent corporate governance of a company that is subject to the task of creating value for shareholders. Business partners want honest and respectful relationships so that companies can contribute to improving their image. Criteria for evaluating opinion leaders whose strengths cannot be assessed today are increased efficiency, innovation, environmental friendliness, a high level of business transparency and, most importantly, a clear understanding of social responsibility to society.

3. Look at the brand as an investment, not a cost. Among any type of asset, brands are the most valuable, the availability of which can ensure the survival of the business in adverse market conditions. Thus, it is very important to invest heavily in marketing and advertising, the production of new and improved products. In addition, periodic evaluation of a brand as an asset helps managers demonstrate how successfully it is managing it in terms of increasing shareholder wealth.

4. Continuous realization of the brand's financial capabilities. When looking for ways to expand brand scope through the development of new products, companies should not forget about joint branding and franchising opportunities. Thus, affiliate branding is a very effective way to enter new markets or expand the geography of activities. The franchising method involves the transfer of the right to use the brand to a number of enterprises in other regions, along with production and marketing technologies. Different ways of using a brand allow you to expand the scope of your distribution, showcase your ideas more fully, and make promises.

5. Understand that successful brand management is a complex task today. A business strategy should be a brand strategy and vice versa. Brand support-oriented organization management will always be a management that ensures efficiency and profitability.

In conclusion, it should be noted that the brand offers an additional competitive advantage for both the product and the company. Thanks to the brand, which is an additional means of competition, the company's products become known and in demand. This increases the demand for products and brings great benefits.

Thus, the main task is to effectively and efficiently manage this most valuable intangible asset, which requires strict adherence to all of the above principles.

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