

**BRAND STRATEGIES IN THE DOMESTIC AND
INTERNATIONAL MARKET AND STAGES OF BRAND BUILDING
WHEN ENTERING NEW MARKETS**

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***Abstract:** Our article is devoted to the issues of forming and implementing brand strategies both in the domestic and international markets. It examines the key stages of brand building when entering new markets, including target audience analysis, marketing strategy adaptation, development of a unique value proposition and brand reputation management. Particular attention is paid to the challenges and opportunities that companies face in the process of expanding their geographic presence, as well as the differences in approaches to branding at the local and global levels.*

***Key words:** brand, brand strategy, international market, domestic market, brand building, entering new markets, marketing strategy, target audience, brand management, brand adaptation.*

***Аннотация:** Наша статья посвящена вопросам формирования и реализации стратегий бренда как на внутреннем, так и на международном рынке. В ней рассматриваются ключевые этапы построения бренда при выходе на новые рынки, включая анализ целевой аудитории, адаптацию маркетинговой стратегии, разработку уникального ценностного предложения и управление репутацией бренда. Особое внимание уделяется вызовам и возможностям, с которыми сталкиваются компании в процессе расширения географии своего присутствия, а также различиям в подходах к брендингу на локальном и глобальном уровнях.*

Ключевые слова: бренд, стратегия бренда, международный рынок, внутренний рынок, построение бренда, выход на новые рынки, маркетинговая стратегия, целевая аудитория, управление брендом, адаптация бренда.

Introduction. In today's globalized world, the role of a brand is becoming a key factor in a company's success. Competition in domestic and international markets forces companies to pay special attention to the development and implementation of strategies aimed at creating a strong and recognizable brand. An effective brand strategy allows you not only to stand out from competitors, but also to build long-term customer loyalty, which is critical in a dynamic market environment. Entering new markets requires companies to more deeply analyze and adapt existing approaches to branding. It is necessary to take into account the cultural, social and economic characteristics of target markets, as well as develop unique value propositions that can attract a local audience. This article examines brand strategies in the domestic and international markets, as well as the key stages of brand building when entering new markets. Particular attention is paid to analyzing the factors influencing brand success and considering practical steps that companies can take to strengthen their competitiveness.

Main part. In the domestic market, branding is aimed at strengthening the company's position among existing consumers and developing a sustainable image. The main objectives are:

- Understanding the target audience. A deep analysis of consumer preferences, values, and behavior allows you to create relevant offers.
- Forming a unique positioning. The brand should stand out from the competition due to a unique value proposition that is understandable and close to the local audience.
- Maintaining trust and loyalty. Regular work with clients through loyalty programs, quality service, and feedback helps strengthen relationships.

- Marketing communications. The use of various channels, including traditional and digital, allows you to effectively convey brand values to consumers.

In the domestic market, companies often focus on developing long-term strategies that are based on an understanding of cultural characteristics, local traditions, and purchasing habits.

Entering the international market requires a more complex and comprehensive approach. The main aspects of brand strategy include:

1. Analysis of the international environment. Researching the cultural, economic, political, and legislative characteristics of the target market helps to avoid mistakes in communication and positioning.

2. Brand adaptation. In some cases, a brand needs to adapt its logo, slogan or products to meet the expectations and preferences of new consumers.

3. Global positioning. Creating a unified brand image in all markets that preserves key values, but takes into account local features.

4. Reputation management. The company's public image in the international arena requires constant monitoring and control.

The key difficulty of working in international markets is the need to balance between unification (global brand identity) and localization (adaptation to specific markets).

The process of building a brand when entering new markets includes the following stages:

- At this stage, an analysis of the competitive environment, target audience, cultural and social characteristics of the market is carried out.

- Selection of an entry model: direct investment, franchising, partnership or other forms of presence.

- It is necessary to take into account local preferences so that the brand's offerings meet consumer expectations.

- Developing localized marketing campaigns taking into account the linguistic and cultural characteristics of the target audience.

- Gradually expanding and strengthening market positions through active interaction with customers and partners.

Thus, a successful brand strategy in domestic and international markets requires a comprehensive approach that combines in-depth market research, flexibility and a long-term vision. Effective brand management allows a company not only to strengthen its position, but also to achieve sustainable growth in the context of global competition.

Conclusions and offers. Successful branding strategies in domestic and international markets require careful adaptation of the brand to the cultural, economic and social characteristics of the target audience. Brands must take into account local preferences in order to be relevant and attractive. In a highly competitive environment, the key element of the strategy is to create a unique value that the brand offers to consumers. This can be done both through innovation and through a deep understanding of the needs of its audience.

In international markets, it is important to maintain a global brand identity, but at the same time use localization to ensure successful communication and brand perception in different countries. Universal brand qualities must be adapted to local conditions.

At the first stage, it is important to study the cultural and economic characteristics of the target markets, as well as to understand the preferences and behavior of consumers. This stage includes defining the brand's mission, values and unique offerings that will meet the needs of new markets.

Includes translation and adaptation of marketing materials, packaging, as well as changing positioning for better perception in the new market. Implementation of marketing and advertising campaigns taking into account the characteristics of the new market, using local communication channels.

In the digital age, brands must actively use online marketing, social media, and platforms for creating personalized content, which allows them to interact more effectively with consumers in different markets.

Suggestions:

Companies must develop brands that can be adapted to different markets, taking into account the changing needs and preferences of target groups.

It is important to find a balance between global and local trends so as not to lose the universality of the brand, while ensuring its relevance to consumers in different countries.

To strengthen the brand's position in international markets, it is worth investing in brand ambassadors at the local level, which will help build trust in the brand and strengthen its identity in a new cultural environment.

The introduction of innovative technologies in marketing and sales processes (e.g. artificial intelligence, Big Data) can significantly increase the effectiveness of the brand in international markets, improve interaction with consumers and increase the level of personalization.

It is important to regularly monitor the market reaction and be ready to make changes to the brand strategy depending on changes in international markets and changes in consumer preferences.

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