



TERRITORY MARKETING: ATTRACTING INVESTORS

Eshmamatova Madina

Bachelor student of

Tashkent state university of economics

Email: eshmamatovamadina@gmail.com

Article history:	Abstract:
<p>Received: March 11th 2021 Accepted: April 1th 2021 Published: April 11th 2021</p>	<p>Objectively, technologies and tools in the field of management are generated and actively developed in the business environment and only then transferred to the public sector of the economy and the public administration system (there are exceptions). national marketing (to a lesser extent, promotion, perhaps) significantly lags behind the best world models, so often it has nothing to offer especially for the management of territorial objects (municipalities, subjects of the Republic of Uzbekistan, etc.). There are very few specialists who have experience in both state (municipal) management and in the field of commercial marketing, especially in managerial positions. However, the request for territory marketing is gradually formed, even in the absence of a high-quality offer. We'll talk about this below.</p>

Keywords: Microbusiness, marketing, municipal administration, marketing mix, B2C, B2B markets, potential investor

Attracting investors to your territory is one of the basic tasks of marketing in the system of state and municipal administration

Territory marketing is a very interesting and promising area of marketing, which is currently not properly developed in the Republic of Uzbekistan.

The main types of territory marketing

Many scientific and educational publications, not to mention periodicals, have already been written about the marketing of territories. In Uzbekistan, both translated sources about the marketing of places and books by domestic authors are available. In our short note, it is important to note those main consumers of the marketing product of territories that determine its content and specifics, form different types of marketing of territories. There are quite a lot of them, but we will distinguish three key ones that are not related to the subject of management (as often happens in public administration, the subject and the object of management partially coincide, conditionally, the head of the investment attraction department of the local administration is also a resident of the territory).

First, these are individuals who are current or prospective residents of the territory. They consider the territory as a place that meets their needs for permanent residence, work, raising children, receiving municipal and state services, and so on.

Secondly, these are individuals who come to the territory temporarily, mainly as tourists. Here, the marketing of the territory can be considered as the marketing of a tourist product, which this territory is. It is evaluated in its aspects – transport accessibility, the quality of hospitality services, the availability of unique tourist offers (attractions, stay programs, etc.), and so on.

Third, these are legal entities that are current or potential investors in this territory. Roughly speaking, this is a business that wants to work here, not only selling, but also producing its product on the territory. They are interested in the potential of the territory in terms of the comfort of doing business – the availability and cost of production resources, measures of administrative regulation of business, special regimes for investors, and so on. Given the high level of competition for investors between the subjects of the Republic of Uzbekistan and municipalities, when almost every subject has several special territories for conducting economic activities (special economic zones, TORs, technology parks, etc.), the question arises about their competent marketing to ensure a good result in this race "for the investor". And given the projected dynamics of the economy in the medium term, the struggle for investors will be acute.

At the same time, the marketing of the territory to attract investors is not only promotion (advertising). So far, this understanding of territorial marketing is only being formed, as can be seen from orders exclusively for advertising support for the activities of "zones" with a special investment regime placed in the public procurement system. At the same time, promotion (part of which is advertising) is only the fourth element of the marketing mix, and you need to deal with the entire marketing mix (for starters, in the basic 4P configuration).

Territory as a product from the perspective of a potential investor

To consider the first element of the territorial marketing mix, it is necessary to recall the fact that at present almost any region in the Republic of Uzbekistan offers itself to investors through the so-called territories with a special investment regime. Thus, the task of forming the product "territory for the investor" includes two main components: the territory as a whole and the territories with special regimes (there can be quite a lot of them within one subject of the River Uz. - up to 10 or even more). The question of building the right relationship between these two types of products is far from banal, since, in the language of commercial marketing, the wider the "assortment line" (the number of such special territories), the more difficult it is for the consumer to make the right choice, and the higher the probability of cannibalism.

In addition, the very creation of a variety of "zones" is not sufficiently justified by market considerations, the administrations and governments of cities and regions have very limited experience in conducting market research of their competitive environment. There is a new opportunity (there is a regulatory act that allows you to get funding from above or promote yourself as an advanced territory), - work begins on submitting applications to get into the pool of regions with a new type of territory for investors. However, the lack of an analytical base and a system for working with "products for investors" negatively affects their quality and demand.

And, as top managers in business also sin, measures are being launched to compensate for generic product problems through advertising activity that will force the buyer to make a choice in favor of us. Almost always, such decisions are doomed to failure. This scheme can still be used at least in the B2C markets (especially for goods of situational demand, etc.), but already in the B2B markets, advertising can not solve the problem with the product. For an investor, choosing a territory is an important and long-term task, so if the product is not adequate to the market, not "packaged" properly, then the chances of attracting a responsible and large investor are sharply reduced.

As a result, the provision of filling the "zones" is due to microbusiness (investment projects that are characterized by low returns) and "dragging" promising projects of local large businesses to the territory, regardless of the economic validity of such a decision, sometimes there are also explicit additions and imitations of indicators.

In addition, inefficient work with the territorial product greatly affects the quality of filling the "zones", the lack of real "anchors" in them. The reduction of entry barriers (low level of competition between applications) leads to a drop in the quality of investment projects that receive support. There are "obviously problematic" residents who have low chances to bring the project to the launch stage, which means that there is a high probability of difficulties for the responsible authorities with reporting and "picture", while the "zones" themselves are poorly filled and do not achieve the goal of their creation.

All this is a question of product policy – how to properly build a line, what qualities to give products to make them attractive and avoid cannibalism, how to "detach" your territorial product for the investor from competitors. It is difficult to find a qualified marketer in the administration, and in consulting there is no understanding of how the system of state management of investment activities functions. As a result, a good product is rarely obtained and only because of the objective advantages of certain territories (in developed regions-leaders, transit hubs, border areas). The greatest concern in this regard is the fact that being carried away by the promotion of territories with special regimes (going into project management), the understanding of a single strategy for the formation of the territory's product as such (process management) is lost. This can lead to negative scenarios for the development of investment activities.

Therefore, as in business, you need to start marketing with the product: regularly monitor the market, form and test hypotheses, build a "product line", develop useful (and not just prescribed by the NPA) product qualities. Then, perhaps, the investor will buy a territorial product-conditionally "build a factory" from you, but only if the price suits him.

Pricing for a territorial product

Pricing for a territorial product is an issue that is not solved even at the theoretical level, let alone at the practical level, in the domestic administration. It is quite difficult to calculate all the costs that the "buyer of the territory" will incur, especially if we are talking about an investor. But it is important to do this, otherwise how to set a competitive price? It should clearly be profitable, both in absolute terms (comparing expenses and income) and in relative terms (in comparison with similar offers).

In order to correctly conduct pricing, it is necessary both to be well-versed in the justification of investment projects, and to know up-to-date information about the market (offers from other territories of the Russian Federation, and sometimes from the nearest foreign countries, which is especially important in the conditions of the Common Economic Space of the five countries).

The first task is usually handled by the competent authorities and specialists in general well and professionally (although there are many examples of deliberately unreliable calculations of investment projects of companies), but the second one almost always falls out of the spotlight. Any marketer will say that in a highly competitive market, knowing the prices (or better yet, the pricing system) of players is a necessary condition for effective work. At the same time, there are many articles – both journalistic and scientific, where the conditions of the functioning of "territories for investors" are compared and where you can get information about the state of the market.

The use of this information in the calculation of tax benefits and economic preferences, taking into account the quality parameters of the product itself (and any territorial product is highly differentiated) – aerobatics, which is not yet observed in domestic practice.

All this leads to the fact that the region (municipality) it can not clearly explain why the investor should "buy" his offer according to the price criterion-to convince that the price-quality ratio is optimal, or that the product may not be so good, but you will not find it cheaper (and even here the "economy segment" works). Therefore, the investor considers himself, therefore, the party selling the territorial product loses the initiative in the negotiations.

The base price is just the beginning of working with pricing. Further – more. This includes flexible pricing, discounts for specific situations and types of customers, and even a bonus system. All this is realizable with a territorial product, and this will be appreciated by the buyer (investor). We need to work with this. Having the competence to do or buy them.

Investor's assessment of the location of the territory

What is called "Place" in the marketing mix concept-location or placement – is the most complex and difficult to define in territorial marketing.

Without delving into the theory, we note that if we understand a territory as a subject of the River Uz. or a municipal entity, then the governing body does not physically choose it (this is not a business question – where to place a shopping center or warehouse). In this sense, you can not control the location of the territory (although there are examples of this type, for example, the expansion of Moscow as a subject of the River UZ.), but you can control the flow of resources passing through the territory, forming points of attraction. This is important for the investment sphere, and in this sense, the task of territorial marketing is to create conditions for increasing the attractiveness of the territory not as a place of its physical location, but as a place of attraction of resource flows that are necessary for conducting economic activities.

If we are talking about local territories – places of formation of "zones with a special investment regime", then here it is quite specific and not so "tricky" to understand the task as above. It is necessary to justify-where within the subject of the River UZ. launch this "zone" to achieve maximum effect. Here there is something of the task of placing a store, but looking at the problem from different positions, we understand that we are no longer talking about a simple economic optimum. We should look for the extremum of the optimal location in many parameters, including social ones (for example, providing employment for less developed territories within the subject of the River UZ.).

However, they can also be collected, digitized, and applied in a mathematical way similar to that used when placing retail outlets. For example, the theory of a cellular automaton or something simpler.

Unfortunately, in the national practice with this element of the marketing mix in the area we are considering, the work has not yet been systematically built up. This is, among other things, a consequence of the imperfection of the product policy.

The last important point is that the "Place" also includes the distribution aspect of the product. That is – how its sales channels are organized. In the case of sales of the territory for investment-this is a very non-trivial issue.

While the regions and municipalities are engaged in the "implementation" of the offer rather conservatively-conditionally direct sales mainly in their region, work on specialized events, including business missions, this is probably the entire standard set. There is little activity and creativity, especially in terms of interaction with the "cold base". In the context of a large volume of offers, this is not enough. Sales to foreign investors are particularly affected, which, however, is also typical for Russian business, which is much worse with export destinations than in the domestic market.

Promotion of the territory as a product for a potential investor

In terms of promotion, the situation is quite good, especially in comparison with the previous blocks.

Now almost all regions and municipalities with a high level of socio-economic development have got high-quality websites that promote their investment potential, have a basic set of advertising products, and good printing. Exhibition activities are also implemented at a high level, if we are talking about its promotional aspect.

The leading regions make effective promotion through publicity, publications in specialized publications, primarily central ones. Many develop a pool of journalists who saturate the market with "necessary" information with a professional level of presentation.

Gradually, the work on promoting territories as an object of investment in social networks is being tightened, in some places bloggers are already being connected, although the practice of "working on the process" is still widespread – cheating of various types, which should show the alleged interest in the product.

Of course, in business, promotion and advertising activities are technologically ahead of the public sector, but this is natural. There can be no big gap here, since it is easier to attract a professional from the advertising market for state authorities or local governments than a marketer working in a strategic block. First, there are more resume suggestions and options to choose from. Secondly, it is easier for a promotion specialist to adjust, since advertising technologies are more versatile and do not require such immersion in specific processes as when working with a territorial product or pricing for it.

However, if everything is more or less good with private practices and techniques, then more conceptual issues of promotion hang significantly. Let's look at such a vivid example as the branding of territories.

In the Republic of Uzbekistan, well-known specialists who work with territorial brands can be counted on the fingers of their hands. If we talk about the brand of not local territories (cities), but extended in space (subjects of the River Uz., large municipal districts) and the development of the brand in terms of attracting investors (since targeting the population or tourists is still easier to achieve), then finding a qualified team becomes an extremely difficult task.

At the same time, this team is more likely to have to work with a very weak texture, since from the point of view of business attractiveness, Russian regions, with rare exceptions, do not have a good base for individualization and "tuning". This problem is familiar to all specialists in strategic planning of territories-reading the results of top-level goal-setting (the same missions), sometimes without a direct indication, it is difficult to understand what the actual subject of R. Uz. is in question – they are so similar (to the point of confusion). But at least you can put different ideas of the uniqueness of the territory into the mission, while the investment brand is a much more specific design that appeals more to the rational aspects of thinking.

At the same time, the brand is extremely important – in a large flow of information, a good brand is a powerful magnet for customers. Given that the territories promote themselves as a place for investment in general and their separate special "zones", there is a need to build an umbrella brand. Even world-famous corporations broke their teeth on this task. Therefore, solving it without professionals is a risky path. But in any case, it is better than not to engage in the brand of a territorial product at all, reducing the development potential of the region or municipality. As in business, you should use all available resources to manage a territorial product, even if it is a small budget for advertising and a couple of exhibition events per year. However, the marketing of a territorial product, especially in the aspect of attracting investors, is a complex task, the effective solution of which is carried out in a comprehensive and consistent manner. This consistency is set by the marketing mix.

REFERENCES:

1. Lehmann, D. R., & Winer, R. S. (2012). Analysis for marketing planning. Slovenia, Europe: Irwin. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsbas&AN=edsbas.177CFFA5>
2. MacMillan, I. C., & McGrath, R. G. (1997). Discovering New Points of Differentiation. *Harvard Business Review*, 75(4), 133–145. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=bsu&AN=9706292965>
3. Rucci, A. J., Kirn, S. P., & Quinn, R. T. (1998). THE EMPLOYEE-CUSTOMER-PROFIT CHAIN AT SEARS. (cover story). *Harvard Business Review*, 76(1), 82–97. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=bsu&AN=16951>
4. Weinstein, A. (2006). A strategic framework for defining and segmenting markets. *Journal of Strategic Marketing*, 14(2), 115–127. <https://doi.org/10.1080/09652540600659665>
5. Yankelovich, D., & Meer, D. (2006). Rediscovering Market Segmentation. *Harvard Business Review*, 84(2), 122–131. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=bsu&AN=19406199>
6. Shafoat o'g'li, I. S., & Toshmamatovich, T. U. Modern labor relations and forms.
7. UGLI, R. D. J., & UGLI, K. A. M. Institutional Changes in Agriculture risks on the Basis of State Support in Conditions Insurance. *International Journal of Innovations in Engineering Research and Technology*, 7(05), 188-192.
8. UGLI, R. D. J., & UGLI, K. A. M. The Concept of Digital Economy in Modern Life and Its Application to Life. *Journal/IX*, 6(05), 118-121.
9. Хуррамов, А. М. Ў., & Рустамов, Д. Ж. Ў. (2020). ХОРИЖ МАМЛАКАТЛАРИДА ПЕНСИЯЛАРНИ ИНДЕКСАЦИЯЛАШ ТАЖРИБАСИ. *Science and Education*, 1(3).
10. Ugli, R. D. J., & Mukhiddin, K. A. (2020). Development of the digital economy in Uzbekistan as a key factor of economic growth and increase of living standards of the population. *IJAR*, 6(6), 30-33.