INTERNATIONAL BRAND MANAGEMENT AND ITS DEVELOPMENT: PROBLEMS AND SOLUTIONS

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Annotation: *Creating a national brand and turning it into a world brand, distinguishing between brand and branding, being able to correctly apply brand management strategies, trends of changes in the national brand and its impact on the economy of our country.*

Key words: *Brand, branding, problem, solution, social network, personal brand, brand capital*

INTRODUCTION

Today, we come across brands in Uzbekistan and the world market almost every minute. They penetrate almost every aspect of our life: economic, social, cultural, sporting, even religion. In a world rife with competition and constant change, worldwide brand management is becoming the most important success factor for businesses looking to preserve and strengthen their place in the global market. However, as globalization and digital technology advance, as do socio-cultural shifts, they are confronted with new issues that necessitate a complex and inventive management style.

LITERATURE REVIEW

Due to the complexity of this concept, there is no clear rule in the literature, so let's get acquainted using the available information:

Kapferer says in one of his articles: Brands are a direct consequence of the strategy of market segmentation and product differentiation. Branding means more than just giving name and signaling to the outside world that such a product or service has been stamped with the mark and imprint of an organization.

Branding consists in transforming the product category; it requires a corporate long-term involvement, a high level of resources and skills.

Musk is on record saying: Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product.

According to the American Marketing Association (1960), a brand is a name, term, design, symbol, or combination of these that distinguishes a seller's goods or services from those of competitors. In other words, brands are a way to differentiate from competitors (or future competitors).

In our opinion, brand is a complex of impressions left by a customer after using a product. For example, about a certain product that is relevant to consumers and tells them: "Yes, this is what I need to buy." We can say that such a brand is a reputable and well-known brand.

ANALYSIS AND RESULTS

Nowadays, as a result of the economic reforms implemented in Uzbekistan, special attention is paid to increasing the competitiveness of national goods in the local consumer goods market. It is very important for every entrepreneur who has just entered the market to increase the competitiveness of national goods, to learn the marketing science specific to the market of Uzbekistan. Deep reforms are being carried out in our country in terms of improving brand management and competitiveness, as well as using modern marketing concepts in the industry and sectors in general. Today, modern marketing concepts are emerging as leading principles, reshaping the nature of brand organization and operations.

Many people think that brand and branding are two different words with the same meaning. In fact, branding is completely different from a brand. Even a number of experts emphasize that it is not necessary to mix brand and branding. Branding is the joint creative work of the advertiser, implementing organization and advertising agency to create a personalized brand image in the mind of the consumer and on a large scale (using advertising types, tools, images and methods) based on marketing research, that is, an image created as a distinctive trademark of a product (service mark) or product family (service family). Creators of the brand image take into account the physical characteristics of the product, the feelings that arise in the consumer, and appeal not only to the mind, but also to emotions, act subconsciously. If a product (service) in the market is accompanied by success, high reputation, then there will always be similar products (services) that repeat its popular reputation. Therefore, branding is a constantly evolving activity that excludes competitors.

Companies face a number of challenges in managing an international brand due to differences in culture, language, legislation and consumer preferences between different countries. By Phillip Kotler [1], there are some very often problems in international branding:

Cultural differences. International brands often face cultural differences that can affect how the brand is perceived in different countries. Advertising campaigns, product designs, and even the brand name itself may require adaptation to local cultural norms. Language issues, such as Coca-Cola's marketing campaign in Saudi Arabia. [2], Starbucks is one example of a brand that suffered as a result of a lack of cultural awareness. Starbucks encountered criticism and obstacles in its Australian expansion efforts in 2007 as a result of cultural differences and misunderstandings of the local market. Starbucks, recognized for its global presence and uniform approach to coffee shops, expanded into the Australian market with American-style coffee shops. But the business overlooked Australians' distinct coffee culture and tastes, as they were drawn to independent, neighborhood cafés that prioritized high-quality coffee and attentive service. Starbucks' homogenized menu and products did not appeal to Australian customers, who sought a more relaxed and individualized coffee experience. The company also received criticism for their pricing strategy, which was regarded to be excessive in comparison to local competitors. As a result, Starbucks struggled to acquire traction in Australia, ultimately closing several of its locations. The brand's failure to adapt to the cultural subtleties and preferences of the Australian market demonstrated the importance of knowing and respecting cultural variations when entering new markets.

Legislative restrictions. Different countries have different laws and regulations regarding advertising, trade, consumer protection, etc. International brands must comply with these regulations in every country they operate in, which can be difficult due to their diversity. Foreign companies often face barriers to entry, including restrictions on ownership, licensing requirements, and intellectual property protection issues. These states are as follows: China, India, Russia, Brazil and Saudia Arabia. Google, for example, has encountered constraints in many nations due to local laws and regulations. The Chinese government has restricted and barred Google, prompting the establishment of a competing search engine known as "Baidu" that is more compliant with Chinese rules. This restriction is part of the Chinese government's efforts to regulate the information and material available to its population.

Competition. Different countries may have different competitors with different strategies and resources. International brands must adapt their competition strategies to local conditions. Blockbuster is one brand that suffered as a result of failing to adjust its strategy to shifting conditions. Blockbuster was a dominant participant in the video rental industry, with thousands of locations worldwide. However, the corporation failed to react to the trend of internet streaming and digital downloads of movies and TV series. Blockbuster failed to invest in internet streaming technologies or embrace the digital revolution, ultimately leading to its demise and bankruptcy.

Another example is Kodak industry. Kodak failed to adapt to the transition from film to digital photography, despite producing the first digital camera in 1975. The corporation, which was formerly a major player in the photography was sluggish to invest in digital technologies, preferring focusing on its traditional film.

4. Supply chain management. International brands often have complex supply chains that may be affected by political, economic and natural factors in different countries. Toys "R" Us is one example of a brand that had issues before failing owing to inadequate delivery management. Toys "R" Us was a popular toy retailer with a huge physical shop presence. However, the company struggled to manage its supply chain and delivery operations successfully. Toys "R" Us struggled with inventory management, distribution, and fulfillment, causing delays in product delivery to customers. These issues had an influence on the customer experience, as customers had to wait long periods of time for products or received wrong orders. Furthermore, Toys "R" Us failed to react to the growth of e-commerce and internet shopping. The company's delayed response to changing consumer preferences for online purchasing aggravated its delivery management challenges. Finally, poor delivery management, inefficient supply chain operations, and a failure to adapt to new retail patterns all contributed to Toys "R" Us' decline and eventual bankruptcy in 2018. This example demonstrates the critical role of good delivery management in ensuring customer happiness and corporate success. Brands that overlook delivery operations risk losing client trust, experiencing operational inefficiencies, and, ultimately, endangering their market competitiveness. In today's fast-paced retail world, organizations must prioritize delivery management, streamline supply chain procedures, and adapt to growing consumer expectations in order to remain competitive.

According to these data, these problems have caused big brands to collapse or suffer a lot. Therefore, it is necessary to pay attention to a small problem. In our opinion, these problems can be solved as follows:

The 1st problem is cultural differences. In order to raise its brand internationally, Starbucks opened a branch in Australia, ignoring its competitors and the culture of the Austrians. There was no demand for expensive coffee in Australia, where the price of the product was very cheap. Instead, it should diversify, that is, add local food products to its main product. A person who wants to create an international brand must learn international culture well. If you want to introduce a product or service to a country, the risk is reduced if you use marketing, design and language that are appropriate to the culture of that country.

The 2nd Problem is the statute of limitations. By knowing about countries where the law restricts the entry of foreign brands or prohibits access to the country's private information, the brand creator can avoid wasting money and losing reputation.

The 3rd problem is competition. A brand or company must adapt to change, embrace innovation and innovate. For this, it is necessary to increase the number of qualified workers, work with the digital economy, and pay great attention to modern technologies. Skilled personnel who work on themselves will be ready for innovation. Differentiation from competitors enriches the brand with loyal customers. if the product is of high quality, the demand for it will not adversely affect the price of the product because the quality is higher than the price. if other brands also pay attention to quality, this brand can attract public attention by holding 1+1 discounts or winning houses. Brand recognition often depends on marketing. A well-thought-out plan or a celebrity advertisement is a clear example of this.

The 4th Challenge - Supply Chain Management. The brand was created and became popular. Now he needs to collect and deliver loyal customers. Solving a supply chain problem requires attention to its small details. If the problem is with delivery, then the solution can be found as follows. Before the first purchase, the customer must be warned in his email that he can delay the purchase. Then the percentage of nervous and angry customers will decrease. Regarding delivery, we can work with not one but many delivery companies. Or the brand should open its own delivery company. If the product is related to food, the use of special containers that keep it hot or cold will help preserve its quality. By opening branches in many areas, you can speed up delivery and get more customers.

CONCLUSION

In conclusion, we can say that we face various obstacles in creating a national brand and turning it into an international brand. If we find effective solutions to these obstacles and fight against them, we will succeed. One of the most common problems is cultural differences. To solve this problem, it is necessary to study the culture, customs, religion and language of the country where the product is imported. Successful world-renowned brands have effectively solved this problem. For example, ZARA brand produces different clothes for different countries. ZARA brand clothes in Dubai and the USA differ from each other in terms of fashion. It is adapted to the needs of the population.

The next problem is the limitation of the law. This problem is more difficult to solve. As much as possible, stay away from countries that do not allow foreign brands into their territory. Competition is one of the most urgent problems. Adapting to changes and implementing innovations will greatly contribute to the development of the brand. In order not to fall behind competitors, constant innovation, a slight reduction in prices, attention-grabbing discounts can be the solution to this problem. One of the weaknesses of many brands is supply chain management. It is more difficult to prevent it. So, what to do to solve this. The same term for warning the customer about a possible problem, using special containers that keep the product cold or hot so that the quality of the delivered product does not deteriorate, and to expand and establish the brand as much as possible. more branches. Through these methods, we can develop our brand and join the world recognized brands.

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