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THE USE OF DIGITAL MARKETING PLATFORMS IN INVESTMENT OPPORTUNITIES OF TEXTILE, KNITTING ENTERPRISES

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ТЎҚИМАЧИЛИК, ТРИКОТАЖ КОРХОНАЛАРИНИНГ ИНВЕСТИЦИЯ ИМКОНИЯТЛАРИДА РАҚАМЛИ МАРКЕТИНГ ПЛАТФОРМАЛАРИДАН ФОЙДАЛАНИШ

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ИСПОЛЬЗОВАНИЕ ЦИФРОВЫХ МАРКЕТИНГОВЫХ ПЛАТФОРМ В ИНВЕСТИЦИОННЫХ ВОЗМОЖНОСТЯХ ТЕКСТИЛЬНЫХ, ТРИКОТАЖНЫХ ПРЕДПРИЯТИЙ

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***Abstract.** This article describes basis of digital marketing technologies, investments, digital textile and their essential tools in textile enterprises. it also mentions application of digital technologies such as CAD, CAA, EPOS systems for textile, knitting and apparel, enterprises.*
***Key words:** digital marketing, electronic technologies, e-commerce, digital textile, CAD, EPOS, investment*

***Аннотация.** Ушбу мақолада рақамли маркетинг технологияларининг асослари, инвеститциялар, рақамли текстиль, тўқимачилик ва трикотаж корхоналарида рақамли тўқимачилик ва уларнинг асосий воситалари келтириб ўтилган. Шунингдек, унда тўқимачилик, трикотаж ва тикувчилик*

корхоналари учун *CAD, CAA, EPOS* каби рақамли технологиялардан фойдаланишга эътибор қаратилган*.*

Калит сўзлар: рақамли маркетинг, электрон технологиялар, электрон тижорат, рақамли текстиль, CAD, EPOS, инвестиция.

Аннотация. В данной статье рассмотрены основы цифровых маркетинговых технологий, инвестиции, цифровой текстиль и их основные инструменты в текстильных, трикотажных предприятиях. Также, упоминается о применении цифровых технологий, таких как CAD, CAA, EPOS для текстильных, трикотажных и швейных предприятий.

Ключевые слова: цифровой маркетинг, электронные технологии, электронная коммерция, цифровой текстиль, CAD, EPOS, инвестиция.
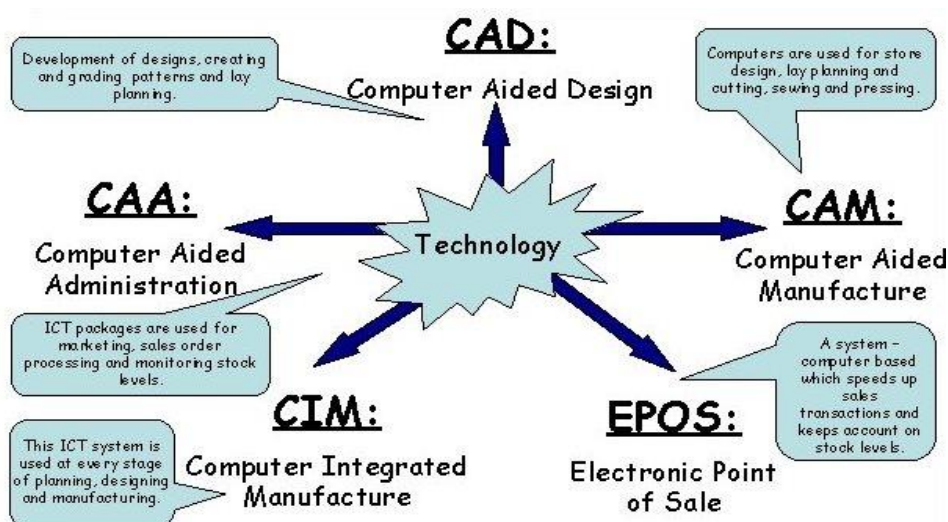
Background. In the era of globalization and especially after the great pandemics that surrounded the world and still devastating and making negative kind of influence on the development of the countries, the role of investments play pivotal role in supporting the economies of the countries. The next huge element in globalization is digital technologies, digital marketing elements, tools that had revolutionized majority of today's enterprises in making their businesses activities in online platforms and contributing to enhancement of e-commerce field. During the pandemics the economy of Uzbekistan suffered a bit but not that hugely in comparison with some western, EU countries. Digitalization is becoming an integral part of any business today that wish to succeed in long run and current enormously regarded textile, garment, knitting and apparel industries within countries. Investments refer to expenses used in increment and stabilization of real capital volume. Investment flow regards for producing of new capital goods and making increment in real assets such inventory or other related assets. Based on neoclassic theory the investment can be described as comparing between opportunity costs of two kinds of values. In textile, knitting field the reduction of taxes along with other favorable conditions by government may lead to rise of export potential of textiles and apparels Zakizadeh, H. & Aligholi, M. More encouraging aspects for textile, apparel, knitting industries include FDI known as foreign direct investments, for that reason capital investment typically higher and finishing of fabric comprises possessive processes and intangible capital as goodwill Macdonald, S.

Methods. The area of digital marketing provides basics for digital based relations in sale of products. In current research the methods of induction and deduction, synthesis, CAD, CAA, EPOS and others methods were used and described.

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Results/Discussion. Digital marketing platforms create huge impact on the welfare of textile, apparel, knitting and garment enterprises by drawing attention to fashion trends. With the increment of attention and advancement of digital technologies fashion marketing has also progressed over many years and its difficulty made increment in emergence of Big Data in fashion field. Extraction of likes, shares, comments on Facebook which is known as Meat at current, picture-based platform of Pinterest, Instagram are used at the moment in order to measure consumers' reactions to products and services and other marketing related campaigns. Burberry can be good example of a known brand that has implemented Big Data to map its markets, recognize the significance of millennial consumers for its top product lines Silva, E.S et al: (2020).

The recent studies highlighted that the rise of electronic commerce is definitely counteracting the site of offline sales and considerable large number of consumers already switched to online sales and anticipated to become even more. The proportion of online buying processes may increase soon and proportion of clothing, apparel, textiles in big markets like US, China, Brazil and India may reach the point of 70 percent in sales as predicted for 2030s. Contrasting from ordinary ways of making adjustments through tailors new ways of efficient and speedily and in good quality tools can come into existence known as 3D designed garment. Majority of famous retailers like Nike, Adidas, Under Armour, Next had perfectly implemented this type of designing technology with advancement if latest software that simplifies 3D designs within the framework of virtual platform Pal, R [4].

Social media and SMM marketing create important part of hypermedia traffic and play critical role in management processes of textile-clothing, apparel and knitting enterprises and help in increment of revenue, customer loyalty and strengthen brand awareness. Sułkowski, Ł., & Spychalska, D.K. [5].

(Source: Skills 4 Smart TCLF 2030)

Figure 1. 5 main examples of computer systems used in Textile and Clothing Industry:.

As can be seen from (Figure 1) CAD system focuses on development of designs, laying planning etc. CAM focuses on for store design, cutting, sewing, pressing, CAA concentrates on ICT packages for marketing, sales, controlling stock levels, EPOS concentrates on speeding sales transactions and keeping account of stock levels. Thus, each of textile, clothing technology is responsible for certain task within enterprise and creating ease in work processes.

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Conclusion. Majority of textile, apparel companies today started to focus on investment opportunities along with broad implementation of digital marketing and digital technologies within industries as that hugely assist in gaining competitive advantage which is quite critical at current and in identifying more needs of their customers and small and broad markets.

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