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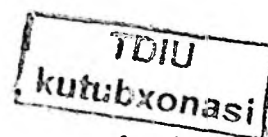
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IMPROVING THE IMPLEMENTATION OF MARKETING STRATEGIES  
IN AUTODEALERSHIP ENTERPRISES (CASE OF “LADA  
UZBEKISTAN” BRAND)**

08.00.11 – Marketing

**Dissertation of the doctor of philosophy (PhD) in economics**

**Scientific supervisor:  
Doctor of Economics,  
Professor M.P. Eshov**



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## INTRODUCTION

**Development and necessity of the dissertation topic.** Due to the Covid-19 pandemic, supply disruptions are occurring around the world, which is having a significant impact on the automotive market. Quarantine restrictions have limited the production activities of international automakers, as well as negatively affecting consumer incomes, leading to a sharp decline in demand for automobiles. In 2021, a total of 63.4 million new cars were sold on the world market, a decrease of 15.3% compared to 2020, including 32.3% in Spain, the largest market, 29.4% in the UK, 28.0% in Italy and in France 25.1 percent, in Canada 24.9 percent, in Germany 19.0 percent, in the United States 16.6 percent, and in Japan 11.2 percent. Of the total cars produced, 14.5 million units or 18.6% remained unsold.<sup>1</sup> This crisis situation in the global car market requires the use of effective marketing strategies by manufacturers.

In the global automotive world, strategic measures are aimed at stimulating demand by developing automotive companies in crisis situations by developing effective marketing strategies, reducing production costs, increasing the efficiency of the supply chain and logistics system, and expanding the scope of digital transformation. In particular, the localization of production of car models in accordance with the characteristics of the consumer segment, the establishment of industrial cooperation, introduction of large and small-node conveyor methods, creation of a licensed supply chain system, introduction of “test drive” and universal “trade-in” pricing mechanisms are considered as priority issues in research. In recent years, Uzbekistan has been implementing large-scale economic reforms to accelerate the development of the national automotive industry, introduce modern market mechanisms and management methods based on international best practices, and produce cars that are competitive in domestic and foreign markets and meet different consumer and income segments.

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<sup>1</sup> European Automobile Manufacturers' Association (2021). The Automotive Industry Pocket Guide 2021-2022. ACEA Publications. Brussels, Belgium. <https://www.acea.auto/publication/automobile-industry-pocket-guide-2021-2022/>