

THE CONTENT OF INNOVATIVE DEVELOPMENT STRATEGY IN "SAMARKAND APPAREL" JOINT ENTERPRISE IN THE CONDITIONS OF MARKET ECONOMY

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ABSTRACT

In this article, the issue of increasing the export capacity of the company's products, capturing foreign markets, analyzing economic activity and improving the innovative product marketing program is considered.

KEYWORDS: *Market, Export, Product, Modernization, Knitting, Yarn, Activity, Result.*

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