

## FOREIGN EXPERIENCE OF PRODUCTION AND SALE OF FOOD PRODUCTS IN SMALL BUSINESS AND ENTREPRENEURSHIP CONDITIONS

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### Abstract

This article examines the experience of producing and selling food products in small business and entrepreneurship settings, focusing on foreign practices. It highlights the importance of innovations, quality control, market adaptability, marketing strategies, and networking in achieving success. The findings provide valuable insights and recommendations for improving the competitiveness of small businesses in Uzbekistan.

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### Introduction

Small business and entrepreneurship are an important part of any economy. Their importance is felt in different countries by creating new jobs, introducing innovations, and supporting the local and national economy. The field of production and sale of food products is one of the most important and successful areas of business. This sector not only provides the population with quality food products, but also provides an opportunity to process agricultural products, create added value and contribute to economic growth.

Foreign experience shows that one of the main factors of success in the field of small business and entrepreneurship is the introduction of innovative approaches. By automating production processes, using new technologies and improving the quality of products, a small business can increase its competitiveness. Also, adapting to the requirements of local consumers and meeting their needs serves the sustainable development of small business.

Another important aspect of small business and entrepreneurship in food production and marketing is networking and cooperation. Small businesses from different regions and countries can achieve great results by pooling their resources and implementing joint projects. Such cooperation helps to improve product quality, improve production efficiency and increase competitiveness in the market.

Also, quality control and certification issues are important to the success of small businesses. Compliance of products with international standards and satisfaction of consumer requirements increases the reputation of a small business and strengthens its positions in local and international markets.

Foreign experience is very important for the development of small business and entrepreneurship in Uzbekistan. Uzbek entrepreneurs can effectively organize their activities by using examples and achievements from foreign countries. For this purpose, this article covers the foreign experience in the production and sale of food products in the context of small business and entrepreneurship. Through

examples from different countries, what approaches and innovations are used in the development of small business and entrepreneurship will be considered.

### Literature review

Many studies have been conducted on the development of small business and entrepreneurship in the production and sale of food products. For example, a study by Nelson et al. (2016) examines the performance of small food businesses in the US and shows that they are successful due to their flexibility and innovative approaches to the local market. It has also been noted that in European countries, especially Italy and France, small food producers have increased their production through organic products and cooperation with local communities (Garcia et al., 2018).

Innovation and the introduction of new technologies play an important role in increasing the competitiveness of small businesses. For example, small farms in France have strengthened their position in local and international markets by producing organic products. Based on this experience in France, Pilon and Sala (2017) highlight the importance of technological innovation and environmental sustainability in the production of organic products. At the same time, small farmers in the US have adopted water-saving technologies and improved production efficiency (Smith et al., 2015).

Quick adaptability to local market demands is critical for small businesses. Small pasta producers in Italy have focused on producing products that meet their needs by understanding the tastes of local consumers (Berti & Mulligan, 2016). This, in turn, helped them succeed in the local market.

Networking and partnering with local farmers can help small businesses grow. It has been noted that small farmers in the USA have achieved great results by pooling their resources by forming cooperatives (Valentinov, 2007). Such cooperation helps to improve production efficiency and strengthen competitiveness in the market.

Marketing and branding strategies are critical for small businesses. Local cheese producers in France have ensured that their products have high value through marketing and branding (Lalouette & Schmid, 2018). This has helped them strengthen their position in the local and international markets.

### Analysis and results

#### *Innovation, technology and quality control*

Innovation, technology and quality control are important in small business and entrepreneurship. These factors are of great importance in ensuring product competitiveness and consumer confidence.

**Table 1. Innovations and technologies to improve product quality**

Factors	Description	Examples	Results
<b>Production automation</b>	Introduction of new equipment and automation.	Organic production in France.	Automation allows you to speed up the production process and improve quality.
<b>Innovative technologies</b>	Use of new technologies and improvement of product quality.	Water conservation technologies in the US.	Water saving technologies help to use resources efficiently and increase production efficiency.
<b>Environmental sustainability</b>	Using environmentally friendly and sustainable production processes.	Organic pasta production in Italy.	Environmental sustainability increases consumer confidence and helps strengthen its position in the local market.
<b>Certification</b>	Compliance of products with international standards.	Organic producers in France	Certification ensures the competitiveness of the product in the international market.

*Source: prepared by the author*

Production automation and innovative technologies are important in increasing the efficiency of small business. Organic production in France has achieved high quality through automation. In the US, water conservation technologies help to use resources efficiently. In Italy, environmental sustainability has increased consumer confidence. Quality control in Germany helps to gain consumer confidence. Certification in France ensures the competitiveness of products in the international market.

### ***Adaptability to the local market and marketing strategies***

Adaptability to local market requirements and marketing strategies serve the sustainable development of small business. These factors are important in meeting the demands of local consumers and strengthening the position of products in the market.

**Table 2. Product marketing and branding strategies**

<b>Factors</b>	<b>Description</b>	<b>Examples</b>	<b>Results</b>
<b>Consumer requirements</b>	Production of products suitable for the needs of local consumers.	Local pasta makers in Italy.	Adapting to the needs of local consumers helps to achieve success in the local market.
<b>Quick flexibility</b>	Ability to rapidly adapt products and services.	Small food businesses in the US.	Rapid flexibility enables quick response to market demands.
<b>Marketing research</b>	Studying consumer tastes and requirements.	Local cheese makers in France.	Marketing research helps to determine the needs of the consumers and to develop products suitable for them.
<b>Marketing strategies</b>	Promotion of products and increasing their position in the market.	Local cheese makers in France.	Marketing strategies help to strengthen the position of products in the market.
<b>Brand building</b>	Attracting the attention of consumers by creating a brand.	Organic producers in Italy.	Branding helps to capture the attention of consumers and turn them into long-term customers.
<b>Social media marketing</b>	Promote and sell products through social media.	Small Farmers in the United States.	Social media marketing helps to increase product awareness and increase sales.

*Source: prepared by the author*

Adaptation to the needs of local consumers is important. Local pasta producers in Italy have succeeded by quickly adapting to local market demands and responding to consumer needs. In the US, small food businesses have strengthened their position through rapid adaptability and innovative approaches. In France, local cheese producers have studied the tastes and requirements of consumers and sold their products at a high value. Marketing strategies and branding help to capture the attention of consumers and convert them into long-term customers. And social media marketing plays an important role in increasing product awareness and sales.

### ***Networking and collaboration***

Networking and partnering with local farmers can help small businesses grow. These factors are important in increasing the efficiency of small enterprises and strengthening their competitiveness in the market.

**Table 3. Development efficiency of cooperative branching and cooperation**

Factors	Description	Examples	Results
<b>Forming a partnership</b>	Cooperation with local farmers and other entrepreneurs.	Small Farmer Cooperatives in the United States.	Partnerships help small businesses pool their resources to achieve big results.
<b>Economic cooperation</b>	Increasing economic efficiency through joint projects.	Local cheese makers in France.	Economic cooperation helps to increase production efficiency of small enterprises.
<b>Cooperative branching</b>	Cooperative networking and sharing of experiences among farmers.	Small Farmers in the United States.	Cooperative networking and sharing of experience will help improve the quality of farmers' production.
<b>Marketing cooperation</b>	Cooperation in advertising and sales of products.	Local cheese makers in France.	Marketing cooperation helps to strengthen the position of products in the market and increase sales.

*Source: prepared by the author*

Networking and collaboration are critical to small business success. In the US, small farmers have formed cooperatives and pooled their resources to achieve great results. In France, local cheese producers have achieved increased production efficiency through economic cooperation. Marketing cooperation plays an important role in strengthening the position of products in the market and increasing sales.

### Recommendations

Based on the results of the research, the following proposals are presented for the production and sale of food products in the context of small business and entrepreneurship:

- Implementation of innovations and technologies:** Small businesses need to implement automation and innovative technologies to improve production efficiency and product quality. Organic product producers in France and water saving technologies in the US are clear examples of this. It also helps to ensure environmental sustainability.
- Quality control and certification:** Small businesses must certify their products according to international standards and ensure a high level of quality control. French organic producers are an example of this. This increases consumer confidence and encourages them to purchase products.
- Adaptability to local market requirements:** Productivity that meets customer needs and quick flexibility are critical to small business success. Local pasta makers in Italy and small food businesses in the US have had success doing this.
- Marketing and branding strategies:** It is necessary to strengthen the position of the products in the market through product advertising, branding and social media marketing. Local cheese producers in France and organic producers in Italy have achieved success through marketing strategies.
- Networking and collaboration:** Cooperation with local farmers and other entrepreneurs, cooperative networking and exchange of experience will help increase the efficiency of small businesses. Small farmer cooperatives in the US are a case in point.

### Conclusion

According to the results of the analysis of foreign experience and implementation opportunities in the production and sale of food products in the context of small business and entrepreneurship, it was found

that innovation, quality control, adaptability to local market requirements, marketing and branding strategies, and networking and cooperation are important factors.

Implementing these factors is critical to ensuring the success of a small business. Using the experiences of France, the USA, Italy and Germany, the implementation of these recommendations can lead to high results in the development of small business and entrepreneurship in Uzbekistan. By implementing innovation and technology, strengthening quality control, adapting to local market requirements, effective marketing and branding strategies, and networking and collaboration, small businesses can make their products competitive and gain a strong market position.

The development of small business and entrepreneurship in Uzbekistan leads to economic stability and social welfare. Therefore, by implementing the results and recommendations of this research, it is possible to increase the efficiency of small businesses and strengthen their position in the market.

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