



PROBLEMS AND URGENT TASKS OF INCREASING THE COMPETITIVENESS OF ENTERPRISES



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Abstract: In this article, factors such as the price policy of the enterprise, the tasks and mechanism of development, the goals and tasks of the enterprise's development, the organizational structure and management methods, the traditions established in the enterprise, the state and development of the business environment as external factors are considered.

Keywords: Enterprise, competition, investment, market, demand, price, innovation.

1. Introduction

The gradual economic development of any country requires passing certain stages. For a country that is not economically strong, the foundation of its socio-economic development is laid through a step towards industrialization. In fact, industrial development in the country is the basis for the development of many industries and sectors.

"It is known from the theory of "Economic Development" that at first the agrarian system moves to the industrialized mode of production, and then it gives way to the post-industrial system (the industrialized system turns into a national economy with a developed service sector).

"Proponents of the "new economic development" theory argue that the post-industrial regime of the country's gradual development will move to the "knowledge economy" - "innovative" or "digital economy" stage of development.

Therefore, developing countries must go through the above-mentioned stages on the way to their gradual development, then the primary issue is to go through it with the optimal use of the available resources and reserves in the national economy. In this regard, the priority issue is the industrialization of the national economy, the formation of a strategy for the development of the industrial sector.

For the development and prospects of this industry in the Republic of Uzbekistan, legal documents and regulatory documents supporting the industry are constantly being adopted. President of the Republic of Uzbekistan SH. Mirziyoyev, received on 10.01.2023 "On measures to support the activities of cotton-textile clusters, to fundamentally reform the textile and sewing-knitting industry, and to further increase the

export potential of the sector"¹In the decree No. PF-2, the measures aimed at improving the quality and development of cotton fiber by introducing modern technologies and equipment, improving the skills of workers, stimulating research and development activities have been defined.

A complete list of legislation on the production of textile and knitted products is given in the appendices.

2. Analysis of literature on the topic

Based on foreign experiences, it should be noted that many economists have been engaged in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

It is necessary to acknowledge the scientists who made a great contribution to the development of the marketing theory in the economy, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. These include M. Mukhammedov, M. Paradaev, R. Ibragimov. Y. Abdullaev, A. Saliev, M. Sharifkhojaev, B. Khodiev, D. Rakhimova, R. Boltaboev, Sh. Ergashkhodjaeva, Sh. Musayeva and others can be included.

It should be noted that the development of industrial production in our country, the formation of new industrial sectors, the modernization and re-equipment of industrial enterprises, and the increase of export of products are directly related to the investment process. Therefore, it is natural that the adopted regulatory acts on the development of industrial production should be developed in an integral connection with the organizational and legal documents related to the conduct of direct investment activities and complement each other. In the Republic of Uzbekistan, many regulatory and legal documents related to investment activity have been developed, the most important of which is the Law of the Republic of Uzbekistan "On Investment Activity".

In short, it is worth saying that normative acts and other organizational legal documents related to the development of national industry, modernization of industrial enterprises in Uzbekistan today, achieving diversification of production by types of products, increasing the competitiveness of local industrial products in foreign markets, increase the export volume. allows to multiply.

The competitiveness of enterprises is important for the economic growth and development of every country. Important economic reforms have been implemented in the Republic of Uzbekistan in recent years, which have led to an increase in the rate of economic growth and development. In order to encourage the development of a competitive business sector in Uzbekistan, the government adopted a market-oriented economic policy. The government has also implemented a number of reforms, policies and initiatives aimed at supporting the growth and competitiveness of enterprises, reducing bureaucracy, improving the investment climate and promoting entrepreneurship. As a result of these reforms, the volume of foreign investments increased significantly, new enterprises were established. However, despite these efforts, there are still problems that limit the competitiveness of enterprises, and they still face problems in terms of

¹Based on information from www.lex.uz website

competitiveness. At the same time, there are many tasks that need to be solved in order to further increase the competitiveness of our country's enterprises. One of the necessary needs is to analyze the main problems and current tasks that need to be solved in order to increase the competitiveness of the enterprises of the Republic of Uzbekistan.

State support plays a decisive role in increasing the competitiveness of enterprises in Uzbekistan. The government has implemented policies to support the development of various sectors such as textiles, agriculture and manufacturing. For example, the government has established textile clusters to support the development of the textile industry.

The competitive status of enterprises in Uzbekistan is influenced by various factors, such as finance and skilled labor force. The government has implemented various policies and initiatives to address these issues and improve the competitiveness of businesses. However, in order to maintain the competitiveness of enterprises in the long term, constant state support is necessary. Therefore, it is important to strengthen cooperation between the state and private sector in order to achieve sustainable economic growth and development in Uzbekistan.

3. Research methodology

Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process

4. Analysis and results

Various factors affect the competitiveness of enterprises in Uzbekistan. One of the major challenges facing businesses is access to financing.

State support can play an important role in increasing the competitiveness of Uzbek enterprises. One of the main areas that need state support is the financial sector. The government can give incentives to banks and other financial institutions to increase the volume of lending to enterprises. The government can establish a fund to provide loans and grants to enterprises, particularly in high-tech and innovative industries.

Another area that should be supported by the state is the area of professional development. The government can develop training programs and provide incentives for businesses to invest in the training and development of their employees. This will help close the skills gap and ensure businesses have the human resources they need to innovate and compete in the global marketplace.

The following recommendations are offered to improve state support for enterprises in Uzbekistan:

1. Increasing the possibilities of financing enterprises by establishing a loan and grant fund.
2. Create training programs to bridge the skills gap and facilitate human resource development.
3. Giving tax incentives to enterprises investing in research and innovation.
4. Encourage foreign investment by establishing special economic zones and providing tax incentives for foreign investors.
5. Improve the regulatory environment by streamlining bureaucracy and reducing the administrative burden on businesses.

State support plays a decisive role in increasing the competitiveness of enterprises in Uzbekistan. By addressing the challenges faced by businesses, government can help businesses innovate and compete in the global marketplace.

The analysis of any enterprise begins with production activities. Production and sales activities show the company's position in the market, product competitiveness and attractiveness.

Analyzing the activities of "Daka-Tex" LLC, we should study the dynamics of production volumes in recent years.

Table 1

"Daka-Tex LLC XK analysis of production activity"

No	Product name	Unit of measure.	2019	2020	2021	2022
1	Kard kalava	tn.	2653	2860	2784	3006
2	Knitted fabric	tn.	224	215	170	219
	Total:		2877	3075	2954	3225

As can be seen from the table, production at the enterprise has been stable in recent years. Fabric is also finding its place in production.

The main part of the income comes from the export of kard kalava for foreign currency and within our country and to countries such as Turkey, Russia, Bulgaria and China. The share of export is 80% of the sales volume. We can see the change in sales volumes from the table below.

Table 2

"Daka-Tex LLC Analysis of sales activity of KK"

No	Naming	Die. one.	2019	2020	2021	2022
1	Total sales	million amount	50,991.18	62,262.55	58 138.12	71 248.91
	Including:					
2	Total to currency:	a thousand dollar	23141.92	18828.51	24135.47	19624.62
2.1	Export	a thousand dollar	8083.24	8747.61	15035.96	9849.72
2.2	Domestic market	a thousand dollar	15058.68	10080.9	9099.51	9774.9

As can be seen from this analytical table, the volume of sales in free currency is gradually decreasing. This is caused by a decrease in market prices and exchange rate changes. The distribution of sales by markets also plays an important role in the analysis.

The internal departments of "Daka-Tex" LLC, which has been operating for a short time, include the following: Production, manager and sales services in the local market, and advertising. department, service center, accounting department, personnel department, etc.

There are 49 competitors of the company in the Samarkand region, the main competitors in the Samarkand region are four:

- JV "Amin invest international" LLC
- JV "Artek International" LLC
- "Samuniversal Tex" LLC
- "VOSTOK-PRODUKT" LLC.

"Daka-Tex" LLC independently determines the tasks and mechanism of price policy development, the scheme of price policy development based on the development goals and objectives of the enterprise, organizational structure and management methods, traditions established in the enterprise, economic and financial indicators. It can be influenced by factors such as the level of production costs and others as internal factors, as well as the state and development of the business environment as external factors.

"Daka-Tex" LLC is one of the most advanced and largest full-cycle factories in Uzbekistan, which cooperates with large federal clothing retailers in Russia and the CIS countries. is engaged in the supply of knitted fabrics and dyed knitted fabrics to Russia, Italy, Turkey, China and other countries.

In addition, "Daka-Tex" LLC has many years of experience on the basis of orders and has been delivering customers' orders with quality and on time. For many years, Gloria Jeans, MODIS, Vse Mikey, Wildberries, Oodji, Detsky mir, STAN, Teximport, Coca-Cola, Vostok Servis, Ekspert Spetsodejda, Ashan, Profmax, TechnoAvia, Beeline and other companies have trusted him.

Being aware of market trends and consumer demands in Uzbekistan is important in expanding the company's position and position in the yarn and knitwear market. By adopting sustainable practices, offering traditional designs, having a strong online presence, and using natural and organic materials, Daka-Tex LLC can address current market trends in Uzbekistan and expand its market position. Analyzing statistical data and understanding market trends, conducting research and analysis, innovating products, collaborating with local designers and artisans to gain a competitive advantage for the enterprise, succeed in this dynamic industry and achieve long-term success in the market creates a wide opportunity.

In conclusion, it can be said that the competitiveness of enterprises in Uzbekistan is an important factor of the country's economic development. In order to solve the main problems and urgent tasks facing the enterprises of our country, the government should improve the possibilities of using finance, develop human resources, simplify regulatory and legal documents, invest in modern technologies, and improve the quality of local products. By solving these tasks, Uzbekistan can increase the competitiveness of its enterprises and continue economic growth and development in the country.

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