



LIGHT INDUSTRY ENTERPRISES ORGANIZATIONAL AND ECONOMIC ISSUES OF INCREASING AND PROMOTING COMPETITIVENESS

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ABSTRACT

Improving the competitiveness of light industry enterprises will play an important role in attracting foreign investors. The competitiveness index of industries is much higher than in other sectors. One of the key issues is to develop organizational and economic mechanisms to increase the competitiveness of industrial sectors in a free market

KEYWORDS: *Light industry, foreign investment, return on investment, competitiveness*

In order to ensure the competitiveness of light industrial enterprises in our country, many decrees and decisions are being adopted by the head of state, the cluster system is being implemented using the experiences of foreign countries, road maps are being developed and implemented step by step in order to ensure the development of the industry.

To increase the competitiveness of the enterprise, it is necessary not only to determine the most important indicators and factors, but also to systematically analyze these parameters. The main task of the analysis is to determine the proportionality of the enterprises in the competitiveness level of the studied object, to develop and implement measures to improve the quality of the manufactured products. The level of competitiveness of enterprises is determined by summarizing the data determined by analysis or by product, matrix, expert assessment, and combination methods. Depending on the level of competitiveness of enterprises, it is necessary to develop or improve a suitable strategy. In the process of managing the competitiveness of light industrial enterprises, assessing the actual level of the enterprise in the market, determining the means of increasing the competitiveness of the enterprise, and developing a suitable strategy are very important stages. When developing the development strategy of enterprises, it is very important to take into account the fact that the demands of the market, i.e., the specific requirements of consumers for products, are developing in modern economic conditions.

Today, the economic policy implemented on a large scale assumes that the process of integration into the world community will accelerate not only in terms of the structural structure of the state, but also at the level of the private sector. The conditions created for the operation of the free market arouse the interest of Western and Eastern businessmen in our country. This indicates that it is time for our businessmen to expand cooperation with foreign investors.

At the same time, the establishment of light industrial enterprises with the participation of foreign investments includes the following stages:

- taking into account the reasons for establishing the enterprise;
- choosing a reliable partner;
- making a decision on the establishment of light industrial enterprises with the participation of foreign investments.

From the economic point of view, it is possible to distinguish three groups of reasons for establishing a light industrial enterprise with foreign investments. These are:

- The composition of internal reasons includes: use of the created investment environment; mastering new methods of management; to achieve the most modern and convenient arrangement; expand effective use of local labor resources; acceleration of foreign market penetration; expanding social, cultural and political knowledge; staff training.

- The composition of external causes is as follows: access to the world market; a healthy and effective competitive environment; good foreign economic relations; local authority requirements.

- The composition of strategic reasons includes the following: the possibility of using modern business methods in the country; have a solid raw material base; technology transfer; expand production.

A feature of the development of Uzbekistan's light industry is that it has reached a trend of rapid growth of capital return and labor productivity in the processing sectors of light industries.

The average annual growth of labor productivity in light industry was 11 percent in 2017-2020. The rate of growth in machine building, light industry, and food industries was much higher (15.3 percent on average), and 4.1 percent in fuel and



lubricant industries. A positive trend in the rate of rapid growth of fund return was observed in sectors intended for the production of products with a high degree of processing. Fund return in this sector increased by an average of 1.8 times, including 2.2 times in light industry.

The first-category strong competitive group in the processing industries includes the following raw materials and production sectors of the industry: oil and gas, non-ferrous metallurgy, cotton processing industry. These industries account for more than 70 percent of the country's industrial exports. [2] The share of export products in the volume of total industrial production, which is an indicator reflecting the competitiveness of the sector in the foreign market, has a tendency to increase: in non-ferrous metallurgy, from 72 to 85 percent, in ferrous metallurgy from 28.2 to 55 percent, in petroleum gas from 20.1 to 47 percent, in cotton ginning from 87 increased from % to 90%.

The competitiveness indicator of these sectors is much higher compared to other types of production.

The second group of industries focused on the production of consumer goods with competitive potential includes: processing industries of light industry, food industry, automobile industry. The index of competitiveness of domestic consumer goods is somewhat lower compared to the index of competitiveness formed in the production of raw materials. The share of export products in the total volume of production is 35 percent in light industry, 25.5 percent in machine building, and 5 percent in food industry. The competitiveness of these industries in the foreign market is approximately 20-25 percent lower than the average level of the industry.

In general, the problem of low competitiveness of industrial sectors remains. The internal costs of production of the main products in the processing sector are close to the world average price level, but for some product types, they are higher than the world average price. This trend is determined by the fact that the share of material equipment and energy costs remains at a high level.

Table 1

From market requirements based on deep processing of raw materials leather shoes with high added value by origin and production and export of fur products intended for 2020-2025

TARGET PARAMETERS

T/r	Product name	Measurement Unit	2019 Year (Waiting-Gan)	Prognosis						2025 Per Year Growth
				2020	2021	2022	2023	2024	2025	
I.	Production volume of industrial products	million dollars.	349.9	455.9	519.1	660.5	809.1	1 116.0	2 250.0	6.4 times
1.	Shoes	million pairs	86.1	105.8	154.2	205.3	230.2	258.4	289.7	3.4 times
	<i>including:</i>									
	women's shoes	million pairs	17.2	22.1	35.8	51.1	60.0	77.9	104.8	6.1 times
2.	Leather clothes	a thousand pieces	18.5	23.5	26.8	35.3	39.5	44.2	49.5	2.7 times
3.	Leather products	million dollars.	4.8	7.4	8.1	11.2	12.6	14.5	16.4	3.4 times
4.	Tanned leather, total:	million sq. dm	1 125.0	1 460.0	1 617.5	2 179.4	2 470.9	2 772.0	3 148.6	2.8 times
	<i>including:</i>									
	first stage recycled leather (vet blue)	million sq. dm	205.4	115.2	97.5	54.2	-	-	-	-
	leather processed in the second and third stages (crust, finish)	million sq. dm	919.6	1 344.8	1 520.0	2 125.2	2 470.9	2 772.0	3 148.6	
5.	Treated wool	tn	2 260.0	2 400.0	2 880.0	3 500.0	3 920.0	4 390.0	4 931.8	2.2 times
II.	The volume of export of leather-footwear and fur products and woolen products	million dollars.	190.0	230.0	280.0	335.0	520.7	910.7	1 500.0	7.9 times

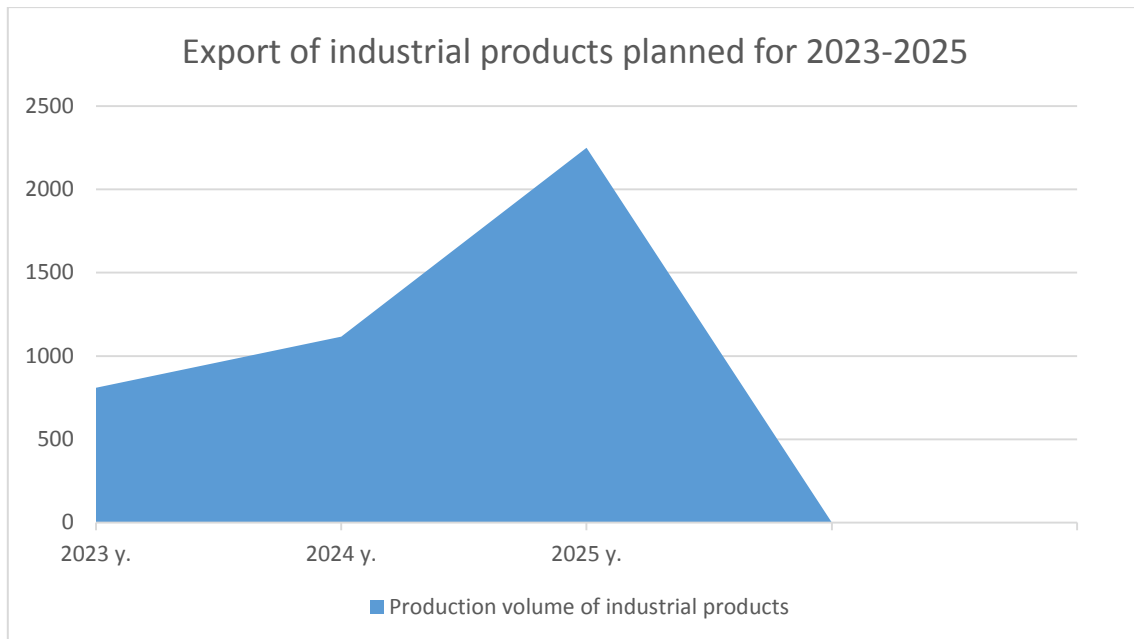


Figure 1 . Export of industrial products planned for 2023-2025

One of the urgent issues of today is the development of organizational and economic mechanisms for increasing the competitiveness of the industrial sectors of the economy and their wide implementation. It is characterized by a system that enables the training of personnel capable of innovative activities in the industry, the implementation of deep technological modernization and innovative development based on advanced technologies in industries, and the creation of new technologies.

The directions of increasing the competitiveness of industrial enterprises with participation of foreign investments show interrelated processes based on various factors. These processes have different effects on the economic efficiency of economic entities.

Negative factors affecting the competitiveness of the joint venture reduce the positive effect of other factors, besides, the effect of one factor may vary depending on specific conditions and circumstances. The variety of influencing factors makes it possible to classify them, that is, to divide them into the following groups based on different signs:

- external and internal according to the place of origin;
- constant and variable according to the time of exposure;
- divided into primary and secondary factors according to the degree of importance.

Taking into account the fact that light industrial enterprises simultaneously participate in increasing competitiveness as a subject and object of market relations, as well as have a number of opportunities to influence the dynamics of various factors, they can be divided into internal and external factors .

Internal factors directly affect the activities of industrial enterprises

related to the system that occurs in management, and external factors are almost independent of enterprises and the enterprise does not have a significant impact on them. In particular, the internal factors that influence the increase of competitiveness in industrial sectors include:

- property condition (size, composition, structure);
- the state of financial resources (size, composition, structure);
- management capacity (organizational, financial and innovative);
- personnel potential (specialization, specialization and level);
- marketing potential (domestic and foreign markets);
- the level of organization of research and design works.

Especially in the conditions of an unstable economy, the macroeconomic situation in the country is the main reason for the unfavorable situation in all sectors. The main external factors influencing the increase of competitiveness in these industries are the following:

- inflation, exchange rate changes;
- tax, credit-financial, customs, insurance, investment policy;



- scientific potential of the country;
- changes in demand level and dynamics of solvency;
- changes in internal and external demand.

In our opinion, the following main characteristics should be distinguished when analyzing the factors influencing the increase of competitiveness in industrial sectors:

- interdependence of external and internal factors;
- increased influence of external factors and their complexity;

—information about the factor influencing the activity of enterprises and the uncertainty of its level of reliability, that is, the more uncertain the external information, the more difficult it is to determine what consequences this or that external factor will have.

The main directions of production organization, improvement of techniques and technologies in order to fight against the factors that have a negative impact on increasing competitiveness and increase competitiveness in light industries are as follows:

- to increase the quality of products, improve the use of raw materials and expand the base of raw materials by creating and applying completely new technological processes for the production of new types of products;
- improving the existing system in order to rationally use production capacities, improve technical and economic indicators;
- the level of automation and mechanization of production , create an automated system for managing technological processes;
- wide use of new methods of specialization and cooperative relations in the network.

Thus, increasing the competitiveness of industrial enterprises in Uzbekistan, efficient use of the country's natural resources , increasing the export potential of industrial enterprises and their importance in the country's economy, sustainable development of the industry will ultimately increase the well-being of the population and the sustainable growth of the country's economy.

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