



METHODOLOGICAL ASPECTS OF EVALUATING THE ECONOMIC POTENTIAL OF THE ENTERPRISES

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ABSTRACT

Widely reported in the content of the article, the concept of the economic potential of companies, major factors were studied to determine the economic potential of the companies and proposals.

KEYWORDS: *economic potential, enterprise, economic indicators, workforce, productive resources, financial indicators.*

INTRODUCTION

One of the main goals of the reforms carried out in the Republic of Uzbekistan is the creation of a multi-structured economic environment, the transfer of property to real owners and the creation of ample opportunities for the development of entrepreneurship. In accordance with this, the "Action Strategy for 2017-2021" developed in the Republic of Uzbekistan allows to ensure the growth of real incomes of the population by developing all spheres of economic activity. The implementation of these tasks is largely due to the financial support of the business, the introduction of new investments and new technologies, improving the marketing system and creating all the necessary conditions for manufacturers.

Today, the government of the Republic of Uzbekistan creates all conditions for the growth and development of enterprises, the widespread introduction of investment and innovative resources. One of the main tasks is to identify and assess the economic potential of enterprises in the competitive environment of a market economy.

MAIN PART

The economic potential of enterprises of different ownership forms their material resources, intangible assets, labor resources and entrepreneurial abilities in a single system. Entrepreneurship factors significantly affect the capabilities of the enterprise. A manufacturer may have all the resources, but if he does not know how to use these resources, or if he does not have a specific program, he will not be able to use them efficiently, he will have no economic potential. Consequently, the economic potential of an enterprise cannot be determined by only three factors: material resources, intangible assets and labor resources. The fourth factor can determine the economic potential of the enterprise using entrepreneurial abilities.

When determining the capabilities of the enterprise, it is necessary to conduct a statistical analysis of the company's profit over several years in order to determine how high it is entrepreneurial ability. By analyzing profits for many years, we can assess the economic benefits and entrepreneurial



opportunities of the enterprise, examining the types of benefits based on financial results. One of the most important factors is the ability to run a business. If the manager does not have the ability manage, then the more material resources, the less the economic potential of the enterprise will be realized. We can produce quality products using all available resources, but if we cannot accurately calculate the cost or we do not have a sales market, we will not be able to achieve the goals set by the company. Respectively, management accounting includes the following two main categories: cost accounting products, control over production activities.

Setting prices for the company's products will be based on pricing and market competition. It shows how accurate or correct the process of analyzing financial results at the end of the year is. Supervision of production activities in accordance with the procedures and standards developed by the enterprise, plays an important role in achieving economic efficiency, because uncontrolled actions cannot achieve a certain goal.

One of the main requirements for a competitive position in the market is the availability of innovative ideas and practices. We can say that the present century is a phase of change. Therefore, the development of innovative ideas will ensure not only the economic stability of the enterprise, but also its position in the market. This is another factor in assessing the economic potential of an enterprise.

Fixed and circulating assets of the enterprise are a source of material resources. When determining the economic potential of an enterprise, total assets enterprises are evaluated not only by their value, but also by the use of most of the fixed assets at the enterprise and the provision of modern technologies. New technologies for the production of goods are the most effective.

Typically, the economic potential of enterprises is measured by the efficient use of available resources. The use of fixed assets in enterprises is assessed by the profitability of funds, the volume of stocks, the level of labor reserves, and its dynamics is statistically analyzed using economic indicators. More efficient use of available resources can have a greater impact on the productivity of the enterprise.

When analyzing the economic potential, the resulting indicator was the value of the value of the potential itself, and the factor (independent variable) was the estimate potential component. In the factor analysis of potential components, the resulting indicator was the assessment of the component itself, and the factors were specific indicators activities.

When choosing methods for analyzing economic potential, describing this category from the point of view of logic, mathematics and economic

nature, an analysis of existing theories and methods for a comprehensive assessment of the organization's activities was carried out.

In economic processes, not only the assets of the enterprise are involved, but also other elements. Take the manufacturing process, for example. Material and technical support, that is, equipment, building, raw materials, is necessary for its occurrence. However, any advanced technique, high-quality raw materials spontaneously generate economic benefits and no financial benefits. Therefore, it is necessary to involve labor resources together with material resources for the implementation of economic processes. Only then will the production process go and the creation of a new product can be achieved. The sale of this product guarantees that the company will refund all costs. Only then will the ultimate goal of production be achieved. When assessing the economic potential of an enterprise, the restriction on the analysis of tangible assets, in the active part of the balance sheet is insufficient to provide a complete picture of its economic activities.

The economic stability of a company is always associated with the ability of employees to use new technologies, software, have new ideas, create management system, in short, with the qualifications of personnel. Of course, the assessment of the potential of the workforce should focus on the cost of increasing staff qualifications. Thus, it is possible to determine how the company's employees were able to improve their performance. It's not a mistake to invest in human capital. This investment will certainly be made for future benefits. In today's competitive environment, businesses are trying to learn about global markets in order to enter to overseas markets and send their employees abroad for internship or recruit foreign personnel with international experience. This is also important when defining the company's expectations.

Assessing the economic potential of enterprises in a competitive environment is key to maintaining economic stability in the future. Each business must determine its economic potential and adapt to market supply and demand, as well as changes caused by competition. To do this, the entity must assess its strength in the current and future periods. The four factors that we suggested above could be as follows: analysis of tangible resources, intangible assets, labor resources, and business performance indicators. Identifying four factors and assessing economic potential enterprises based on the economic analysis of its results will serve as the basis for the development of current plans and long-term strategies in the future operations of the enterprise. The enterprise can achieve maximum benefits by using all its capabilities. Taking this into account, the



economic potential of the enterprise can be fully estimate by analyzing the following indicators (see table).

Each company strives not only to achieve maximum profit, but also to occupy a high position in the market. By analyzing the information provided in the table, the company can determine not only its benefits, but also its position in the market. At the same time, this information will help the enterprise determine the capabilities of the power supply, because backup options are not available in the enterprise. This creates the basis for the further development of targeted programs for the development of enterprises. The purpose of the economic potential of the enterprise is to provide other opportunities by making full use of existing capacities and determining the best prospects for the enterprise.

In the conditions of development of market relations, it is important to properly shape the sphere of service from the organizational and economic point of view. If the development of this industry is organizational optimal and flexible in relation to the services market conjuncture, then the quality and efficiency of service delivery will be so high. The proper organization of labor activities in the service sector will lead to the elimination of a number of social and economic problems at the level of the national economy. For example, the provision of employment of the population on the basis of the development of the industry, the increase in the business activity of the servants, the operative Organization of the services provided, etc., will lead to the improvement in the level and quality of life of the population of the country, which will ultimately lead to an increase in the number.

CONCLUSION

In the service sector, the complexity and variety of components of the production and service process, the possibility of independent selection, calculation, design and coordination of their implementation activities make significant changes to the content of the work.

In the current conditions, it is necessary not only to establish interaction of workers' activities with the components of labor, but also to formulate labor relations between the "human-technical" participants of the interaction activities, to solve such problems as increasing the efficiency of live labor.

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