



THE ROLE OF AUDIT SERVICES IN INCREASING THE COMPETITIVENESS OF SMALL CONSTRUCTION COMPANIES

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ABSTRACT

The article analyses the role and importance of audit firm services in small construction companies in Khorezm region. Clarified about three types of audits: reputational audits, on-demand audits, and financial statements audits. For small construction companies, we have proposed a general indicator of competitiveness, which includes financial indicators. The use of the proposed information cards will help to objectively assess the competitiveness of construction companies, maintain and develop their reputation, which is one of the ways to solve this important problem for small businesses in construction. In Khorezm region, small construction companies rarely use audit services. And auditing firms specialize in providing a variety of services

KEY WORDS: *audit, innovation, innovative development, reputation audit, economic increasing, economic development, innovative producing, marketing policy, increasing competitive principles.*

INTRODUCTION

In the market relations conditions, in our economy, there are joint-stock companies, leases, small enterprises and joint ventures are being carried their activities along with state-owned enterprises,. These enterprises carry out their activities in accordance with the laws "On Property", "On Enterprises", "On Entrepreneurship" and other normative documents adopted in the country. Enterprises with legal rights have an independent balance sheet, and in a banking institution they have their own accounts, and they independently settle accounts with other enterprises and firms. According to the laws "On Accounting and Auditing" adopted in our country, each company is required to conduct its own accounting policy, prepare and submit financial statements.

MATERIALS AND METHODS

In Khorezm region, small construction companies rarely use audit services. Auditing firms specialize in providing a variety of services, and we think it is advisable to implement them to small construction companies.

It is known that there are three types of audits: reputation audits, on-demand audits, and financial statements audits. Reputational audit examines and evaluates the efficiency and performance of each available cash flow and functional economic system in the enterprise.

In addition, I would like to refer to the concept of "reputational audit" and determine its level of application in assessing its small reputation. A reputable audit of construction companies is the most important part of a company's marketing policy. It is this that helps the audience to define as accurately as possible the attitude of enterprises to the brand and to choose the right directions to change the communication strategy, in other words, the reputation audit allows to recreate what exists. [4]

Lets observe in the portrait of the enterprise and see how it should change in the future. In addition, the reputation audit is a key indicator of the company's public relations activities. [13] The enterprise is very important in monitoring and controlling the reputation of the emotional characteristics of the brand. Positive or negative feedback from the company in the media, the quality and tone of responses about the enterprise brand in the blogosphere, the attitude in the professional community are the main factors in determining the established reputation of the enterprise.

However, checking reputation is not limited to evaluating the emotional component - other factors are also important.

-Leading. They trust the leader and forgive him much more than others, and are more willing to meet them, and value him. This is the psychology of the consumer. Therefore, it is very important to determine how broadly and competently the



enterprise is represented in the media as a market leader. [8]

-Financial solvency. An enterprise that is able to meet its financial obligations brings much more trust to the audience than an enterprise whose financial statements are “lame”. For small construction companies, we have proposed a general indicator of competitiveness, which includes financial indicators.

- Social responsibility. Charitable events, sponsorship of social and sports events, programs for employees and the manifestation of other social responsibility in the world are an important element in creating a positive image of the enterprise; A factor that is suitable for any business.

- Products and services. The company’s products and services are its “calling card”. Attitudes

towards them are the important and sometimes the key is the stage of shaping the attitude to the enterprise brand is a key factor for any enterprise in both price and non-price competition. [9]

- Employer. The attitude of the enterprise towards its employees is an important feature that in many ways determines the attitude of the target audience towards it.

- Innovation , market orientation, rapid adaptation to change. This factor is crucial for the ever-increasing role of information and knowledge for any enterprise in a rapidly changing environment.

RESULT AND DISCUSSION

Table 1 provides an approximate list of reputation verification documents.

**Table -1
Reputation Documents**

Name of the document	Note
1. Current and future perspective position of the enterprise in the system of social relations.	An analysis of the acceptability level of the position is required.
2. Structural analysis of corporate values of the enterprise. [15]	Recommendations arising from the analysis of the discrepancy between the activities of the enterprise and the public assessment of its activities.
3. Portrait of the reputation of the enterprise.	A balance of strengths and weaknesses is required in different situations.
4. Portrait of the most prestigious opponent.	Desired for comparative analysis.
5. The most important is to analyze the contact audience in terms of the impact on them.	Be sure to describe the interests and expectations of the audience. It is expedient to describe the barriers of perception and to substantiate the limits of influence.
6. The mission of the enterprise. Placement change strategy, or the result of a reputation zone.	Mandatory setting of reputation management criteria.
7. Audit report on current PR, representing the interests of the enterprise.	
8. Analysis of current problems of enterprise reputation management.	Includes analysis of enterprise reputation management boundaries.
9. Predicting force majeure situations that could affect corporate reputation.	Be sure to form the first signs of the approach "force majeure"
10. Develop communicative responses to the crisis against possible force majeure situations for the state of corporate reputation.	
11. Analyze the differences between the psychological and reputation portraits of the enterprise.	
12. Reproduction (correction) strategy.	Suggestions for improving the sustainability of the enterprise as a source of positive reputation.
13. Analysis of the Internet component of corporate reputation.	
14. Analysis of the effectiveness of reputation management.	
15. Provides reports on specific activities of reputation management.	

As can be seen from Table 1, this list of documents is structured in terms of reputation

management and is specific to large enterprises. For small construction businesses, in our opinion, the



focus should not be on reputation management, as well as its collection, aggregation and storage in the data plan. The construction company does not have a marketing department that conducts reputation checks and develops recommendations for managing the company's reputation. However, small construction companies have SROs that use reputation audit elements in relation to their members to create, compile, store, and use an appropriate database.

Table 1 shows the documents that can serve as a basis for verifying the reputation of small construction enterprises. [8]

- Current and future position of the enterprise in the system of social relations;
- Portrait of the company's reputation;
- A portrait of the most prestigious opponent;
- The mission of the enterprise. Strategy to change the position of the company in the field of reputation;
- Analysis of current issues of enterprise reputation management;
- Predictive situations of insurmountable forces that may affect corporate reputation;

Development of anti-crisis communication responses to possible force majeure situations for corporate reputation;

Reputation enhancement (correction) strategy

Figure 1 presents a comprehensive approach to assessing the competitiveness of small construction enterprises.

Theoretical generalization of the formation of a statistical database to enhance the reputation of construction companies develops the principles of increasing their competitiveness. The use of the proposed information cards will help to objectively assess the competitiveness of construction companies, maintain and develop their reputation, which is one of the ways to solve this important problem for small businesses in construction.

CONCLUSION

A comprehensive approach to assessing the competitiveness of construction companies.

1. Reputation is gaining attention
2. Expand the use of orders
3. Improving financial performance
4. Database organization and others

Using the elements, the following result can be imagined as a scientific innovation.

The reputation and financial performance of a comprehensive approach to assessing the competitiveness of construction companies located in a combination of applications differs from the existing ones. By using their capabilities to create a database to assess the reputation of construction companies using data cards, the experience of the SRO is the use of an integrated indicator of

competitiveness of analogues of scoring bureaus to introduce elements of reputation testing. [8]

Applying this approach allows not only to evaluate a particular enterprise, but also to monitor the customer base; assess the solvency of potential partners and reduce the risk of external influences; reduction of time for data processing and decision-making on ordering construction products; work and services; Minimize the influence of the human factor in order decision making. [9]

Analysis and evaluation of the effectiveness of investments aimed at improving the technological level of construction production, mechanization and automation; In order to ensure the competitiveness of enterprises of construction products and construction complex) we propose the following.

In order to increase the competitiveness of small construction companies, we must first ensure product quality and low prices. In construction companies, of course, I recommend the widespread use of audit opinions and the constant search for ways to improve the reputation of the company, to quickly correct deficiencies and inform audit firms about it.

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