



## WAYS TO INCREASE THE ECONOMIC EFFICIENCY OF CONSTRUCTION MATERIAL PRODUCTION ENTERPRISES IN THE CONDITIONS OF THE MARKET ECONOMY

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*Tirkashev Orif Makhmudovich - master's student of economics at  
Samarkand State University of Architecture and Construction  
Scientific leader: Karjavov Zayniddin  
SAMDAQU associate professor*

**Abstract:** This article examines the main methods of increasing the economic efficiency of enterprises producing building materials in the market economy. From technology adoption and innovation to supply chain optimization and sustainability practices, a holistic approach is critical to driving operational excellence and maintaining a competitive edge in the industry. Let's dive deeper into the strategies that help these businesses thrive in a dynamic market environment.

**Key words:** market economy, economic efficiency, economy, strategic opportunities, competitive market economy, initiatives, resources.

Building materials industry is an industry that produces building materials for construction in housing, industry, agriculture, etc. Contains several networks. Cement, asbestos-cement slate, asbestos-cement pipes, wall materials (bricks), lime, gypsum, window panes, soft covering materials, covering materials from natural stones, ceramic (ceramic) tiles for decoration and flooring, heating radiators and convectors, porcelain - faience sanitary-building products, linoleum, prefabricated reinforced concrete constructions and details, raw building materials (crushed, crushed stone, sand, gravel, sand-gravel mixture) and other construction materials are the main products of the industry. Today in the conditions of the digital economy, it is desirable to improve the methodology of management efficiency assessment in construction industry enterprises, to develop management efficiency assessment criteria in the construction industry and to increase its capabilities. In this regard, based on the Resolution of the President of the Republic of Uzbekistan dated February 21, 2022 "On additional measures to support housing construction and construction materials industry" PQ-139, housing construction The tasks and assignments related to the development of networks, the introduction of digital technologies to the field, the construction of smart houses, and the improvement of the building materials industry have been determined, which further increases the



work that needs to be done in this field. In addition, the introduction of digital technologies in the field to a new stage will also make it possible to increase the efficiency of management processes in the construction sector. In today's competitive market economy, increasing the economic efficiency of enterprises producing building materials is important in ensuring sustainable growth and profitability. By implementing strategic initiatives and operational improvements, these businesses can optimize the use of resources, reduce costs and increase efficiency. Increasing the economic efficiency of enterprises producing building materials in the market economy requires a strategic approach that addresses various aspects of their activity. The main ways to increase efficiency in this area:

1. Technology adoption and innovation: Invest in modern, cost-effective technologies that improve production processes, reduce energy consumption and improve product quality. Innovations in materials and manufacturing methods can lead to cost savings and increased competitiveness.

2. Supply Chain Optimization: Simplify supply chain management to reduce lead times, minimize inventory costs, and improve overall production efficiency. Work closely with suppliers to negotiate better terms and ensure a steady supply of raw materials at optimal prices.

3. Energy efficiency and sustainability: implementation of energy-saving measures such as the use of renewable energy sources, optimization of production schemes and recycling of waste materials. Adopting sustainable practices not only lowers costs, but also increases the company's reputation and attracts environmentally conscious consumers.

4. Quality Control and Lean Manufacturing: Implement strict quality control measures to ensure product consistency and reliability. Adopt lean manufacturing principles to eliminate waste, improve production flow and optimize the use of resources for maximum efficiency.

5. Market Research and Customer Focus: Conduct market research to understand consumer preferences, anticipate market trends, and tailor products to effectively meet customer requirements. Building strong relationships with customers and responding promptly to their feedback can increase customer loyalty and increase market share.

6. Cost Management and Financial Planning: Implement robust cost management strategies to monitor costs, identify cost savings opportunities, and optimize budget allocation. Develop comprehensive financial plans to forecast



revenue, manage cash flow and make sound investment decisions for sustainable growth.

7. Human Resource Development: Invest in employee training, skills development, and job satisfaction to increase productivity, reduce turnover, and foster a culture of continuous improvement. Empowering employees to contribute ideas and take ownership of their work can increase operational efficiency and innovation.

8. Digital transformation and automation: Apply digital technologies such as Industry 4.0 solutions, automation and data analytics to optimize production processes, improve decision-making and increase operational efficiency. Digital transformation helps improve efficiency and enables real-time monitoring of key performance indicators.

**Conclusion:** By implementing these strategies and incorporating a culture of continuous improvement, building materials production enterprises can increase their economic efficiency, ensure sustainable growth and remain competitive in a dynamic market economy. Construction materials industries are highly mechanized and fully satisfy the national economy's demand for construction materials. With the participation of foreign investors, new joint ventures are being built, existing enterprises are being equipped with modern technology and are being expanded.

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