



## PROSPECTS FOR INCREASING COMPETITIVENESS IN INDUSTRIAL ENTERPRISES

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**Annotation:** In this article, the data of scientists on increasing competitiveness in industrial enterprises was studied. Opinions are given on the fact that the level of the Enterprise before other enterprises is maintained in one order. Scientific proposals and practical recommendations were made to improve the competitiveness of industries by changing the structural structure of production.

**Keywords:** competition, competitiveness, technological renewal, light industry, discovery developments, worker-employee qualifications, financial position of the enterprise.

**Introduction.** The development of new technologies that are currently taking place in the world economy, as well as increased competition in the markets of goods, services, labor are aimed at activating the system of strategic management of innovative processes and organizing it more efficiently in increasing the efficiency of foreign economic activity of the subjects of the national economy. In particular, the renewal of the country's economy in content, the development of priority areas with high science capacity, the increase in the competitiveness of the national economy are becoming one of the priorities. This necessitates the widespread use of modern methods to more fully meet the rapidly growing and changing needs of the population, to apply the latest discovery developments and technologies to production, to produce competitive products and to ensure the stable growth of the life cycle of their goods.

As a result, the gradual implementation of market reforms makes it necessary for the economic development of national enterprises to be carried out not on the basis of material resources, but in an innovative form, through the formation of a competitive environment.

Our first president in this regard was I.A. Karimov noted: "today we must admit that the software measures implemented in the direction of forming a competitive



environment do not yet fully meet modern requirements. We still cannot get out of the old-fashioned mold of thinking, the remnants of a life-long, old and unsuitable planned-distribution system, unfortunately, have not completely disappeared” [1].

So, nowadays, our republic, in addition to the technological renewal of industrial enterprises, assumes the strategic management of innovative processes, the continuation of the formation of a competitive environment. This is becoming a more pressing issue in the context of the acceleration of globalization processes in all sectors of the current economy, the integration of the economies of countries and the sharpening of competition in the market of goods.

### **LITERATURE ANALYSIS**

Some aspects of improving the competitiveness of industries by changing the structural structure of production F.Kene, A.Smith, T.Maltus, J.Mill, J.Sey, A.Kurno, G.Gossen, L.Valras, A.Marshall, W.Pareto, J.Keynes, M.Friedmen, P.Samuelsan, J.Gelbreit L.Erhard, W.Leontev, R.Harrod, CA.Howard, S.Kuznets, R.Solou by searched [2,3,4,5,6,7,8,9,10].

A number of economic scientists of our country have enriched some aspects of the problem of modernization of production and the formation of an innovative economy with their theoretical views. They included A.Abduganiev, A.Immortal, Sh.Shodmonov, S.Gulomov, M.Sharifkhojaev, A.Vahobov, Sh.Yoldashev, H.Barakaev, A.Usmanov [11,12,13,14,15,16,17].

### **RESULT AND DISCUSSION**

When developing a system for managing the competitiveness of light industry enterprises, it is necessary to pay close attention to the quality and cost of products. In this case, it is necessary to pay attention to the quality indicators of the product, that is, the possibilities of its use, its aesthetic appearance, service life, the fact that it does not change the nature of the fabric quickly [18]. When developing a system for managing the competitiveness of light industrial enterprises, it is necessary to proceed from the general potential of enterprises, focusing on the production capacity, technical level of equipment, worker-employee qualifications, financial condition of the enterprise, forms and methods of production processes.

Management of the competitiveness of the Enterprise includes management processes in all branches, including product and labor quality management, product production and sales management, price management, personnel management, etc. The competitive advantage of industrial enterprises over each other can be formed using a number of factors, which can be influenced by, among others, intangible or material resource, raw materials, innovation, costs, labor force, technology-



technology, quality, price, profitability. To ensure the competitiveness of enterprises, making a reasonable management decision, relying on previous experience and analysis may not always be effective. Therefore, it is necessary to develop such a mechanism so that it serves a lot to ensure the competitiveness of the enterprise.

The enterprise competitiveness management system is a mechanism that, from the point of view of internal and external interests, provides an opportunity to adequately respond to threatening threats in a strong competitive environment. The system of managing the competitiveness of the enterprise provides the opportunity to expand the advantage sides in relation to rival products in the market, to increase the positive characteristics of the difference. To increase the competitiveness of the enterprise, it is necessary not only to determine the most important indicators and factors, but also to regularly analyze these parameters [19]. The main task of the analysis is to determine the proportionality of the enterprises within the structure of the level of competitiveness of the studied object, to develop and implement measures to improve the quality of the products being produced.

The level of competitiveness of enterprises is determined using methods such as expert assessment, combinatorial, summarizing the data determined using analyzes or according to the product. Depending on the level of competitiveness of enterprises, it is necessary to develop or improve a suitable marketing strategy. In the process of managing the competitiveness of light industry enterprises, the assessment of the actual level of the enterprise in the market, the identification of means of increasing the competitiveness of the enterprise and the development of a marketing strategy are very important stages. When developing the development strategy of enterprises, it is very important to take into account the fact that in modern economic conditions the requirements of the market, that is, the specific individual requirements of consumers for the product, are developing.

**Conclusion.** In conclusion, we recommend conducting the following activities in order to develop marketing strategies for improving the competitiveness of the enterprise:

- development of marketing services skills in the specialists of the export department, taking into account the fact that most of the enterprise's products are export-oriented;
- effective use of social networks, ensuring the site of the enterprise on the internet with such a database as advertising of manufactured products, description of



products, quality level, production of products based on ISO standards, taking into account the abundance of opportunities for improving advertising activities today;

- development of strategic plans of each department and workshops for the development of the enterprise; revision of the composition of the employee position instructions in order to ensure competitiveness and the introduction of requirements for increasing the quality level of the product;

-increase the responsibility of employees to prevent factors that negatively affect the image of the enterprise, such as the use of cotton sortie suitable for the type of yarn when preparing a product according to the order, the use of residues, the non-mixing of other sort cotton; effectively taking advantage of the benefits given to the industry, it is necessary to bring modern.

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