



ISSUES OF INCREASING THE EXPORT POTENTIAL OF AN INDUSTRIAL ENTERPRISES

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Annotation: This article discusses the issues of increasing the export potential of an industrial enterprise. Determination of promising export markets in the article, investing in research and development, robust with overseas partners establishing relationships, investing in employee training, government agencies and trade various suggestions have been made about the importance of collaborating with organizations. These strategies include through compliance, industrial enterprises will be able to enter new markets, generating revenues they can increase and increase their competitiveness in the world market. In the article expansion of export potential and economic growth and development valuable insights are provided for businesses seeking incentives.

Keywords: industrial enterprises ,export potential, cooperative relations, economic growth, global market, marketing strategies, research and development, state bodies.

Introduction. Strengthening and expanding the export potential of industrial enterprises is a key factor in promoting economic growth and development. Exporting goods and services will help enterprises expand their customer base, increase their income and increase their competitiveness in the world market. In this article, we will see some strategies for strengthening and expanding the export potential of industrial enterprises. The first stage of strengthening the export potential of industrial enterprises consists in determining the most promising export markets. This requires an in-depth analysis of the world market, which includes an assessment of demand trends, the competitive landscape and the regulatory environment. Once the most promising markets are identified, businesses can begin to develop targeted marketing strategies and adapt their products and services to meet the specific needs of those markets. Another important strategy for expanding the export potential of industrial enterprises is to invest



in research and development. This includes developing new products and services tailored to the needs of specific export markets, as well as investing in new technologies and processes that allow you to increase efficiency and reduce costs. By investing in research and development, businesses can stay ahead of competitors and maintain competitive advantages in the world market. It is also important to establish strong cooperation with overseas distributors and suppliers in expanding the export potential of industrial enterprises. This requires a deep understanding of the local business culture and regulatory environment, as well as a willingness to adapt to local customs and practices. By building strong relationships with overseas partners, businesses can reach new markets, reduce costs, and increase overall competitiveness. In addition to these strategies, it is also important for industrial enterprises to invest in training and development programs for their employees. This includes language training, cultural awareness raising and technical training to help employees better understand the needs of clients and partners abroad. Enterprises can invest in their employees, creating a more qualified and educated workforce that can compete in the world market. Finally, industrial enterprises, in cooperation with state bodies and trade organizations, are important in the development of exports, the elimination of barriers to trade. This includes support for favorable trade policies, participation in trade missions and fairs, regulatory issues and cooperation with government bodies in resolving trade disputes. In cooperation with state bodies and trade organizations, business entities can enter new markets, more effectively promote their products and services [1].

Building strong partnerships with overseas distributors and suppliers is also important in the expansion. This requires a deep understanding of the local business culture and regulatory environment, as well as a willingness to adapt to local customs and practices. By building strong relationships with overseas partners, businesses can reach new markets, reduce costs, and increase overall competitiveness. In addition to these strategies, it is also important for industrial enterprises to invest in training and development programs for their employees. This includes language training, cultural awareness raising and technical training to help employees better understand the needs of clients and partners abroad. Enterprises can invest in their employees, creating a more qualified and educated workforce that can compete in the world market. Finally, industrial enterprises, in cooperation with state bodies and trade organizations, are important in the development of exports, the elimination of barriers to trade. This includes support for favorable trade policies, participation in trade missions and fairs, regulatory issues and cooperation with government bodies in resolving trade disputes.



In cooperation with state bodies and trade organizations, business entities can enter new markets, more effectively promote their products and services [2].

ANALYSIS OF LITERATURE

The term “factor” as the driving force of some process or phenomenon is defined. The concept of " export efficiency factor " refers to the export of an enterprise it should be defined as a condition that has a significant impact on its effectiveness.

Factor-Organization activities, export strategy and tactics, foreign market, product or is a polynomial description of the network. It is one-dimensional and measurable is characterized by a set of variables. Analysis of available sources Uskova S.I.[3], Asailov A.A.[4], Daniels John D. [5], Kislova Yu.E.[6] scientists such as following factors affecting export potential tried to combine into groups: according to the degree of distribution - private and general; according to the exposure period-constant and variable; to the field of origin according to-external and internal; according to the activity recommendation-intensive and extensitive; to the degree of impact according to-primary and secondary; according to the level of control-controlled and controlled decomposes into factors that cannot be done.

M.S.Moki, L.G.Scamey, M.I.Trubochkyna believe that external environment of the enterprise according to the state and territory where the enterprise is located, as well as consumers, deliver the influence of suppliers, competitors is understood, together they are direct and indirect constitutes influencing factors [7].

Foreign researchers Kotler F., Armstrong G. [8], Mescon M.X., Albert M., Hedouri F.[9], Porter M [10] analysis of environmental factors in which international business operates when doing, in particular, the enterprise itself is usually the company's activities in foreign markets four main factors affecting efficiency - culture, economy, legislation and state regulation, distinguishing the political environment. From the domestic market the relevant procedures when doing business outside are specific to the external environment consider that it must be modified for factors.

ANALYSIS AND RESULTS

Which significantly affects the rational use of export activities, regulating it one of the factors of the external environment that is the main means of imposing the customs system and its development tasks. Current state of the customs system, tariff regulation also characterizes the degree of liberalization of foreign trade. As “cross-border trade” in the study “Doing Business 2020” of Uzbekistan it was ranked 152nd among 190 countries in the world by the index, our side neighbors in terms of Kyrgyzstan 89th, Kazakhstan 105th and Tajikistan 141st place, leaving us behind.



A study of the private sector in Uzbekistan shows that the documents duplication has become one of the main obstacles to export operations. Thus, the number of copies of documents required for filing is often 200 or reaches more pages. It is necessary to take into account when analyzing the export activities and potential of the enterprise another factor that is present is the country's transport and logistics system. Export of the enterprise in increasing the capacity of its activities and its timely and high-quality implementation, the state cheap, high – quality and fast transport-impossible to achieve without the formation of a logistics system.

Logistics with its bloodstain in the development of the economy of each country the system is very important. Efficient logistics system is ready in the domestic market goods and services by optimizing the movement of products and raw materials provides favorable conditions for buyers and affordable delivery, encourages competition in the market. And in the foreign market, the country's economic increases competitiveness and speeds up the process of integration into the world economy.

Organization of an effective logistics system for our developing country very important. Logistics efficiency published by the World Bank in 2023 in its report, Uzbekistan ranked 88th out of 160 countries. When developing the report customs efficiency, quality of transportation infrastructure, Organization of International transportation ease, knowledge and potential of specialists in the field, the ability to track loads and such standards as the level of timely delivery of cargo were taken into account.

Looking at the results, there is still a lot of work to develop the industry it is not difficult to understand what needs to be done. In this, mainly to the border and the territory of the country improving the efficiency of customs processes, increasing industry specialists, providing the system with solving the following existing problems by applying an innovative approach important.

- The fact that the transport and logistics sector of the Republic does not comply with the requirements of today;

- 15 -20 years since the obsolescence of transport car parks, that is, 68% of cargo cars involved in international transport, were produced, and 10% - 20-30 years as well as the absence of an integrated information platform of competent state bodies related to the external trade in goods, lack of a single control mechanism in the transport and logistics system;

- failure of the mechanism of coordination of the transport and logistics system established today;

- presence of excess joints in the logistics system, problems such as the fact that more than 70% of the country's highways cannot provide the optimal speed of movement



of vehicles transport-logistics affects the slow progress of the system development process.

In order to avoid the above problems, the following basic conceptual it would be advisable for the directions to be marked:

- to improve efficiency in the logistics system, Uzbekistan will consider outsourcing certain types of activities in the future, as well as the railway regular opening of the transport market;

- Uzbekistan must pass through the territory of at least two states to get to the sea, and this has a negative impact on the entry into the world market, but the government does this by conducting an effective transport policy aimed at reducing transportation costs, increasing the speed of Transportation, diversifying transport routes;

- formation of a database of online search markets in the country;

- the quality of some important highways is lower than world standards, which leads to a decrease in speed and rapid vehicle failures.

To do this, it is necessary to establish a fund for road construction and repair, as well as increase efficiency in all areas

Conclusion. In conclusion, the development of export activities and potential of the enterprise effective customs system as well as transport and logistics system, which is considered a factor of the external environment development developed, ensuring the economy of the entire production and material resources acceleration of output, reduced transport costs and economy leads to the development of networks. Strengthening and expanding the export potential of industrial enterprises is a decisive factor in stimulating economic growth and development. By identifying promising export markets, investing in research and development, establishing strong cooperation with partners abroad, investing in employee training and professional development, working closely with government agencies and trade organizations, enterprises can create a more competitive and successful export strategy. By taking these steps, industrial enterprises will help ensure economic growth, creating new opportunities for themselves and their society.

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