

## Ways to Increase the Efficiency of Small Business and Private Entrepreneurship

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**Abstract:** This article presents the opportunities for the development of small business and private entrepreneurship in Uzbekistan, the opportunities for the effective introduction of scientific achievements and innovative technologies in the field. In addition, there are ways to increase the effectiveness of digital marketing this area.

**Keywords:** small business, marketing, digital marketing, digital marketing efficiency, innovative technologies.

**Enter.** It is essential for the sustainable development of our country's economy one of the factors is innovation. Small business using innovative technologies and deep restructuring of private business entities and increased productivity can be increased. It is known that today small business and private entrepreneurship field not only in accelerating the growth rate of the national economy, but also employment and livelihood of the population, which are considered relevant for today It also takes a leading position in solving the issues of raising the level.

Compactness and mobility of small business, market conditions changes and ability to quickly adapt to the needs of consumers makes it able to eliminate the negative consequences of the global financial and economic crisis and after the crisis new jobs in the conditions of stable development of economic sectors to the most convenient and acceptable means of creating and increasing the income of the population is turning.

**Literature review.** The President of the Republic of Uzbekistan Sh.Mirziyoyev On November 12, 2021, "Small and medium-sized enterprises with the participation of the German Development Bank measures for the implementation of the project "financial support of business". Republic of Uzbekistan and Germany on the basis of Resolution No. PQ-9 According to the financial cooperation agreement concluded between the Federal Republic of Kazakhstan

For the financing of the project "Financial support of small and medium-sized businesses" (hereinafter - the Project) in the Republic of Uzbekistan by 30 years, including a 10-year grace period, at an annual rate of 2 percent specifying that the loan and grant agreements have been signed for the allocation of loans for the term given

Based on this, there are urgent things to be done in the field of small business in our country determined, further improvement of marketing activities in the field, credit introduction of the system of correct orientation of lines to consumers, credit lines effective digital marketing technologies in reaching consumers ways of use are targeted. In fact, small business and private entrepreneurship are developing consistently by ensuring the progress of the social and political development of our society in our country to the formation of the middle class, which is the support and foundation, and its growth if it is to be achieved.

Therefore, it is now necessary to increase small business not only numerically, but first of all, we should develop it qualitatively, in this regard, simple work complex, high, directed from production to the domestic and foreign markets special attention to the transition to technology-based production we need to focus.

**Analysis and results.** Science, education and production in our country deepening the integration of small business and private by developing ways of innovative development of business entities to strengthen mutually beneficial relations between science and production attention is increasing year by year.

Modernization of the main sectors of our economy today and technical upgrading, a strong impetus for our country to reach new heights modern innovation that provides and ensures competitiveness in the world market targeted projects for the introduction of technologies are being implemented.

To further expand the export potential of small business entities production of modern, competitive products in foreign markets necessary legal, financial and organizational requirements for reproduction and export support of exporting small business entities of our country reliable protection against the risk of foreign market conjuncture changes in order to ensure "Export of small businesses and private enterprises support fund" was established.

As a result, 2162 small businesses were supported by the fund last year in exporting their goods and services to their subjects and business entities legal, financial and organizational services were provided, including 1767 businesses in studying foreign markets to 127 small business entities in finding a partner, participation in international exhibitions for 135 business entities obtaining international certificates and customs clearance help is provided.

As a result of this, according to the results of nine months of last year, 395 Exports worth 1093 million dollars were made by business entities. In addition, a number of problems facing small business entities the development of small business and entrepreneurial entities as a result of helping to eliminate small businesses and private entrepreneurs are common in our country's exports its share in exports has increased 3 times in the last 15 years and today is 27% reached In the next 5 years, the number of enterprises engaged in export activities is 1.5 times, the number of small business entities increased by 1.6 times.

Today, it is 52.5 percent of the gross domestic product in our republic despite the fact that most of them are produced by small business entities, in the industrial sector requiring high technological processes (19.6%) and the share of exports (13.4%) is not at the level of the existing potential of small business.

Ensuring the development of small business in these sectors and industries, in general, from the main directions of sustainable development of the leading sectors of the economy as one of the activation of innovative processes, especially small business stimulating the innovative activities of its subjects is highly effective.

New equipment and innovative technologies in small business entities introduction into production without high risks, new production the process of building up their strengths and using them effectively to large enterprises it will happen relatively faster. Small business in recent years by the President of the Republic of Uzbekistan one of the main priorities in the state program adopted in the field as innovative in economic sectors that require high technologies to develop technology-based small business and private entrepreneurship It is worth pointing out that it is necessary to pay special attention to opening a wide road according to Currently, small business and private

entrepreneurship in our country are mainly in the field of trade, service and communication, processing of agricultural products. is developing more.

The globalization of the world economy and the strengthening of the competitive environment, sharp shortening of the life cycle of products, market conditions and The processes of rapid changes in consumer needs are present in every economy is making the development of organizational and economic mechanisms for the production of competitive products from an operating entity a vital necessity. And this requires the development and effective management of their innovative activities.

In this respect, it is a modern production that requires high technologies in the organization of networks, innovative and nanotechnologies, pharmacology and pharmaceuticals, information and communication system, biotechnology, alternative in short, advanced science in the field of energy use development of small business and private entrepreneurship based on achievements gives a positive effect.

Innovative activities of small business entities, first of all, in practice introduction of new, improved production, secondary production reduce all types of output costs, thirdly, production their consumption and quality in reducing the prices of the released products requires constant improvement of its properties.

Small business the goal of the development of the innovative activity of the subjects is to increase production efficiency at the expense of updating the entire production system, based on the effective use of scientific, technical, intellectual and economic potential. is to increase the competitiveness of the industry.

**Summary.** In our opinion, there are advanced scientific achievements and innovation in Uzbekistan development of technology-based small business and private entrepreneurship and increasing its efficiency is an important necessity due to the following proposals is: firstly, changes in the market conditions of small businesses and that it has the ability to quickly adapt to the needs of consumers compared to large enterprises in introducing innovative technologies gives good results in terms of low risk;

1. secondly, innovative technologies for the activities of small business entities The implementation reduces their high transaction costs and profitability increases its indicators;
2. thirdly, the news of small business subjects quickly their ability to absorb is higher than the commercialization of innovations provides an opportunity to earn;
3. fourth, innovative management of small business entities the introduction of technologies into the products they produce reducing the cost, increasing the nomenclature of goods and services, new goods expansion of sales volume of types and perspective of product sales their export potential and competitiveness at the expense of mastering their markets increases.

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