

Factors of Increasing the Competitiveness of the Enterprise

Nizomiddinov Jahonmirzo Zuhridin oglu

Tashkent State University of Economics, Faculty of Finance and Accounting, 3rd year student of the BR-54 group

Annotation: To assess the competitiveness of a product, it is necessary to solve a wide range of issues and, above all, to obtain objective information about those markets where the product is already being sold or proposed to be sold, about its competitors. The focus is on market analysis. This especially applies to the assessment of those needs that the proposed product does not satisfy, to the identification of negative and positive properties of this product, which are noted by consumers. In conclusion, the question is resolved whether the currently manufactured products meet the requirements of end users in terms of technical level and quality, and its competitiveness is assessed as a result of a comprehensive market study.

Keywords: product competitiveness, consumer, products, production and marketing policy, sales market, product modification.

Introduction: Based on the assessment of the existing and prospective competitiveness of the goods, a decision is made on the further production and marketing policy:

- Whether to continue the production of this product and its marketing;
- Whether to carry out modernization to turn the product into a product of market novelty;
- Whether to remove it from production and start producing a new product;
- Whether to start searching for a new sales market, taking into account the sufficiency of financial and material resources, the availability of a conducting and marketing network for the goods, and the possibilities of providing service for the sold goods.

The key point in gaining market positions relative to numerous competitors is the timely renewal of manufactured goods, the preparation and organization of the production of new types of products. In today's world, the creation and production of new products are critical to the prosperity of an enterprise. According to statistics, after the development of new products, which form the basis of production, the growth rate of its sales is approximately twice as high as that of competitors. By introducing new products and expanding the range of products offered, firms seek to reduce dependence on one product, which can lead to bankruptcy at any time, given unpredictable market changes. It is known that today many enterprises and firms in our country are embarking on a serious restructuring of production and, along with the renewal of core products, are establishing the production of consumer goods.

When choosing ways to increase the competitiveness of a product, it is often very timely to decide not to launch a new one, not to phase out obsolete products, but to modify the product. The decision to modify the product is made in order to meet the special requirements of buyers in order to obtain greater profits.

In solving the problems of increasing the competitiveness of products, the problem of choice and the development of new sales markets is becoming increasingly important every year. In this regard, at any enterprise, analytical and search efforts in this area are very important. New sales markets can

decisively change the competitiveness of a product and the profitability of sales activities. It is clear that by introducing a product to a new market, it is possible to extend the life cycle of the product. Seasonal fluctuations in demand can contribute to the successful sale of the same product in different parts of the world. And an increase in sales in new markets will reduce production costs per unit of output, primarily through the use of cheap labor, fairly low levels of taxes and customs duties, and a number of other factors in new markets. In this regard, it is very important for the further development of the competitiveness of a product (before moving on to a new one, its modification, removal from production) to try to enter a new market with it, since its competitiveness has fallen sharply in the domestic market. But at the same time, it is necessary to know exactly the degree of provision of new markets with highly qualified workers of repair and maintenance organizations, since otherwise buyers may demand increased reliability and simplification of the design of products sold.

As a result of assessing the competitiveness of products, the following ways to improve the competitiveness of the solution can be taken:

- change in the composition, structure of the materials used (raw materials, semi-finished products), components or product design;
- change in the order of product design;
- change in production technology, methods;
- testing, quality control systems for manufacturing, storage, packaging, transportation, installation;
- changes in prices for products, prices for services, maintenance and repair, prices for spare parts;
- changing the procedure for selling products on the market;
- changing the structure and size of investments in the development, production and marketing of products;
- change in the structure and volumes of cooperative deliveries in the production of products and prices for components and the composition of selected suppliers;
- change in the incentive system for suppliers;
- change in the structure of imports and types of imported products.

The product quality improvement strategy is an essential part of the company's strategy. The objects of forecasting are product quality indicators that are inferior to those of competitors' products.

The essence of the product (product by design) is the first level of the model. Any product is a packaged service to solve a problem.

The real product is the second level of the model. The characteristics of goods of this level are the level of quality, a set of properties, external design, trademark, packaging.

A product with an add-on is the third level of a product. This level includes after-sales service, availability of guarantees, delivery and other additional services that contribute to the convenience of using the product, preserving its consumer properties. In some stores, an additional service is a guarantee of replacement of goods in the presence of a manufacturing defect.

Analysis of the external environment helps to draw conclusions about the conditions of the organization.

Based on the analysis of deep processes, it is possible to predict much of what remains hidden from the eyes, the complexity of visible conditions, and what can reveal itself as a sudden blow to the interests of the enterprise as a strategic surprise.

It gives the organization time to anticipate opportunities, time to plan for contingencies, time to develop an early warning system for possible threats, and time to develop strategies that can turn impending threats into any profitable opportunity.

Analysis and assessment of environmental factors makes it possible to:

- a) understand what the external environment is, what specific factors it includes, what their content and characteristics are;
- b) determine the requirements and expectations of the external environment, which must be taken into account in the activities of the organization, for its effective operation;
- c) assess the degree and nature of the influence of environmental factors on the activities of the organization;
- d) objectively determine the capabilities that the organization has to meet the requirements and expectations of the external environment, as well as the threats that the external environment poses if the organization ignores these requirements;
- e) timely adapt the activities of the organization to the influence of the external environment, to its requirements and expectations.

The main purpose of the analysis of the external environment of the organization is to identify and understand the opportunities and threats that may arise in the future in order to correctly determine the strategy and tactics of the organization's life.

An analysis of the economic factors of the external environment makes it possible to understand how economic resources are formed and distributed at the state level. For most businesses, this is the most important condition.

The study of the social factors of the external environment is aimed at understanding and evaluating the impact on business of such social phenomena as people's attitude to work and quality of life, people's mobility, consumer activity, and more.

The analysis of technological factors makes it possible to foresee the opportunities associated with the development of science and technology, timely adjust to the production and sale of a technologically promising product, and predict the moment of abandonment of the technology used.

Conclusion.

Based on the results of the presentation of the presented article, it is necessary to summarize and structure the main conclusions obtained in the course of writing the work.

The paper examined the theoretical foundations for assessing the competitiveness of commercial enterprises, studied the main theories of competitiveness, and reflected modern factors of competitiveness. As a result of the study, the following conclusions were obtained:

- the theoretical definition of a commercial enterprise has been clarified;
- Studied a set of factors affecting the competitiveness of commercial enterprises;
- the factors that increase the competitiveness of a trading enterprise are considered.

Based on the work done, we can conclude that assessing the competitiveness of an organization is one of the most important tasks of company management and allows you to make optimal strategic decisions that reduce risk in the short and long term.

List of used literature.

1. Antipov A.L. Competition: analysis, strategy and practice / A.L. Antipov. - M.: Center for Economics and Marketing, 2012. - 234 p.
2. Bobrova A.R. Fundamentals of the market economy / A.R. Bobrov. – M.: Ekonika 2015. – 390 p.
3. Vlasov V.M. Fundamentals of entrepreneurial activity / V.M. Vlasov. - M.: Finance and statistics, 2014. - 198 p.
4. Glasov E.P. Corporate governance in the Russian industry / E.P. Glasov. – M.: Eksmo, 2013. – 156 p.
5. Kotelnikova O.P. Management of competitiveness / O.P. Kotelnikov. – M.: AST, 2015. – 132 p.
6. Litvin T.G. Competition and competitiveness: Textbook / T.G. Litvin. -M.: Eksmo, 2012. - 280 p.
7. Mikhalkova G.A. Planning at the enterprise: Textbook / G.A. Mikhalkov. – M.: Eksmo, 2013. – 155 p.
8. Nabokova V.I. Fundamentals of Management: Textbook / V.I. Nabokov. – M.: Unity-Dana, 2015. – 330 p.