

Main Directions of Strategic Power Strengthening and Management of the Enterprise

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ABSTRACT: Strengthening the strategic capacity of the enterprise is one of the most important factors today. The following article explains the concept, content and importance of strategic management in a market economy. Effective strategic management methods in enterprises and organizations, ways to increase the effectiveness of strategic management and planning of enterprises will be studied.

KEYWORDS: Economics, enterprises, strategic management, market economy, operational management, marketing, management, business activity.

Introduction

One of the important tasks for the effective implementation of economic reforms in the context of modernization of the economy is the presence of positive changes in various areas of management, especially strategic management. As a result of the formation of market relations, new requirements are emerging in the strategic management of enterprises. The modern transition period of the Uzbek economy is characterized by the development of entrepreneurial activity and the transition to various forms of ownership. This, in turn, requires effective management. Effective management, in turn, plays an important role in ensuring the competitiveness of products and, consequently, the competitiveness of the economy.

In an enterprise environment, it is necessary to focus on the organization, to implement the strategic plans and tasks of managers, to implement the chosen strategy. Strategic management is a management plan aimed at strengthening the position of the enterprise, meeting the needs of customers and achieving certain results. Establishment of a management system in enterprises depends on the organization of production and the creation of management that is fully consistent with its type, and the need to perform all the functions of management of production, economic, social and financial activities of each branch of management in a market economy. arises. The solution to these problems is through the implementation of a series of measures to clearly define the purpose of management, the effective distribution of management functions.

However, in today's market conditions, many enterprises and organizations, especially project organizations, still have redundant links in the management structure, which, as noted above, negatively affect the reduction of labor productivity in strategic management and, ultimately, the final performance of the enterprise. affecting. Therefore, in the context of liberalization of the market economy, it is important to adapt the system of strategic management in enterprises to market requirements.

The strategy consists of a set of measures used by management to ensure the success of the enterprise. Management develops strategies to learn how to run a business and to choose the right alternative in a multi-factorial environment. The strategy that management decides to use indicates that one of the existing business lines and a specific way of doing business has been chosen. The company must set separate financial and strategic goals. Lack of financial goals leads to high risk spending of financial resources. As a result, the company's growth and competitiveness will decline.

Methods and recommendations

The strategic goals of the enterprise are important because they strengthen the competitive position of the enterprise and show the direction of business development. A strategy is to create a unique and convenient position that involves a specific set of activities. The essence of strategic positioning is to create a set of activities that are superior to competitors. Creating a strategy raises a key management issue, that is, how to achieve the desired results, taking into account the current and future capabilities of the enterprise. The term "strategic management" was coined in the 60s and 70s to reflect the difference between high-level management and current management at the production level. The main idea that reflects the essence of the transition from operational to strategic management is the idea of the need to shift the focus of top management to the external environment in order to respond to changes in the environment in a

timely manner. I'd like to take a look at a few definitions suggested by reputable manufacturers of strategic management theory. Schendel and Hatten understood it as "the process by which an organization identifies and establishes a relationship with its environment." Thus, strategic management can be defined as the basis of the organization as a management that relies on human potential, directs production activities to the needs of consumers, flexible management in the organization and timely change. While strategic management is the most important factor in success in an increasingly competitive competition, it can be observed that there is a lack of strategy in the organization's actions. The lack of strategic management is manifested in the following two forms.

First, organizations plan their activities based on the assumption that the environment will not change at all or that there will be no major changes. In nonstrategic management, a clear plan of action is drawn up, both now and in the future. Making long-term plans, including what and when to do it, and finding solutions for the coming years in the first place, buying for "many long years," are all signs of nonstrategic management. Building a long-term perspective is a very important part of management.

In the case of strategic management, the organization looks at the present from the future in strategic management at each present moment in order to achieve the goals to be envisaged in the future due to changes in the environment and living conditions of the organization.

The actions of the organization in the present, which provide a certain future for the organization, are identified and implemented. This is characteristic of strategic management, not only the future state of the enterprise, but also one of the most important tasks of strategic management, the ability to react to changes in the environment, which allows to achieve the intended goals. developed.

Second, the development of an action plan in nonstrategic management begins with an analysis of the organization's internal capabilities and resources. In this approach, the organization can only determine how much product to produce and how much effort to put into it. The volume of production and the amount of costs created by the firm can not respond, the market determines how much and at what price to buy the product

Strategic management is more a specific philosophy or ideology of business and management. It is understood and implemented differently by each manager. Of course, there are a number of recommendations, rules, and logic diagrams for problem analysis and strategy selection, as well as the implementation of strategic planning and the practical implementation of the strategy. But in general, strategic management is a symbiosis of high management intuition and art in achieving the strategic goals of the organization, high skills and creativity of employees and, finally, the active involvement of all employees in the implementation of organizational tasks, looking for the best ways to achieve goals.

The strategy as a whole is a management plan aimed at strengthening the firm's position, meeting the needs of consumers and achieving the set goals. Choosing the right strategy means choosing the most appropriate of the various possible ways and means of development. The management plan of the firm includes the following main functions and divisions: supply, production, finance, marketing, personnel, research and development. Choosing a strategy means combining these business solutions and competitive resilience efforts into a single system.

Strategy development is one of the main functions of managers. Some managers develop strong strategies but are unable to implement them. Other managers develop average strategies and implement them skillfully. The more well thought out and skillfully implemented the strategy, the stronger the company's position. Well-established companies in management also face unexpected unpleasant situations. Ultimately, a good strategy will pave the way for a strong position in the market, despite the unexpected, strong competition and internal problems.

Strategic management is concerned with the company's long-term goals and activities. It can be said that the expression of the strategy (style of action) and its specific means is the basis of management and serves as the most accurate sign that the management is well established in the company. Strategic management is concerned with the company's long-term goals and activities. It can be said that the expression of the strategy (style of action) and its specific means is the basis of management and serves as the most accurate sign that the management is well established in the company.

Strategic management system is a complex process at first glance, which requires strong skills and care from the head of the enterprise and organization, managers. Managers need to be able to see the future of the business and the organization and develop appropriate strategies. It is a very complex and responsible system. They need the help of top managers, that is, top managers. Top managers are hard-working analysts and planners.

Strategic planning is a management process aimed at developing the company's development goals and ways to achieve them. Strategic planning forms the basis for enterprise management, unites the whole company and covers all its levels. Strategic planning is not only the task of management, it should involve employees at all levels of the company. The

basic concepts of strategic planning are the company's mission (definition of the company's mission), values, key competencies (what the company does best), vision (future image of the company for a year or two), strategic problems (systemic problems that hinder the achievement of goals), goals aimed at overcoming strategic problems, tasks and ways to achieve them.

Conclusion

According to management experts, the entire planning and management system should be focused on improving the quality and efficiency of employees, which is an important condition for the development of the firm. But this, like other successes, does not come automatically. This requires skilled organization, science-based planning and management in addition to the basics of resources. The material interest of people in productive labor is especially important, and today it is called the quality of working life. The strategy allowed to form a common idea for the future. The planning process itself and the direct strategic plan give the company clarity, individuality, which allows it to attract certain types of employees and not to involve other types of employees. This plan opens up prospects for the company, attracts new employees, helps to sell the product in addition to production.

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