

Umurzakova Zamira Salijanovna
Abdukarimov Bobir Gulmamatovich
Assistants of Andijan Machine Building institute
Andijan, Uzbekistan

FACTORS OF COMPETITIVENESS OF INDUSTRIAL ENTERPRISES AND WAYS TO IMPROVE THEM

Annotation: *The article shows the ways of development of enterprises through the development of theoretical and practical proposals to improve production efficiency due to competition factors.*

Key words: *efficiency, effectiveness, competition, quality, modernization, innovation, export, import.*

Умурзакова Замира Солижановна,
Абдукаримов Бобир Гулмаматович
Ассистенты кафедры
Андижанский машиностроительный институт
Андижан, Узбекистан

ФАКТОРЫ КОНКУРЕНТОСПОСОБНОСТИ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ И СПОСОБЫ ИХ УЛУЧШЕНИЯ

Аннотация: *В статье показаны пути развития деятельности предприятий за счет разработки теоретических и практических предложений по повышению эффективности производства за счет факторов конкуренции.*

Ключевые слова: *эффективность, результативность, конкуренция, качество, модернизация, инновация, экспорт, импорт.*

Improving the efficiency of social production at any industrial enterprise also lays the foundation for economic development.

Therefore, in the context of economic liberalization, improving the efficiency of social production is one of the most serious problems. many resources are currently limited, most of which (metal, building materials, etc.) are imported. Therefore, it is necessary to pay sufficient attention to such means

as increasing the efficiency of rational use of available resources, increasing labor productivity, placing national and foreign investments in priority areas.

The word "efficiency" means the result. Most of the literature on business economics is devoted only to the economic efficiency of production, while the social changes taking place in the country attract people's attention and require the study and evaluation of socio-economic processes. Today it is important to study the economic and social efficiency of production. These are interdependent and interdependent categories.

It is important to determine the overall state of effectiveness, including socio-economic efficiency. Socio-economic efficiency is the increase in the level of socio-economic consumption of the population, achieved through the rational use of limited resources.

The satisfaction of socio-economic needs is reflected in the growth of human maturity, the growth of material and social well-being, cultural and spiritual development. The higher the welfare and maturity of a person, the higher the socio-economic efficiency.

The socio-economic efficiency of production is reflected in its ultimate goal. In the context of socio-economic efficiency, economic efficiency is of particular importance.

Economic efficiency is characterized by the amount of economic benefits created in the production process. The criterion of economic efficiency is the ratio of economic benefits to costs. In the production process, factors (land, capital, labor, entrepreneurship) are spent, and as a result, a certain amount of wealth is created. Economic efficiency is expressed by comparing the result with the cost.

The result of production is also expressed through social efficiency. The criterion of enterprise social efficiency is determined by the level of customer satisfaction. Social performance indicators are determined by determining

income, employment, healthcare, skills development, cultural and spiritual needs, and leisure.

The economic efficiency of production is a complex category. It contains factors that influence production results as well as costs. This is reflected in the growth of production results, improved product quality and the fact that the structure of the product range corresponds to the structure of social needs.

Market relations require deep reforms. All enterprises must take measures to intensify production. The transition to an efficiently organized economy should be accompanied by the comprehensive development of productive forces and production relations.

The most important factor in increasing the efficiency of social production is and will be the development of science and technology. Until recently, the development of science and technology developed in an evolutionary way. As a result, existing technologies were improved, and machinery and equipment were partially modernized. This result was noticeable, but not as expected.

The development and implementation of new methods was not enough. In modern conditions of the formation of market relations, it is necessary to carry out revolutionary and qualitative changes aimed at introducing new technologies and technologies in all sectors of the economy based on the latest achievements of science and technology.

The main areas of scientific and technological development are:

- widespread adoption of advanced technologies: membrane, laser, plasma technologies with high pressure and effective forces, etc.;
- Automation of production - the development of robotics, rotor and rotor-conveyor lines, flexible automated production, providing high labor productivity;
- Creation and use of new forms of metal products, plastic alloys, composites, metal powders, ceramics and other progressive structural materials.

In the early stages of a market economic system, the most important measures are of a scientific and technical nature. Most of the profits will go to enterprises after taxes. It is not normal. As market relations develop, enterprises will begin to pay more attention to the development of future production. They provide the necessary tools for new equipment, modernization of production, development and production of new products. In addition, it is necessary to create organizational conditions and factors, economic and social motives for the creativity of designers, engineers, workers. Technical and technological innovations, organizational, economic and social factors have a significant impact on increasing labor productivity. To do this, it is necessary to ensure the introduction of new technologies and technologies, the introduction of progressive forms of scientific organization of labor in production, to improve its standardization, improve the culture of work, achieve discipline, and ensure the stability of the workforce.

Another important factor that increases production efficiency is the economic mode. Resource conservation should be the main source of satisfaction of the growing demand for fuel, energy, raw materials. Industry plays a key role in solving these problems. In this sector, it is necessary to introduce machinery and equipment that will ensure the efficient use of raw materials and fuel and energy resources.

Today, our country consumes significantly more fuel, electricity and metals per unit of national income than other developed countries. This leads to a lack of resources in organizing large-scale production. Therefore, it is necessary to radically modernize the country's engineering industry. This is an important condition for the restoration of the entire economy on the basis of scientific and technological progress. To achieve this, long-term strategic goals must be combined with full satisfaction of the basic needs of the population.

Improving the efficiency of social production often depends on better utilization of fixed assets. It is necessary to make full use of existing production capacities,

maximize the efficiency of equipment, dramatically increase its shift, and on this basis increase the number of products per unit of equipment and per square meter of production area.

One of the factors to intensify production and increase its efficiency is to improve the structure of the economy. A relatively high level of development of industries is needed that ensure scientific and technological progress and effectively solve social problems.

Investment policy is aimed at improving the efficiency of capital investments. Funds should be redistributed in favor of industries accelerating scientific and technological progress. Most of the funds should be directed to the technical re-equipment and reconstruction of existing enterprises.

Mechanical engineering, which is the basis of scientific and technological progress in all sectors of the economy, must develop rapidly. The main attention should be paid to the cotton industry, machine tool building, electrical engineering, microelectronics, computer science, instrument making, computer science.

Improving the structure of the fuel and energy balance will be accompanied by the development of nuclear energy with maximum safety. For this, it is necessary to take certain measures to save fuel and energy resources in all sectors of the economy.

For the restructuring of social production it is necessary: to ensure the rapid growth in the production of consumer goods and all types of services; small business development; conversion of military production; technical re-equipment of manufacturing enterprises; improvement of transport systems, electricity, oil and gas, as well as communications and information.

Organizational and economic factors (including management) play a key role in improving production efficiency. Its role will increase as social production grows and economic relations become more complex. First of all, this is the development and improvement of rational forms of production.

The infrastructure of social production is also an important factor in increasing production efficiency. It needs to be developed. This includes the management, planning, improvement of methods and forms of economic stimulation of all economic mechanisms; in planning - the balance and validity of plans requires the creation of an optimally structured system of planned indicators, which will create opportunities for their activities without interfering with the lower echelons of the economy. These factors include: commercial accounting and financial incentives, financial liabilities and the widespread use of other economic incentives.

Science plays a key role in solving the problem of effective management, creating and implementing resource-saving technologies and technologies. It is necessary to intensify fundamental and applied research on pressing issues of accelerating scientific and technological progress. This reduces labor, material and energy costs for production and leads to higher product quality.

In the conditions of the formation of market relations, the possibility of the influence of all factors that increase the efficiency of production will change significantly. Structural changes will occur in the national economy - it will be adapted to the needs of consumers; important sectors of the economy - industry, construction, transport and communications will be modernized based on high technology; equal to the level of world scientific and technological progress; military production is being converted; transition to an economy based on various forms of ownership (state, private, joint-stock and state ownership); all forms of management are developed freely; the economy will be financially sustainable; the country is inextricably linked with international relations.

As a result, a managed cultural market economy is being formed. This leads to an increase in labor productivity, an increase in the efficiency of general social production, and an increase in national wealth.

In conditions of economic modernization, the main task is the efficient organization of the enterprise and the balanced provision of fully developed

productive forces and production resources. One of the key issues is to expand the production activities of enterprises and improve the use of production capacities through the modernization of production assets.

In this situation, any enterprise and institution should focus on the rational use of existing opportunities and resources to achieve their strategic goals. This, in turn, requires actions that can be economically and socially adapted to growing market conditions and the effects of competition.

Organizational and economic factors, including competitiveness, play an important role in improving the efficiency of enterprises. Their importance increases with the growth of production and the complexity of economic relations. These factors include, first of all, the introduction of new activities, the improvement of existing activities, the creation of rational forms of production and the improvement of existing ones - concentration, specialization, cooperation and unification.

To achieve this goal, any business or organization should regularly study and analyze all the factors that affect its activities, and, as a result, introduce areas of activity that provide a competitive advantage.

We came to the following conclusions and suggestions on how to increase the competitiveness of industrial enterprises:

- competition is a conflict of economic interests of market participants, which means a struggle between them for higher profits and greater profitability;

We believe that if you want to get ahead of your competitors, collect as much information as possible and act accordingly. You can use different methods in this regard. The main ones are:

1. Try innovating in an unnoticed amount of equal opportunity.
2. To bring to the market a product that is not enough, and reduce the price in the short term.
3. Keep the market situation and your business a secret.

4. Buy shares, give credit to competitors, conclude an agreement on the merger of enterprises.
5. Attract highly qualified specialists to your business.
6. Learn how to seize opportunities in a highly competitive environment.
7. Remember! increased competitive sales is a key indicator.
8. Improve enterprise management.
9. Always keep in mind the competitive formula.

"Competitiveness = high level of demand formation + high quality + satisfactory price + high level of service."

10. Learn how to shorten delivery times and speed up service.

- Competitiveness, in a word, is a key factor stimulating production and determining the position of an enterprise.
- Modernization of fixed assets, improving the structure of production, accelerating the development of science and technology, increasing the technical and economic level of production and products, reducing the time of implementation of scientific and technological achievements, specialization and cooperation in production;
- Improving the management structure, financing, evaluation, lending and incentives, increasing the creative activity and initiative of employees on the basis of strengthening the human factor.
- reduction of receivables, proper organization of production reserves, ensuring the balance of fixed and current assets;
- Creation of a system of scientifically based norms and standards in all production processes, creation of a qualitative balance of products, financial, material and energy resources.

In addition to economic efficiency, the wider use of competition factors also brings social benefits to joint-stock industrial enterprises. The working conditions of workers in South Africa will be improved, a favorable social and

emotional environment will be formed, a culture of advanced organization will be formed.

References:

1. Artikov AA Sectoral Economics Textbook.- T .: Sano-Standard, 2014-304p
2. Ivanov I.N., Belyaev A.M et al. Production management. Textbook for bachelors / pod. Red. I.N. Ivanova.-M .: Yurayt, 2013.-574 p.
3. Ulashev I. O., Atamuradov Sh. A. "Enterprise Economics and Management" .- T.: Tafakkur Bostoni, 2013