

## IMPROVEMENT OF EVALUATION METHODS FOR INCREASING THE COMPETITIVENESS OF TRADE ENTERPRISES

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**Annotation:** The relevance of increasing the competitiveness of trade enterprises and improving evaluation methods is that competition is a constant problem of all enterprises and organizations. Therefore, in order to gain an advantage over other enterprises in the market, analyze the market, make decisions according to the situation, increase competitiveness, and ensure the stability of enterprises.

**Keywords:** economic stability, economic benefit, competitiveness, assessment methods, labor potential, environmental maturity.

### Introduction

Competition consists of a conflict of economic interests of market entities, which means a struggle between them for higher profit and greater utility. There will be competition in markets where commodity-money relations are developed to a certain extent. So competition is important at the level of economic development. Studying the theoretical foundations of management in a competitive environment is a criterion for development on this path:

- ✓ determining the value of marketing research to assess the competitiveness of products;
- ✓ development and analysis of the methodology for assessing the competitiveness of the enterprise;
- ✓ conducting research and making recommendations to increase the competitiveness of products.

In order to achieve this goal and increase competitiveness, specific strategic plans are required and should be implemented based on a number of tasks.

1. Collect reliable and complete information about the organization or enterprise.
2. In-depth study of the enterprise using the presented methods, analysis of the internal and external environment.
3. To study the methodology of increasing the competitiveness of enterprises and organizations and to develop new effective ways.

By using these methods, it is possible to achieve not only the development of enterprises, but also the stability of the entire country. In particular, to use the cluster method of production as the main strategy for expanding the scope of production of competitive products in the world market due to the organization of high-tech production that ensures the production of exportable products in our country Uzbekistan, the development of the infrastructure of light industrial enterprises and the introduction of innovative technologies. It is necessary to introduce a new direction.

## **The object of research is the competitiveness of the enterprise.**

The topic of the research - the methods of improving competitiveness in modern economic conditions are evaluated in the processes of service and activity of enterprises and organizations in the Republic of Uzbekistan.

### **Analysis of literature on the topic**

Since the emergence of enterprises and the formation of competition between them, various theories and views have been developed by scientists. The theory of enterprise competitiveness and its competitive advantages began to develop in the 18th century. This theory is analyzed in the works of Adam Smith, David Ricardo, Eli Heckscher, Bertil Olin and many other such scientists and economists.

I.V. Sergeev: "Competitiveness of the enterprise means the ability to produce competitive products through the ability to effectively use the financial, production and labor potential of the enterprise."

M.Kh. Mescon: "Competitiveness of the enterprise is a relative feature of the development of a certain firm, which represents the differences in the level of satisfaction of people's needs and needs of its goods, the efficiency of production activities, the competitiveness of the enterprise describes the possibilities and dynamics of adapting to the conditions of market competition.

O. Samodurov: "Competitiveness of the enterprise is the ability of the enterprise to develop, produce and sell its products in the market at a price that fully ensures its financial and economic obligations, as well as quantitative and qualitative growth. Its potential is correct. about "

T. Kono: "Competitiveness of the enterprise consists of a combination of the following characteristics: market share occupied by the enterprise; the enterprise's ability to produce, sell and develop; leadership relationship with high ability goal realization.

G.A. Bekmurodova, one of the researchers in our country, studied the assessment of competitiveness based on the BSC system into indicators describing the external possibility of competitiveness growth and indicators used in the internal potential of the bank.

M.R. Boltaboev used a marketing strategy based on the theory of effective competition in evaluating the competitiveness of textile industry enterprises, according to which this method was determined by the method of step-by-step comparison of experts, four groups of indicators or criteria of competitiveness determine the efficiency of production activities, the financial situation of the enterprise determining efficiency is based on the effectiveness of the organization of sales and promotion of the product and the competitiveness of the product. I.B. Sharipov and Z.A. Khakimov evaluated the enterprise based on its operational efficiency, innovative activity, and integrated indicators of market share. N.G.Akbarov conducted an evaluation study of cotton ginning industry enterprises based on the comparative rating method on the competitiveness of cotton fiber, market share, and the level of use of internal resources.

### **Analysis and results**

In increasing the competitiveness of enterprises and organizations, the quality and price of the products they produce is the main focus. Taking into account the taste, worldview, aesthetics of consumers, the most important thing is the income of consumers, they want to fully satisfy their needs, but their income may not always be enough to cover the needs. Of course, this group of people is the largest part of all consumers. Therefore, a lot of work is required in terms of price.

Also, the results of studies conducted by economists show that the most important factor affecting the achievement of a high level of competitiveness is the conditions created in the enterprise. Conditions that ensure efficiency and competitiveness:

- ✓ all necessary factors, materials and technological items required in production;
- ✓ modern environment, atmosphere meeting standards, maturity of competitive environment;
- ✓ management quality level;
- ✓ reasonable policy conducted by the state.

The level of competitiveness of the enterprise constitutes the economic essence of the enterprise and is the highest efficiency results that can be presented to consumers. Because competitiveness is a special important way and topic during the activity of the enterprise, which constitutes its prospective continuity. Competitiveness in market conditions determines how large the share of redistributable profits will be, that is, it means that it is proportional to the income of the enterprise. Therefore, it is necessary to understand competitiveness correctly, to study its essence and characteristics. There are also different categories of competition, which vary according to the environment in which it operates.

- ✓ local level;
- ✓ regional level;
- ✓ level within the republic;
- ✓ global level.

### Summary

It became known that achieving competitiveness in the conditions of the market economy, reaching a high level of this indicator in enterprises is not only the prestige of the enterprise, but also the basis for the formation of the highest income. Also, competitiveness is meeting the demands of consumers. It can also be said that competitiveness is manifested as an economic category

- to be higher than the competitors in a certain field and to have all the indicators are high views of this;
- the most correct way to adequately assess competitiveness is to study the market, analyze it, and correctly determine the company's position;
- studying the needs and requirements of consumers as a criterion for appropriate distribution of material costs and maximization of profit.

Correct analysis of market processes and correct influence ensures proper establishment of market potential. Because the level of competitiveness has always been determined by market conditions.

### List of used literature

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