

## CHARACTERISTICS OF INCREASING COMPETITIVENESS OF ENTERPRISES AND TASKS OF MANAGEMENT ANALYSIS IN ITS ASSESSMENT

**Muradov Otoyar**

Is a graduate student of the Samarkand Institute of Economics and Service

**Khalikulov Anvar Nematovich**

Associate professor of the Samarkand Institute of Economics and Service, candidate of economic sciences

**Abstract:** This article describes in detail the specific features of increasing the competitiveness of enterprises and the tasks of management analysis in its assessment, as well as the existing opportunities for increasing the competitiveness of enterprises in the digital economy, the main tasks for ensuring the implementation of these opportunities, creating a competitive environment between enterprises and developing market relations .

**Keywords:** Competition, competitive environment, enterprise competitiveness, enterprise bankruptcy, intellectual –disability, enterprise failure.

The formation of the digital economy has created and is bringing about a number of processes that have not been encountered before . These include concepts such as competitive environment, competitiveness of enterprises, bankruptcy of enterprises, economic insolvency, and failure of enterprises. One of them is the competitiveness of enterprises.

This process, in turn, requires the creation of an environment of free competition along with economic freedom. Where there is no digital economy, there is no free competition, and there is no economic development where there is no free competition. Because of this, complex measures are required to implement this process.

It is worth noting that, in order to put each new process into practice, its theory must first be developed. But in Uzbekistan, we have not created a unique theoretical concept about creating a competitive environment, what the nature of each economic entity will be in the conditions of the digital economy. We understand the digital economy as it is in developed countries . However, Uzbekistan has its own path of development, its own mentality, values, and traditions, which require both digital economy and free competition to be unique. This, in turn, creates the need to create a theoretical basis of free competition specific to Uzbekistan.

Ensuring the competitiveness of enterprises in the digital economy creates an environment of free competition. For this, there should be less government intervention in enterprises, and in its management and control. A lot of work is being done on this. Regulatory documents regulating many activities, several laws guaranteeing the freedom of activity of business entities have been adopted.

All these laws and regulations are aimed at creating a competitive environment in our country . In fact, if an environment of free competition is created, it will implement and regulate several important laws. These include placing goods, bringing the price to a certain standard level, stopping its constant

increase, placing it in regions according to demand, and controlling the balance between production and sales.

After all, in the conditions of market relations, every enterprise operates in the field of competition. The field of competition is the field of struggle to live honestly, to win as a result of improving the quality and efficiency of one's product (work, service). In this area, every entrepreneur should restore his economy and ensure the competitiveness of both his goods and his own by making his goods (work, service) a buyer without affecting the honor and prestige of his opponent.

Competitiveness depends on the competitive environment in which the enterprise operates. We talked about our competitive environment above. This peculiarity, of course, did not arise by itself.

It is clear from these cases that in order for market relations to be fully effective, it is necessary to implement a lot of measures that ensure free competition. One of these measures is to thoroughly analyze the product (work, service) produced by the enterprise and show ways to adapt it to the market, consumer, and buyer. This, first of all, one of the important tasks of economic analysis requires the development and implementation of ways to determine and evaluate the convenience of the entrepreneur's goods (work, service) to the consumer (buyer). This is done in several directions. These can include technical direction, economic, ergonomic, aesthetic, normative directions.

The technical direction used in determining the convenience of the goods (work, service) for the buyer includes factors that increase the consumer value, such as its technical characteristics, field of application, validity and warranty periods, and quality.

The economic convenience of the product, its price, free repair within a certain period or during use or free replacement of spare parts during the warranty period, the procedure for providing service to it during use (even after the warranty period), the economic ability of the buyer, the price and quality of this product are suitable for him. includes such factors as the arrival of this product to the social stratum of buyers, professional direction.

Factors such as its compatibility with the human body, safety for health, the share of natural and artificial fiber (materials) in the composition can be included in the ergonomic direction of the convenience of the product (work, service) to the customer .

The aesthetic orientation of the goods to the buyer (consumer) is also important. These include factors such as its appearance, fineness of decorations, appropriateness of size, and tasteful decoration.

Information about these lines of goods (work, service) is not reflected in statistical and accounting accounts or reports. Because of this, marketers and managers working in the business entity should study these indicators and factors, make observations and record their results in management accounts and reports. Competitiveness of enterprises is not provided by simple activities. It requires a lot of efforts and activities.

It can be seen that ensuring the competitiveness of enterprises requires a large set of activities. This imposes very important and new tasks on management analysis.

In order to ensure the competitiveness of enterprises in the conditions of free competition, the following measures should be taken:

- conduct appropriate research to determine and evaluate areas that ensure competitiveness;
- development of a mini- system of indicators representing competitiveness and provision of their evaluation figures and information;
- to identify positive and negative factors that ensure competitiveness and develop ways to improve positive ones and eliminate negative ones;

- to determine a single (complex) indicator representing competitiveness, which represents the system of all indicators and factors, and through it to evaluate the tendency of this indicator to change over a number of periods;
- gathering all the information, developing measures that ensure the competitiveness of enterprises and the goods (work, service) they produce and sell, and finally, making appropriate management decisions on its improvement.

Based on these requirements, it is possible to determine the specific task of management analysis in ensuring the competitiveness of enterprises. This includes : \_

1. Consumers , that is of buyers demand and study the needs . In this case , the monetary income of buyers is professional direction , national composition of the season change like one how many directions will be reviewed and these are specific information on is collected .
2. Study of the market situation . His the quality of service , the involvement of the population and exactly businessman to the goods similar how the goods are sold by their competitors quality , price is studied .
3. Complete information about the business's competitors is collected and them this entrepreneur representing tolerance of competition in the activity indicators with compared , goods ( work , service ) n ing charm , quality and price in consideration taken in this field belongs to to stop will come .
4. paragraphs 1-3 collected information based on entrepreneur himself of the produced goods , performing of work and showing ensuring the competitiveness of the service for belongs to measures develops . This measures are highlighted above to be convenient for the consumer ( buyer ) . directions improvement according to work take goes \_ In this,
  - 4.1. Technical direction of goods ( work , service ) . according to all factors studied , their improve measures sees \_
  - 4.2. Goods ( work , service ) are in the economic direction main has meat less cost high profit in return to get , his adjective \_ did not spoil the charm will be aimed at achieving by increasing .
  - 4.3. Goods ( work , service ) n ing ergonomic in the direction of of man \_ to health negative unaffected by them ease of use , safety great importance is given to aspects that provide such situations.
  - 4.4. The aesthetic direction of the product ( work , service ) is also an important factor ensuring its competitiveness that in consideration compared to competitors' goods ( work , service ) . trying to make it attractive . If must If found, it is also effective to advertise it ways and looking for ways too to find measures develops .
  - 4.5. All requirements in itself incarnate which of the goods to the standards , to the certificate right arrival , especially his state each in the language in goods expression to be done provides . After all, it shows all aspects of product comfort will receive the writing This is also an attachment ensure product competitiveness to do serves .
5. Representing the competitiveness of each product and product group of indicators The absolute ( relative ) amount of the compared numbers is determined.
6. Enterprise commodity and representing the competitiveness of its activities indicators other competitors indicators with are compared and on strengthening it belongs to measures will be developed .

Additional measures to solve a number of problems of competitiveness of enterprises and increase it done requires an increase . These include the following can :

- the volume of demand for manufactured goods ( work , service ) , customers solvency of consumers content study \_
- market segment study of buyers clearly defining the composition in terms of professional , national , sexual , age ;
- product competitiveness , quality , price and size determination;
- to sell the product expand additional markets for looking for to find and determining its potential methods show \_
- all that affect the volume of product sales identifying factors and counting them \_ belongs to drawing conclusions and increasing the volume of sales specific measures on development .

The peculiarity of the analysis of the competitiveness of enterprises is that it serves the head of the enterprise, the owner, based on their demand. The analysis of the competitiveness of enterprises is used in the performance of comprehensive economic work, such as studying the process and making management decisions based on what is needed by the applicant . In a word, the analysis of the competitiveness of enterprises is one of the important levers of the manager in making management decisions.