

Management of the competitive advantages of a light industry enterprise.

Nizomiddinov Jahonmirzo Zukhriddin oglu,

Tashkent State Economic University, Faculty of Finance and Accounting,

3rd year student of group BR-54.

Abstract

The formation of the competitive advantages of an enterprise should be a stimulating factor under the following conditions - the existence of a form of reproduction that puts all economic structures on an economically equal footing (the ratio of own and budgetary sources of financing should be clearly defined, investment loans should be available, and the interest rate should not exceed the payback ratio loan); the presence of compulsory mechanisms for the use for investment purposes of those reproductive elements that cannot be consumed; development of enterprises as production and social complexes capable of taking control of the expanded reproduction of highly qualified personnel, their social protection, health protection and normal working conditions; the presence of a unified institutional system for organizing and stimulating creative work, state protection of intellectual property and stimulating intellectual activity.

Keywords

light industry enterprise, competitiveness of an organization, production and economic activity of the enterprise, assessment of the competitiveness of an organization, methods for assessing the competitiveness of an organization, increasing competitiveness

Introduction

The activity of industrial enterprises of light industry in modern conditions, characterized by a dynamic competitive environment, unpredictable behavior of competitors, frequent changes in the priorities of the country, requires the constant creation and implementation of competitive advantages that would allow us to achieve our goals and maintain a high level of competitiveness in the long term. Consider the conceptual apparatus that defines the essence of the phenomenon of competitive advantage:

- an economic category, meaning that an economic entity has unique characteristics that distinguish this economic entity from other similar entities in the market;

- a system that has some exclusive value, giving it superiority over competitors in the economic, technical and organizational fields of activity, the ability to more efficiently manage available resources;
- benefit from the implementation of a unique strategy aimed at creating value, which at the same time is not used by either existing or potential competitors and the benefits from the use of which cannot be copied;
- characteristics, properties of a brand or product that create a certain superiority for the company over direct competitors;
- a certain superiority of a company or product over other market participants, which is used to strengthen its position when reaching the planned profit level.

Summarizing the various interpretations of the concept of competitive advantages, we will form the author's definition: competitive advantages are unique tangible and intangible resources owned by an enterprise that allow it to win in competition; this is a high competence of an organization in any area that provides the best opportunities to overcome the forces of competition, attract consumers and maintain their commitment to the products of firms.

When forming the competitive advantages of an enterprise, it is advisable to be guided by a number of principles - values, multidimensionality, irreversibility, updating, information security.

The sources of competitive advantages of enterprises are diverse, but most often they are related - at the tactical level, performing similar activities better than competitors do (quality of service or product quality, location, speed of service, cost advantage, and so on); at a strategic level, carrying out activities that are different from competitors or carrying out similar activities, but in other ways.

Figure 1

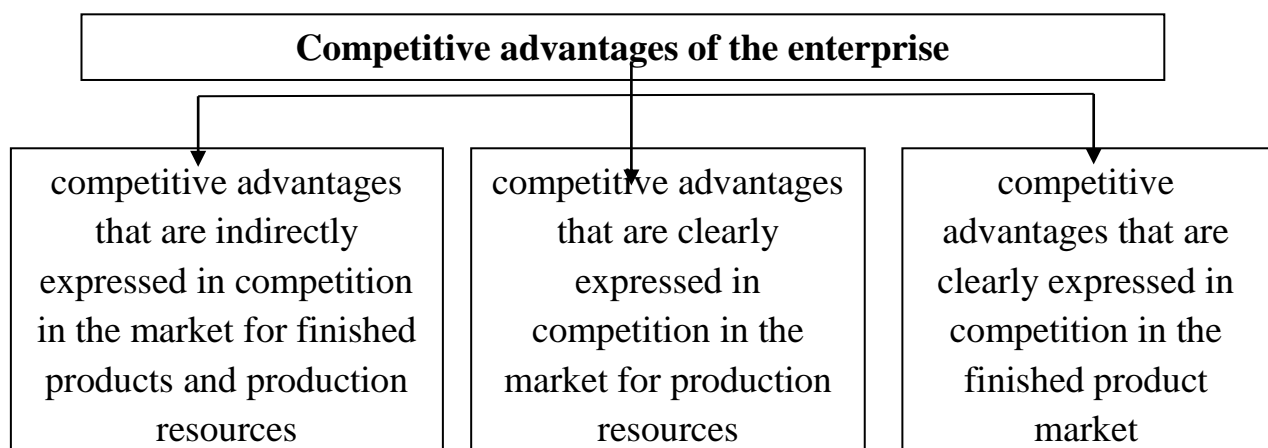


Figure 2

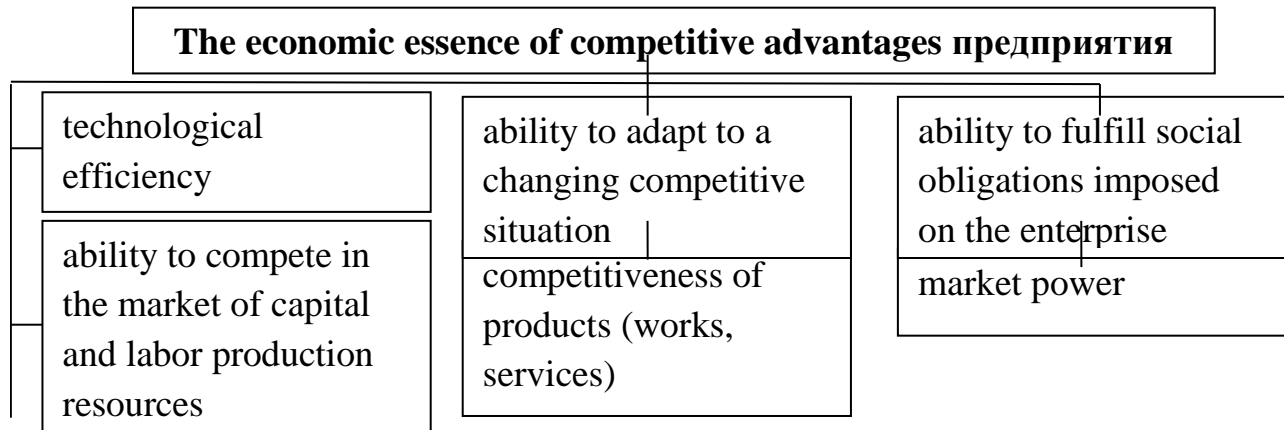


Figure 2. The economic essence of the competitive advantages of the enterprise.

Problems of assessing and analyzing the competitiveness of an enterprise in modern conditions.

An analysis of the enterprise's activities to improve its competitiveness involves assessing the achieved level of use of the existing potential (organizational, scientific and technical, production and technological, social, financial and economic), overall results of economic activity, financial results and solvency, efficiency of production activities. It should be emphasized that the analysis of the competitiveness of an enterprise has much in common with the analysis of its economic activity. The fact is that when analyzing competitiveness, it is impossible to do without many indicators used in the analysis of the production and economic activities of an enterprise.

At the same time, the analysis of competitiveness has its own specific features and tasks - the assessment of competitiveness, that is, the determination of indicators of the competitiveness of an enterprise, is the starting point for organizing all production and economic activities in a market economy; the study of competitiveness should be carried out continuously and systematically, at all stages of the product life cycle, this approach allows you to make timely decisions on optimal changes in the product range, the need to search for new markets or new market niches, expand and create new production capacities, develop new or modernize manufactured goods; assessment of the level of competitiveness of an enterprise necessitates the use of a number of indicators, the analysis of which can be dispensed with in the overall assessment of the production and economic activities of an enterprise.

Conclusion.

The problem of assessing the competitiveness of an enterprise is complex and complex, since competitiveness is made up of many different factors. Generalization of the results of existing research and the analysis of the systemic nature of the enterprise as a carrier of competitiveness, existing approaches to the interpretation of the economic essence of the competitiveness of the enterprise, as well as existing approaches to the interpretation of the factors of the efficiency of the enterprise in the market, the application of the concept of multiple determination of the emergence of phenomena of reality, allow us to comprehensively determine the economic essence and factors of the competitiveness of the enterprise, its target

orientation and quality characteristics, the relationship of the competitiveness of the enterprise with the competitiveness of its products and industry (national economy). As a result of the study, it was found that the emergence and existence of any property of the economic system is determined by the action of three groups of factors:

- factors that are the material basis that generates a set of possibilities for the emergence and existence of a property, that is, substantial factors;
- factors that create conditions for the realization of existing opportunities generated by substantial factors, that is, conditional (conditional) factors;
- factors initiating the process of realizing existing opportunities in existing conditions, which leads to the emergence of properties, that is, inducing factors.

Thus, on the basis of the foregoing, it has been established that the management of the competitiveness of an enterprise is essentially a process of determining the goals of economic activity, developing and implementing a market strategy for achieving them, that is, a strategic process. It has been determined that the target orientation (and the need for availability) of competitiveness is determined by the set of goals and objectives of economic activity that the enterprise pursues in the course of its functioning in a competitive market.

List of used literature.

1. Azoev, G.L. Competition: analysis, strategy and practice / G.L. Azoev. - M.: Center for Economics and Marketing, 2013. - 654 p.
2. Berezin, I.S. Marketing and market research / I.S. Berezin. - M.: Russian Business Literature, 2013. - 416 p.
3. Bukhalkov, M. Marketing / M. Bukhalkov. - M: Marketing, 2015. - 464 p.
4. Gruzinov, V.P. Scheme of marketing activities / V.P. Georgians. - M.: "Infra-M", 2016. - 305 p.