



ENSURING THE COMPETITIVENESS OF NATIONAL COMPANIES AND THE FACTORS INFLUENCING IT

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ABSTRACT: In Uzbekistan, special attention is paid to the use and improvement of international marketing principles in the foreign economic activity of enterprises. The article focuses on a systematic study of the market of goods and services in national companies, first of all, to justify the market opportunities of businesses in various sectors, on this basis to implement marketing measures to capture the relevant goods and services market and develop an effective market strategy.

Keywords: market, competitiveness, product, problem, marketing, factor, business entities.

It is known that economic entities operating in the market create final products in the form of finished products or services by processing certain resources (material, labor, financial, intangible) for profit and offer them to consumers. It goes without saying that as the number of manufacturers of any type of product increases, there will be a struggle for buyers among them, that is, a competitive environment will be formed.

Therefore, in the context of this study, we consider it necessary to explain the scientific classification of the concept of "competitiveness" in the field of processing. In the course of research devoted to this problem, most researchers have studied certain classification features of competition based on the goals they have set for themselves. We



also consider it expedient to develop a complete classification system in order to more accurately describe the competitive situation in the industry, highlight its specific aspects and justify effective means for the production of competitive products.

The existence of competition in the market of the products in which each enterprise operates requires it to ensure a certain level of competitiveness, otherwise it will be difficult not only for its development, but also to survive in the market. Therefore, the need to determine the nature of competition in any area of economic activity, taking into account its specific features, is important.

The following approaches to the definition of "competition" are particularly noteworthy.

1. Competition is a certain movement in the market. This approach is based on the idea of competing for the best results.

2. Competition is an element of the market mechanism that ensures a strict balance of supply and demand. This approach applies to classical economic theory.

3. Competition is one of the main economic criteria that shape prices. This approach is based on the study of competition as one of the integral features of the market.

While A. Smith viewed competition as an honest struggle for favorable conditions for the sale and purchase of products between market participants, D. Ricardo developed the idea of price regulation in the market on a competitive basis, scientifically substantiated that natural prices, in conjunction with the principle of decentralized management, ensure long-term equilibrium in the market, and ultimately the development of the economy[1].

According to M. Porter, the understanding of the concept of competition should be based on an in-depth knowledge of the structure of any industry and the processes of change in it. It divides the forces that determine the competitive environment into five groups: 1) the risk of the emergence of new competitors; 2) the risk of the emergence of new products to replace the product; 3) what suppliers of goods and services are capable of; 4) attitudes and opportunities of consumers; 5) mutual competition of existing competitors.

K.R. McConnell and S.L. "Competition is the presence of a large number of independent sellers and buyers in the market, an opportunity for sellers and buyers to freely enter and leave the market," Brew describes.



R.A. Fatkhutdinov defines competitiveness as the ability of an object to compete with similar objects in the market, and whether products or services can compete in a particular market.

Competitiveness can also be defined as a set of consumer characteristics that determine the difference between a product or service from others in terms of consumer satisfaction characteristics, purchase and operating costs.

In short, the ability of an enterprise to compete in a particular market segment depends on the competitiveness of its products and the organizational and economic mechanisms of the enterprise.

It is known from the economic literature that product competitiveness is a relative description of the technical, economic and operational performance of a product, which combines the sum of its production, commercial, organizational and economic indicators relative to market demand or other product characteristics.

Competition is seen as a driving force for improving product quality, reducing costs, and increasing labor productivity. When supply exceeds demand, competition arises not between enterprises but between their products. Based on the above considerations, the competitiveness of products of processing enterprises is a complex concept, which consists of a group of technical-technological, organizational-economic and social elements.

Technical and technological parameters include safety, standards, norms, rules that define the boundaries of changes in technical parameters. Organizational and economic parameters include the costs of production, cost, staff training, insurance, organization and management of production processes. Social parameters - combine the specific features of the social and environmental requirements set by society, the organization of advertising and promotion.

Also, based on the considerations of the competitiveness of the enterprise, the following conclusions can be drawn: the concept of competitiveness is the nature of the object, which is characterized by a certain level of satisfaction of similar needs in relation to similar objects available in this market; the ability of the enterprise to compete with similar objects in this market, as well as the level of satisfaction of people's needs with their products and the efficiency of production activities[2].



The enterprise must have an economic potential that is flexible to constant changes in foreign markets, and it is primarily focused on the production of competitive products or services aimed at meeting the changing needs of foreign consumers.

Table 1

Strategy options used at different levels of product market supply

Market Satisfaction Level / Strategy Options	Deficit is the excess of demand over supply	The relative equality between supply and demand	Offer market (supply exceeds demand)
Product production strategy	Based on Song	Based on quality	Based on competition
Approaches to business organization	Production in the center of attention	The product in the spotlight	The focus is on the consumer
Product delivery activities	Product distribution, supply	Trade (product exchange)	Marketing (as a means of organizing the market and production)

"Export potential" means, first of all, the competitiveness of the enterprise in foreign markets. In other words, the export potential is inextricably linked with the competitive potential of the enterprise. Competitive potential is the expression of internal and external competitive opportunities that enable an enterprise to compete effectively in the market, forming a competitive advantage using material and intangible resources. On this basis, the export potential of the enterprise can be recognized as the level of utilization of competitive potential.

It follows that industrial enterprises and their products are formed on the basis of competitive potential, and their current level reaches the level of potential at the maximum due to competitive advantages in foreign markets. If in a given competitive environment the full potential of the enterprise or its products is not at the level of competitiveness, first of all, measures will be developed and implemented to increase the competitiveness and its realization.



The expected level of competitiveness of processing enterprises can be achieved through a management system that can ensure an increase in product quality and range. In it, the choice of the most optimal strategy largely depends on the level of supply of the product market.

In the formation of the structure of production of the national economy, primarily its geographical location, natural resources and resource potential (labor resources, scientific and technical, financial and so on) play an important role. If the available opportunities are sufficient, the regional specialization of the economy will be formed, and based on the demand of the population and sectors of the economy for products, effective production will be selected, which will allow to launch expanded reproduction.

Once the production structure is selected, according to market laws, the process of production begins on demand, ie the demand for this product by the manufacturer in the market provides the company's income, and the excess of the product leads to saturation of the existing market and increase in product range. begins to have an adverse effect on income growth. Therefore, there is always a problem facing the product manufacturer, which is to continue to produce profitable products, taking into account the direction of production, as well as expanding its scope.

In doing so, the manufacturer tries to earn the normative income that he could not get from one type of product at the expense of producing a new product of another type. Without diversifying production, it is difficult to implement an export program to enter foreign markets and sell products, ensure foreign exchange earnings, and create new high-tech manufacturing and jobs.

So, one of the main directions of competitiveness is to master the production of new types of products similar to those of competitors. In a particular segment of the product market, the expansion of sales in the reduction of the participation of competitors can be an example of adaptation to changing conditions. At the same time, the reduction of material resources will be achieved by restructuring the management system in two directions.

First, there is a need to improve control and, above all, financial control through the budget.

Second, it is necessary to decentralize management, to shift the responsibility for interaction with the external environment to lower levels. It is a common form of



decentralization and serves to create conditions for consumer-oriented groups and their self-organization.

In the study of the scientific literature devoted to the study of the theoretical foundations of diversification of enterprises operating in a market environment, we found it expedient to classify the factors influencing the competitive advantages of economic entities operating in the oil refining industry in two opposite directions. In turn, such factors in relation to the system can be studied as both internal and external factors.

The more the interaction of the factors of these two groups is proportional to each other, the stronger the competitive advantage of the enterprise, the more negative it is, the opposite effect.

M. Porter divided the factors of competition directly into it and divided them into several major groups. He argued that the competitive advantage of the enterprise in the domestic and foreign markets depends on the conditions in the country where the enterprise is located, ie labor availability, abundance of natural resources, state protectionist policy towards local enterprises, differences in enterprise management practices and other factors.

However, none of the factors considered separately can determine the success of an enterprise in competition. According to him, competition is based on the principle of resource efficiency, and this principle applies to both the level of the enterprise and the level of the country's economy.

Arthur A. Thompson and A.J. As a guarantee of the company's success in the competitive sector, Strickland puts forward the idea that the following are the decisive factors:

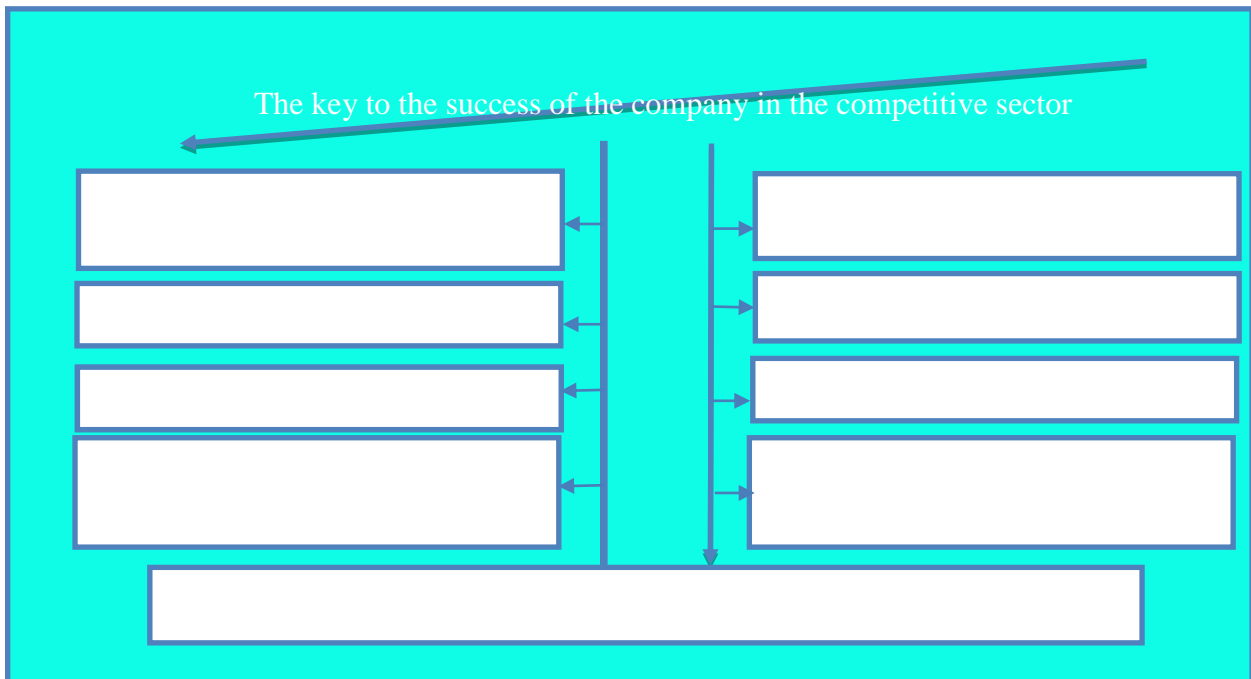


Figure 1. The key to the success of the enterprise in the competitive sector

A number of Russian economists believe that the main factors of enterprise success in a competitive environment are the financial condition of the enterprise; availability of conditions for research and development and the level of expenditures on them; availability of advanced technologies; level of provision of highly qualified personnel; ability to change product and price; availability of sales network; maintenance status; lending opportunities; practicality of advertising and trade promotion tools; information support; enter the payment capabilities of key customers.

Competitiveness of an enterprise means that it produces a competitive product by effectively using its own resource potential, quality production and management capabilities. At the same time, competition combines the formation of the object of enterprise management, the factors and aspects of development. To this end, the process of creating competitive advantages within the enterprise is the basis for ensuring the competitiveness of the national economy.

One of the most important components for the full development of the economy is to determine the methods of assessing the competitiveness of the enterprise. Knowing and applying the indicators of enterprise competitiveness assessment allows you to compete effectively in global markets.



The choice of one of the methods of assessing the competitiveness of the enterprise is the main criterion, on the one hand, ensures the functional completeness and accuracy of the assessment, on the other hand, reduces the time, resources and costs spent to identify them.

Typically, enterprise competitiveness and product competitiveness are studied through factors that represent separately. It is proposed to implement the principles of the group, which represents the direction of functional processes of the enterprise - external (directed from the external environment of the enterprise to the enterprise), internal (directed from outside the enterprise) and bilaterally oriented. External processes connect the enterprise and its external environment, provide feedback to it and organize external relations.

Internal processes are focused on meeting the needs of consumers. External processes also provide direction to the principles identified in the internal and bilateral functional processes of the enterprise. The processes undertaken indicate a multitude of principles (factors). The approach to the selection of the principles that determine the competitiveness of the enterprise is not much different from the above. This approach allows the enterprise to simultaneously create a management structure designed for inter-functional interaction.

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