Increasing The Competitiveness Of The Food Industry

Muftaydinov Qiyomidin
DSc. professor of the department Economics,
Andijan Machine-Building Institute

Abstract

The article discusses the theoretical and methodological problems of improving the efficiency of entrepreneurship in improving the competitiveness of food industry enterprises, and analyzes their features. In order to improve the competitiveness of food industry enterprises and improve their business activity, scientifically based proposals and recommendations have been developed. Based on the developed guidelines for assessing the competitiveness of the food industry, it is possible to identify the strengths and weaknesses of enterprises among their main competitors. It also takes into account increasing the competitiveness of food industry enterprises, as well as increasing the range of products or services provided. An enterprise does not have to participate in various activities. Perhaps we can improve the performance of our business by expanding the range of our products on our own. The results of the study can be used to increase the competitiveness of the food industry. The food company can now produce raw materials that it bought from other companies by creating its own preparatory workshop.

Today's experience of many developed and leading countries of the world economy proves that competition and access to world markets, first of all, the gradual reform of the economy, structural reforms and deepening diversification, intensification of new high-tech enterprises and industries, can be achieved by accelerating the process of modernization and technical renewal operating capacities.

These processes are also important for the food industry, which is one of the most important sectors of the Uzbek economy and requires new ways of production and sale. One of the main reasons for this is the current demand for food, and the strategy for enterprises to enter international markets is crucial.

In recent years, much attention has been paid to this issue in Uzbekistan. Since the positive changes taking place in the country's economy, the growth of food production and the strategy for entering products into international markets are crucial. This, in turn, indicates the importance of efforts to study the food market in the republic, establish production and encourage staff. Thus, the study of the consumer market requires meeting the demand and needs of the population for food, as well as the effectiveness of joint ventures.

Theoretical and practical aspects of entrepreneurial activity, as well as the effectiveness of entrepreneurial activity, were studied by foreign scientists G. Wiskel, S. Yankov, M. Desai, P. Gompers, J. Lerner, S. Carlson, J. Cook, A. Marshall, A. Smith , J. Say, W. Thomson, A. Hosking, R. Hisrich, J. Schumpeter, L. Kipper, L. Laven, R. Rajan, T. Owaska, R. Sobel, J. Robinson, G. B. Fairchild , S. Kaya , Y. Ukdogruk [2,3,4,6,7] and others. In particular, the scientific-practical and theoretical approach to food consumption was studied by foreign scientists A. Borkim, Y. Connor, R.P. Kolsa, Yu. N. Yula [5].

The studies of scientists from the Commonwealth of Independent States (CIS) A. Alferev, R. Bekov, A. Blinov, S.

Borisov, N. Burmistrov, V. Vlasova, E. Kiseleva, E. B. Konnova, V. Denisov, G. M. Zinchuk, V. Kamaev, A.A. Kudryashova, A. Pustuev, O.P. Presnyakova, I. Stukanova and others [8, 10, 12, 13, 20].

Scientific studies of local economists H.Abulkosimov, I.Iskandarov, M.Ikramov, N.Makhmudov, K.Muftaidinov, N.Murodova, V.Shepelev, A.Kodirov, N.Kosimova, S.Gulyamova, R.Gaibullaev [9, 14, 16, 17] are aimed at creating scientific and theoretical foundations for the problems of entrepreneurship. In particular, R. Gaibullaev's studies were aimed at improving the economic mechanism for the development of entrepreneurship in the Republic of Uzbekistan, N. Muradova paid special attention to improving the theoretical foundations of state support for small businesses and private entrepreneurship.

Theoretical conceptual aspects of the development of the food industry, increasing its economic efficiency are considered in the scientific works of L. Abdukhalilova, M. Azlarova, N. Ziyavutdinova, O. Ismailov, T. Maksudov, B. Nosirov, B. Mamaev, D. Dzhalolova, G. Madiyarov , N. Saidakhmedova, I. Boboeva and A.G. Abdullaeva [11,15,18]. In particular, in the scientific works of B. Nosirov, the features of the formation and development of the regional food market were studied, in the scientific research of I. Boboev, the formation of a strategy for the production of competitive products based on the localization of the food industry of the Republic of Uzbekistan was considered, in the studies of A. Abdullaev, economic and geographical characteristics were studied, the improvement of the network and territorial composition of the Khorezm region, as well as the creation of regional food industry clusters.

However, the aforementioned scientific studies did not touch upon the problem of entrepreneurship development in the republic as a separate object of study. On the other hand, the research work takes into account the processes and features of the current development of the food industry in the country, which creates great opportunities for determining the relevance, purpose and scope of the chosen research topic.

In the food industry, a smart entrepreneur not only sells products or services, but also proposes a range of concepts and makes them fully functional.

These are, firstly, determining the basic needs of consumers with the help of intelligent business tracking tools;

secondly, to create products that meet these needs;

thirdly, the formation of the cost of production and the market value of these products, advertising, sales and delivery to consumers;

fourthly, this is the delivery or sale of products, that is, the direct sale of food products through the network.

In this sense, a smart entrepreneur must develop a production strategy for his product, must use a range of analytical methods to quantitatively and qualitatively process data from the results of production (Fig.1).

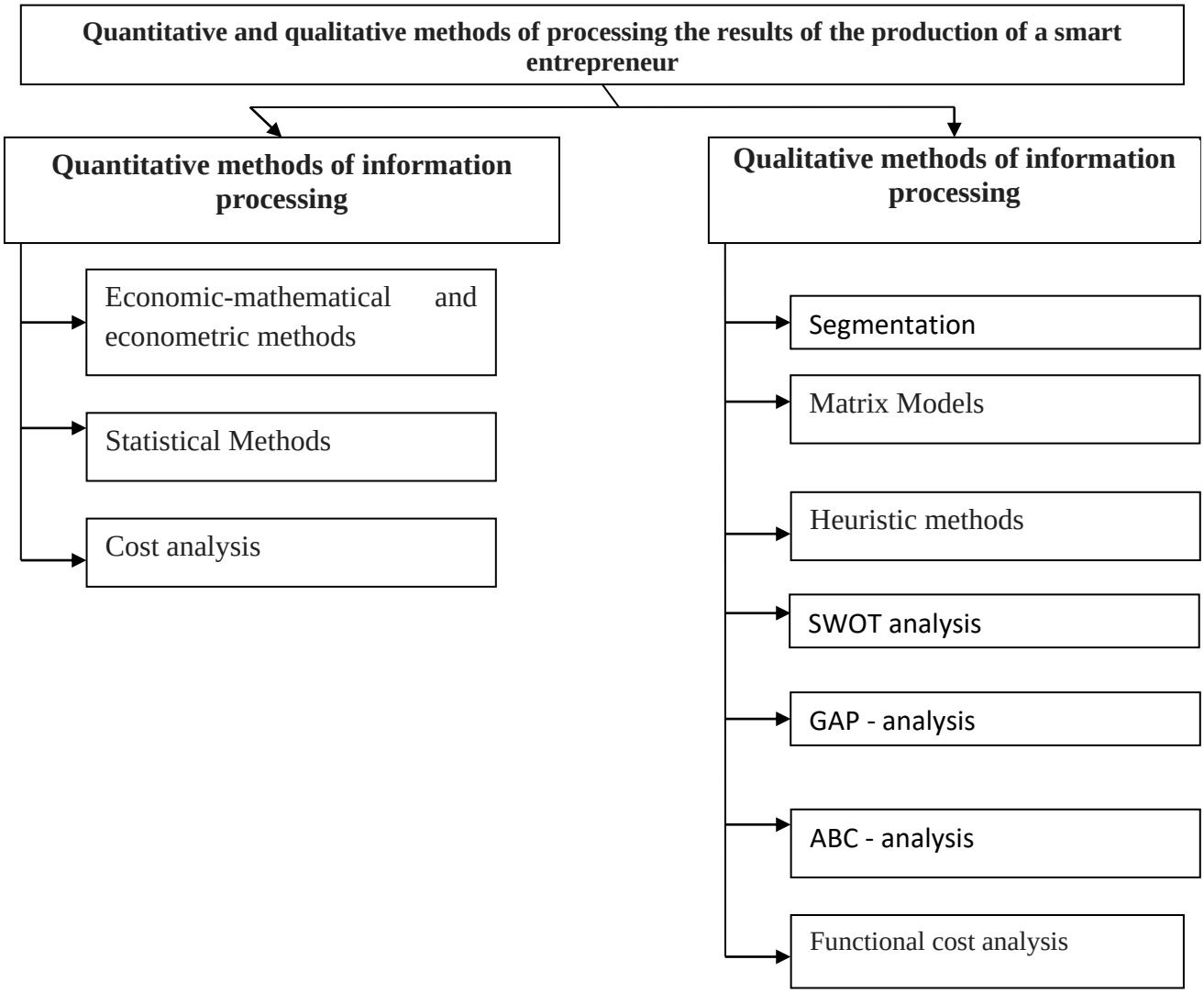

Figure 1. Methods for quantitative and qualitative analysis of the competitiveness of food industry enterprises.

Author's development.

In modern conditions, special attention is paid to the formation of entrepreneurship in many economic entities and attention to the scientific and problem solving of its problems, the basis of these entities is organized by the market category.

This process is also important for the food market, a graph illustrating the food production competitiveness model is presented in Figure 2.

As a result of the research, the competitiveness of food industry enterprises was assessed in four parts (socio-economic, socio-psychological, organizational-legal, environmental) and 16 indicators. At the same time, it is recommended to calculate the quantitative and integral indicators used in quality indicators using the following formula:

$$PI_{ik} = \sum_{i=1}^{M} (W_i \cdot K_i),$$

Here: W_i - share of all indicators $(\sum W_i = 1)$;

M- is the number of parts to consider;

K_i -an indicator of the competitiveness of the relevant section.

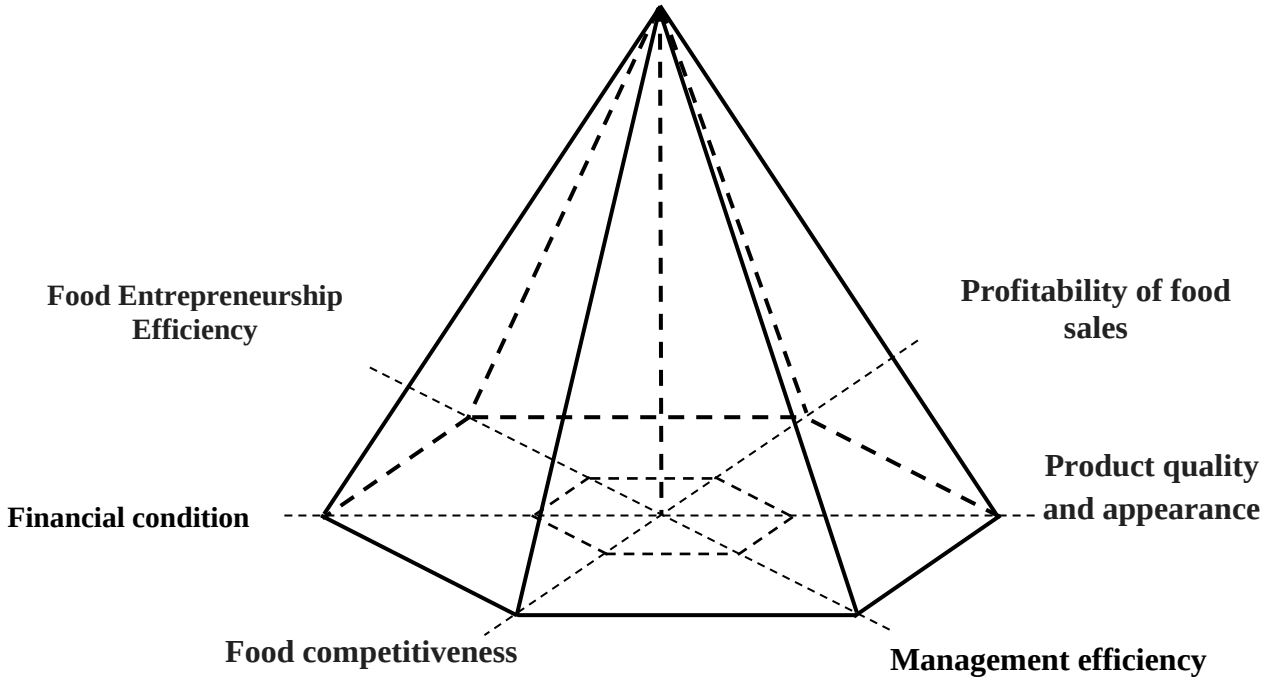

Figure 2. Graphical representation of the food enterprise competitiveness model. Author's development.

Based on the developed guidelines for assessing the competitiveness of the food industry, it is possible to identify the strengths and weaknesses of enterprises among their main competitors.

It also takes into account the increase in the competitiveness of food industry enterprises, as well as an increase in the range of products or services provided. An enterprise does not have to be involved in various activities. We may be able to improve our business performance by expanding our product range ourselves.

As a rule, the stability of enterprises specializing in the production of one product in a market economy is characterized by a high level of risk. Because, a negative change in the conjuncture of this product market can have a serious impact on the activities of the enterprise.

Therefore, it is desirable to expand the structure of the traditional products produced by the enterprise due to new market demand and constantly growing products. In this case, losses caused by a decrease in demand for some goods in the market or a decrease in price will be offset by an increase in demand for other goods or an increase in prices.

Increasing competitiveness often leads to improved quality of products and services. Because the manufacturer's new products, as well as their desire to improve their consumption, will ultimately lead to improved quality. This, along with the increase in sales of these products and services, affects the expansion of their markets. In any branch of the food industry, entrepreneurial activity competes within and between industries. Competing food businesses in local markets or in the same geographic segment cannot be

avoided. Then the activity called "competition", that is, the concept of the type of activity will mean competition. [one].

The food industry has become one of the earliest industries for many developed countries. For example, in France, Germany and the USA, the share of food production in the structure of industrial production is 6-8%, and in Italy - 12%. This makes it possible to form 20% of the budget at the expense of the food industry and fill 75-85% of the domestic market with personalized products [22, 114-115].

The development of new, modern food processing enterprises with a final model of production, competitive products, export-oriented should be a priority.

According to the tasks set by the government of the republic, in the coming years it is necessary to double the volume of processing of cotton fiber by 2 times, the production of yarn by 2.6 times, finished knitwear and clothing by 3 times, and the export of products of food enterprises by 2 times[19].

It is recommended to determine the competitiveness indicators of a separately selected food enterprise based on the methodology for assessing the competitiveness of objects by R. A. Fatkhutdinov [21, 128]. For this we use the following formula:

$$P_{tk} = \sum_{i=1}^{n} a_i b_j \times K_{ij} \to 1$$

Here: ai is the share of the i-product of the enterprise in the volume of production for the analyzed period (i - 1, 2, ... , n is denoted by the shares of parts);

bj is an indicator of the significance of the market where the company provided its products;

It is recommended to equate the indicator of market significance in developed countries, including the United States, Japan, the European Union, Canada to 1, for the CIS countries - 0.7 and 0.5 for the domestic market;

Ki j - competitiveness of the i-product in the j-market;

The share of i-product in food production is determined by the following formula:

The food industry formula is as follows:

$$a_i = V_i / V$$

Here: Vi- is the volume of production of the i-product during the analysis, million soums;

V - the total volume of production of the enterprise for the same period, million soums.

According to the analysis, the competitiveness of local food industry products is 50.1%, which is 49.9% below the benchmark. However, to determine the competitiveness of an enterprise, it is necessary to evaluate a number of indicators that describe the development of indirect production processes. The assessment of the non-productive sphere of food industry enterprises is explained by the fact that in world practice special attention is now paid to public opinion, the image of the enterprise.

The communication policy of foreign business firms largely depends on "public relations", which describes the functions of managing public opinion, the policies and tactics of the organization, which are judged by the public interest, and the management of publicity and action plan.

Based on the requirements of foreign practice, the level of development of the social sphere was assessed at the

enterprise. According to foreign experts, employees can create competitive products only under normal working conditions.

The development of new, modern food industry enterprises with a marginal production structure, export-oriented and competitive products should be a priority.

Consolidation of the production process in order to maintain economic stability in the industry will lead to the expansion of these enterprises. For example, a food company can now produce raw materials that it bought from other companies by creating its own preparation shop. In this case, the company:

firstly, to increase financial results by maintaining the added value in the milk production process;

secondly, the sustainability of production and economic results in exchange for timely and satisfying demand for milk;

thirdly, to achieve an increase in the level of competitiveness by improving the quality of cream, sour cream and other products by ensuring the quality of milk.

However, it should be noted that the effective scale of enterprises often does not allow the accumulation of the entire production process in one enterprise. The analysis of the competitive environment in food enterprises, as well as their assessment of the advantages, is based on a comparative statistical analysis. In this case, they differ from the initial indicator and the statistical apparatus used. Analysis of the state of competitiveness factors is carried out by methods to reduce costs and multidimensional statistical grouping.

The assessment of benefits is based on the success of the activity and on indicators of competitiveness.

In the context of designing and developing competitive business strategies, food industry enterprises should consider competition as an important element in the rapid development of the environment. The development and implementation of competitive strategies within the framework of business strategies requires an analysis of the market situation, as well as a diagnosis of its competitive environment.

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