

CONCEPTS OF MARKETING STRATEGIES FOR ENSURING COMPETITIVENESS IN ENTERPRISES

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Annotation: This article presents the concepts of marketing strategies for ensuring competitiveness in enterprises, the methodological approach aimed at increasing the competitiveness of light industry enterprises based on marketing strategies, and the improvement and simplification of the cluster method based on mutual relations. The article presents ideas and comments on the method of assessing the competitiveness of industrial enterprises, the enterprise's integral indicators (efficiency of production, marketing, financial, management, logistics and innovation activities) and its adaptation to the market environment.

Competition is a clash of economic interests between market entities, which means the struggle between them for higher profits and greater surpluses.

Without competition, the entire world economy would come to a standstill. Economic sciences study competition in human society. Countries, regions, cities and districts, enterprises, in general, all economic entities have their own market activity, and there is, of course, competition between them. Competition is, in simple terms, understood as "struggle", "competition". The emergence of competition in the economic development of society began with the formation of a natural commodity economy. Competition was formed both in the relations of production of natural commodities and among their producers. The subsequent development of production was also based solely on competition, as producers and service providers sought to develop their activities in order to sell more in the market and make more profits. Competition is the struggle between independent producers (enterprises) to produce goods in favorable conditions and sell them at a profitable price, and in general, to strengthen their position in the economy, expressing the complex relationships between all market entities. In other words, competition is the struggle for market share among producers of the same product or service.

From a theoretical point of view, Adam Smith argued that competition aims to harmonize private and social needs and distribute the benefits of labor and capital. the consideration of profit norms as an equalization factor in his "Research on the nature and causes of the wealth of nations" based on By its definition, "the pursuit of profit and competition are activities that benefit society as a whole."

Pierre Bougelberg advanced a theory based on the premise that the true value of goods in the market and the economy can only be balanced under conditions of "free competition." The main work of the scientist is related to this idea, which is an important condition for ensuring "moderation of market prices or target prices". showed the connection between the freedom of competition and the content of the spontaneous approach.

Francois Quesnay, while advancing the concept of "Natural Order", approved the concept of capitalism that was emerging and strengthening in his era, and based its development in such conditions on "free competition", thereby denying the spontaneous change of market prices and the interference of the state in this process. supported the development of.

Yu.B. Rubin viewed the theory of enterprise competitiveness as a "systemic unit of business". He developed the theoretical foundations of the factor, nature, and superiority of competition in

business. In his opinion, "competition is the main force of business management" and "like a natural biological process - constant development will be on the move," he explained. Based on his theoretical views, market conditions are based on free competition, which is a means of ensuring its development. has found its confirmation.

The concept of "competitiveness" is a basic category of economic sciences, including marketing. Competitiveness is determined by the "value", "cost" and a number of other factors of a product relative to similar products in the market, and it is expressed differently in different markets in a relative sense. The competitiveness of a product is manifested only in the market. The attitude of consumers towards one type of product determines its competitiveness, or if one of the similar products is sold in greater quantities than the others, if it has a greater profit, then this product is more competitive.

Competitiveness is an economic lever for manufacturers to gain a foothold in the market, increase the sales share of their products, and remain in constant motion. Competition improves the quality of life from a social point of view, shapes social protection systems of the population and creates innovations. factor.

Considering the described approaches of describing "Competition" and "Competitiveness", in this regard, Uzbek economists It is appropriate to dwell on a number of ideas given by In M. Boltabaev's research, "competitiveness is the ability to withstand competition in certain market conditions for similar goods. If the value of competitiveness is one in one market, it may be another in another market. It is recognized that the current position of the enterprise in the competitive market is the "opportunities that have been realized so far." This theoretical perspective can be considered a closer approach to the concept of competitiveness.

Sh. Nazarov stated in his scientific research that "competitiveness is a level of development that ensures a stable growth in the standard of living and quality of life of the population, due to the effective use of its natural and economic potential, competitive advantages and institutional opportunities in a region." applied the reasoning to the competitiveness of the region.

In our opinion, product competitiveness is understood as a set of factors that ensure the growth of a product's market share relative to competing products, its ability to attract and retain consumers, and the many opportunities for using competitive products.

The competitiveness of enterprises is the demonstration of the enterprise's capabilities in the market and the broad scope and sustainability of its activities compared to other entities, the ability to have a high market share and extensive marketing resources.

Industry competitiveness is the market environment that reflects the market opportunities created in a given industry and the processes of their effective use.

The competitiveness of a country or region is understood as the perfection of the system taking into account the market environment and its opportunities created within another region or country, as well as the ability of enterprises within the region to take advantage of these opportunities.

The presented competitive tariffs are approached from a market perspective and are based on the conditions of the main activity of the enterprise in the market.

According to the above theoretical comments, "competition requires the existence of certain conditions" and the competitive environment and its It is appropriate to think about the mechanisms of formation.

In a market economy, the competitiveness of enterprises is directly related to the business environment created for them.

Considering the dependence of the competitiveness of an enterprise and the competitive situation in the market in which it operates on the business environment created in this market, it becomes appropriate to conduct a more in-depth study of the theoretical foundations of the concepts of "competitive environment" and "business environment".

In the economic literature, you can find many definitions of the categories "business" and "environment" that reveal their meaning. The definitions of the term "business" in many sources are very close to each other, that is, any organizational, economic activity, commercial activity, or "entrepreneurship" or "enterprise" that brings profit, aims to make a profit, and does not violate the law and is based on risk. Therefore, "business" is a work, an occupation aimed at making a profit. The term "business" in the international language, in Uzbek, means "enterprise".

The expression "business environment" comes from the word "environment" (Arabic – surrounded, surrounded) – a set of natural or social conditions in which life, activity takes place. In Russian, the expression "sreda obitaniya" is translated into Uzbek as "environment - the surrounding conditions, situation, the set of subjects interconnected with these conditions" translated. According to D.Kh. Suyunov, the "business environment" is a set of socio-economic and legal conditions that provide the opportunity to carry out the intended activity with the aim of obtaining legitimate income. Business environment - the possibility to conduct the intended activity, taking into account the goals of obtaining legal income that are not within the scope of the business structure. The provider is a complex of socio-economic, legal conditions and relations.

The term "business environment" refers to the existence of a situation in which market opportunities and conditions are created and guaranteed for all types of business entities to maximize their profits, ensure their free movement and activity in the market, and are consistent with their activities. understanding is appropriate.

In economic literature, one can find wide interpretations of the concept of "competitive environment" (konkurentnaya sreda, competitive environment). The textbook on economic theory states that "The competitive environment refers to the set of economic, legal, organizational and political conditions that provide equal opportunities for market participants in conducting business." The competitive environment is the legal basis for the participation of market participants in the market. The provision, the existence of economic freedom, their market activity, the involvement of various administrative state bodies in a one-sided action, and the creation of appropriate laws and regulatory documents and the conditions under which they are implemented. Based on the above considerations, the content and essence of the concepts of "business environment", "entrepreneurship environment", "entrepreneurship environment" and "competitive environment" are close to each other and all complement each other in content. The business environment is a set of factors that play a key role in the development of entrepreneurial activity. Business entities operate in a specific environment that affects all areas of their activity and are influenced by mutual factors (Figure 1).

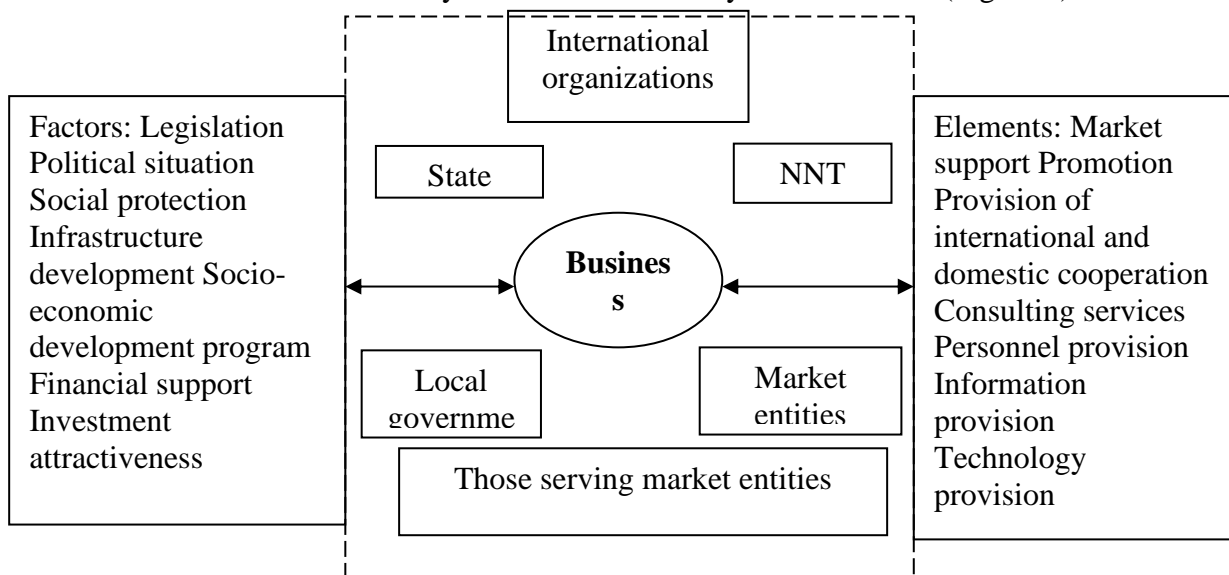


Figure 1. Factors and institutions influencing the formation of the business environment

The business environment is described by economic, political conditions, legal, socio-cultural, technological opportunities, geographical location, ecological situation, as well as the current state of institutional and information systems. Therefore, in order to ensure the continuous development of the business sector in the society, the above mentioned factors by the state regularly implements measures aimed at ensuring a positive impact on the development of the industry.

One of the important features of the business environment is the improvement of the state's legislative policies and the development of market relations. formation.

The improvement of the legislation being implemented in Uzbekistan should be considered as a key factor in the development of competition in the commodity market.

Healthy competition is an important requirement of market reforms. It is worth emphasizing that as a result of the implementation of an effective competition policy by the state over the years of independence, the degree of monopoly of the goods and services markets has significantly decreased.

Taking into account the above, economic entities, in particular, industry Increasing the efficiency of the system for assessing and diagnosing the competitive environment created in the industries was on the agenda.

- By organizing diagnostics of the processes of adaptation of enterprises to the competitive environment, it is possible to achieve the following goals:

- identification of the results of economic reforms carried out in the national economy;
- to determine the factors that are important in the development of enterprises and farms;
- to open and implement service resources and opportunities to increase the efficiency of enterprise activity;

- learning and popularizing the experience of those with high ratings, relying on determining the annual rating of enterprises possible

- The methodology for assessing the business environment in Uzbekistan using the following indicators was also developed and consists of the following:

- macroeconomic indicators of balance;
- indicators of economic modernization and diversification;
- indices of the level of formation of the business environment;
- index of the business environment;
- indicators of the development of the private sector of the economy;
- financial and banking sector development indicators;
- regional social development indicators;

Evaluating the permanent results of the business environment created in the territories of the republic according to the above indicators at the macro level, competition opportunities to determine environmental conditions have been created.

In our opinion, the most important issues are the competitive environment formed between industrial sectors and the state of development of market activity of enterprises, the influence of competition on the regional scale, and the degree of perfection of conditions, which should be studied in light of the specifics of each sector. The principles of ensuring competitiveness based on mutual relations have not yet been sufficiently studied by scientists in the republic. Therefore, in each sector of economic activity, taking into account its specific characteristics, it is important to clarify the essence of theories based on competition and mutual relations.

In light industry, the nature, level of influence, and nature of competition factors are different compared to other sectors, and its marketing activity has a complex effect on efficiency indicators. Therefore, the study of the influencing mechanisms of the factors requires, first of all, their systematic classification.

In the process of conducting scientific research aimed at studying the theoretical foundations of ensuring the competitiveness of light industry enterprises, the factors shaping competition among enterprises operating in this sector, the “competitive forces and nature” proposed by M. Porter, The main drivers of change are as follows:

Continuous growth in demand: the high level of light industry products as basic consumer goods and the stability of demand encourage enterprises to increase their production capacities and launch innovations, ensuring the flow of additional investments. This, in turn, creates a competitive environment for the light industry.

Changes in product usage patterns and customer composition: changing consumer fashion preferences, increasing number of products with new designs, creation and modification of sales channels, increasing assortment, improving marketing strategies, competition shapes the environment.

Product innovation: expansion of the light industry goods market, stimulation of demand growth, assortment differentiation, improvement of sales methods affect distribution channels and marketing costs, shaping the competitive environment.

Innovation: technological innovation and products faster to improve productivity and product quality competitive environment of marketing innovations for the purposes of sales, effective communication with consumers, formation of new demand forms.

Changes in efficiency and costs: technological changes, cost optimization, the introduction of new methods of using raw materials and resources, increasing human resources, the creation of new resource markets (B2B) are all shaping the competitive environment.

The spread of technical and technological achievements: countries that are leaders in the technology market, namely countries with a relatively high level of use of these technologies, create a competitive environment in the light industry market due to the location of production forces and the development of the technology market. forms.

Changes in state policy: openness of foreign trade in light industry goods, legislation in creating a competitive environment, implementation of production development programs, antimonopoly policy, state incentive policy for scientific and technical activities, competitive environment forms.

Reduction of risks: guaranteeing the activities of small business entities active in light industry, increasing their number, The transition of enterprises from simple to complex marketing strategies leads to the reduction of risks and the formation of a competitive environment. gives

Socio-cultural changes: increasing incomes, development of culture, sports, tourism, increased attention to fashion, and improvement of the environment are all contributing to the differentiation of light industry products and shaping the competitive environment.

The development of information and communication: as a result of the global spread of information, the formation of a mass culture of dress, the expansion of the system of mutual relations and global information networks shape the competitive environment.

Taking into account the opinions of scientists from foreign countries, the competitive environment formed in light industry and the way to expand its scope "cooperation" and "branding" possibilities, the main methodology of the competitive environment formed in the light industry organization of approaches in progress.

Models of modern strategies that have emerged in the market to ensure competitiveness can be expressed through Table 1.3.1. In order to assess the impact of competitive forces that developed in the world markets in the 1960s and 1970s for industrial enterprises and to consider protective measures against them, strategies for ensuring competitiveness are being developed in market theories.

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