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Abstract: *Entrepreneurial conditions are a set of opportunities that exist naturally and are created by society for the implementation of entrepreneurial activities. These opportunities are of two different natures and therefore are divided into two groups - objective and subjective opportunities, that is, conditions. This article discusses on the business conditions and their importance.*

Keywords: *opportunity; entrepreneurship; bussiness environment; geographical location; subjective conditions.*

Entrepreneurial activity can be organized, implemented and developed in a certain environment. Such an environment is vital for entrepreneurship, because without such an environment there is no question of entrepreneurship. Therefore, a deeper understanding of the essence of the business environment will greatly help the proper organization, effective conduct and management of business activities. The objective conditions of entrepreneurship are based on the inherent opportunities in this country, which include: primary natural resources, i.e. raw materials, various materials, fuel and energy resources, water resources, natural climate, seasons and seasons, geographical location of the region. Mi and territorial location, flora and fauna, population, its growth, location and level of economic activity, employment, natural, international and national specialization, etc. Subjective conditions of entrepreneurship are opportunities created by society and include the following: 1) subjective general conditions apply to all areas of society and the economy, and include: political, general legal, social, economic, cultural, psychological, ideological, scientific and technical environments, universal human values and attitudes, productive forces and production relations, market and market relations, infrastructure, competition, international economic relations, information supply, personnel training system and the like level of development of other processes and events, etc;

2) subjective special conditions are specially created for entrepreneurship and they consist of the following: the system of regulatory legal documents related to the organization, formalization, implementation, and development of entrepreneurship, entrepreneurship infrastructure, entrepreneurship support and protection systems, programs, bodies, forms, etc. In Uzbekistan, the necessary conditions for entrepreneurship have been largely created, the existing objective conditions are

sufficient: the country's natural resources, flora and fauna, energy, land, water, labor and other resources support entrepreneurship in the form of raw materials, fuel. able to fully provide energy and other necessary materials, the climate is also favorable for business. Favorable conditions for the implementation and development of entrepreneurship have been created by the society: the legislation on entrepreneurship has been formed and is being improved in favor of entrepreneurs, the policy of supporting entrepreneurship is in force, the State program of supporting entrepreneurship has been adopted in order to increase the effectiveness of this policy. special state bodies and non-governmental organizations were created, a number of privileges were established for business entities, their free and independent activities, rights and property were guaranteed, etc. Such opportunities are expanding year by year. But it was noted in the previous chapter that there are still many difficulties and problems in the organization, implementation and development of entrepreneurship in Uzbekistan. Such difficulties and problems prevent the effective use of existing, created and created opportunities, and in some cases they can even destroy them. Entrepreneurs need to understand the conditions for establishing and developing entrepreneurship. Otherwise, the entrepreneur will not be able to take full advantage of the available opportunities and, as a result, will not be able to achieve his goal. In addition, every entrepreneur who wants to successfully start and implement business activities must comply with at least the following five conditions:

1) he must know the field in which he wants to start work. If he does not know a certain field well, he should find another specialist in this field and directly entrust him with the management of his work;

2) before starting work, it is necessary to think and plan the production of a specific type and variant of the product, not the product in general. This requires knowing the demand in the market. Otherwise, a lot of money and labor will be spent, the produced product will not be sold, and as a result, the business activity may fail;

3) it is necessary to use them effectively in strengthening and expanding personal relationships and doing business. Personal contacts and acquaintances also play a big role in entrepreneurship. Don't forget to interest the acquaintances who will help you in this work and reward them;

4) being able to mobilize all resources for the production of the planned product and to establish material supply is considered one of the important activities. Timely and continuous provision of production with raw materials, materials, fuel, electricity and other means of production is a guarantee of success;

5) it is necessary to organize the product sales system effectively. An important business skill is to be able to attract customers to your product and keep them for a long time. It is necessary to show these works to partners and convince them that the work is promising.

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