ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ МАЛОГО БИЗНЕСА

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Abstract: *In the context of growing global competition, a lot of scientific research is being conducted in the world on using the potential of small businesses and private entrepreneurship to ensure competitiveness. Factors determining the potential of small businesses and private entrepreneurship, their impact on the level of competitiveness, opportunities for use in the interests of developing the national economy, improving the mechanism ensuring the competitive advantages of real opportunities and potential of small businesses and private entrepreneurship in the global market, developing alternative business models, introducing effective methods for the development of small businesses and private entrepreneurship in the context of digitalization, while using the achievements of modern science and practice is one of the priority areas of scientific research in this area. Effective implementation of these tasks requires accelerating work to improve the competitiveness of light industry enterprises.*

INTRODUCTION

Particular attention is paid to the effective use of the opportunities of small businesses and private entrepreneurship in increasing the competitiveness of the national economy in the context of globalization and increasing international competition in the world economy. According to calculations, “currently, global GDP has grown by 4.3% in one year. In countries with middle income level, the share of small and medium-sized businesses in GDP is 68% and 55%, respectively. The reason why small and medium-sized enterprises achieve such positive results and competitive advantages is the effective use of digital tools” [1]. Today, ensuring the competitiveness of small businesses is taking place in conditions of increasing complexity in the field of logistics (supply) among many obstacles.

In Uzbekistan, special attention is paid to economic development, reducing unemployment, increasing employment and increasing incomes of the population by supporting small businesses and private entrepreneurship and ensuring their sustainable development. The Development Strategy of New Uzbekistan for 2022-2026 defines such tasks as “Creation of 200 new industrial zones in the regions and development of a system

of business incubators. Creating more favorable conditions for the development of entrepreneurship in areas with a “difficult” socio-economic situation. Reducing the tax burden on business entities from 27.5 percent to 25 percent of the gross domestic product by 2026. Supporting entrepreneurship, improving the activities of structures in the regions to reduce unemployment and poverty” [2]. Effective implementation of these tasks requires accelerating work to improve the competitiveness of light industry enterprises. The tasks set are important for improving the scientific and methodological base of factors for the development and competitiveness of small businesses at various levels, as well as areas for the effective use of competitive advantages.

Research methodology. The research used methods of systematic analysis, statistical observation, statistical aggregation and grouping, selection, correlation and regression analysis, econometric modeling and forecasting.

Results and Discussion. The approach proposed by the author allows us to take into account all the important parameters that shape the competitiveness of an enterprise: products, operational efficiency and concentration of the current market. First of all, the method is intended for self-diagnosis of a company’s competitiveness, since it is mainly based on an expert assessment of its competitive advantages by enterprise specialists. To assess the competitiveness of light industry enterprises in the activities of small businesses, the author proposed the use of limit indicators “low intensity of competition” (-0.1<Tm<1.4), “medium intensity of competition” (0.4<Tm<1.4) and “high intensity of competition” (0.7<Tm<1.4).

The intensity of competition is characterized by the degree of market monopolization and the intensity of competition. The intensity of the competition is assessed using the following method.

1. Market dynamics indicator (growth rate)(Tm):
2. $$T_m = \frac{V_{m1} - V_{m0}}{V_{m0}} * \frac{12}{t} + 1 \quad \textbf{(1)}$$

Where, V_m1,V_m0 is the size of the market during the reporting period and the base period, characterized by the total assets of all firms in the market;

t – number of months in the analyzed period.

2. The intensity of competition is determined by market dynamics (Ut): – Tm>1.4 yes (minimum competition):

Ut=0 **(2)**

–0.1<Tm<1.4 in this case (low intensity of competition):

U_t=((1.4-T_m))/0.7 **(3)**

0.4<Tm<1.4 in this case (the intensity of competition is average):

U_t=1 **(4)**

0.7<Tm<1.4 in this case (the intensity of competition is high):

U_t=1.2 **(5)**

The matrix for qualitative assessment of the competitive position of an enterprise is constructed as follows. The average values of the calculated indicators were determined based on the sample of enterprises studied (Table 1).

Table 1

Matrix of qualitative assessment of the competitive position of an enterprise

State	**Ud1 – Ud2**	**Ud1 – Nd2**	**Nd1 – Ud2**	**Nd1 –Nd2**
Ud3	[1;1;1] good	[1;0;1] satisfactory	[0;1;1] satisfactory	[0;0;1] unsatisfactory
Nd3	[1;1;0] satisfactory	[1;0;0] unsatisfactory	[0;1;0] unsatisfactory	[0;0;0] risis

Then, if the value of the indicator of the enterprise under study is above the average value, it is assigned the value “1”, if lower - the value “0”. As a result of the study, it was found that in order to make the right and effective decision, taking into account the tastes of consumers, market conditions and conditions of uncertainty between demand and supply certainly require a scientific basis, and many decisions are made taking into account the fact that research consists of alternatives for a complex process (Elication Et Choix Traduisant la Realite - exception and choice reflecting reality), A_Vak - VAKKONI, B_DM - D.MARETTI, C_san - SANAM, D_Ide - IDEAL and E_im - IMRON. Let's determine competitiveness using the ELECTRE method. Statement of the problem - we usually evaluate the following selected economic indicators on a rating scale based on 8 criteria (Table 2).

table 2

Assessment of economic indicators of enterprises by experts using a 20-point system[132]

Indicators	**Оценка предприятий (балл.)**				
	Vakkoni A	D. Maretti Б	Sanam C	Ideal Д	Imron E
Market experience	17	18	18	19	18
Market share	10	19	17	18	17
Image of the state	14	20	20	19	19
Naturalness of products	18	16	1	15	18

[132]Compiled by the author based on information from the D.Maretti company

			7		
Product range	17	18	17	20	12
Product price	14	20	20	18	20
Package design	12	20	19	20	20
Product expiration date	15	16	16	19	18

Selecting the best alternative objectives based on these identified values is an assessment of the firm's competitiveness. Each N criterion is assigned an integer n, describing the importance of the selected indicator, and the hypothesis that alternative A is superior to alternative B is considered, where the set I of criterion N is divided into three subsets. Including:

I+(x,y), A set of criteria in which criterion A is preferable to criterion By: x>y;

I- (x,y) A set of criteria where B is superior to A x: y>x;

I=(x,y) A set of criteria in which criteria A and B have the same value y=x.

Of course, determining which business has an advantage and competitiveness in the application of quality management among enterprises, learning to evaluate effective management, first of all, begins with defining the goal. To do this, it is necessary to study the economic state of enterprises, regardless of what products they produce and provide services , before and during the introduction of new production.

In this regard, the main task is to determine the group of factors influencing the formation of future demand and the competitiveness of enterprises in a specific field of activity:

- studying changes in the demand of regular customers for products produced at enterprises;

- analysis of directions of development of activities of enterprises close to each other;

- consideration of areas of potential use of products (services) produced at enterprises.

If the value of the indicator of the inspected enterprise is above the average value, it is assigned the value “1”, if lower - the value “0”.

The values of two indices: compatibility and incompatibility are calculated by assessing two alternatives according to the given parameters of the selected enterprises. Determination of compatibility and incompatibility of these indicators under the assumption that alternative option A is superior to alternative option B (if A-V>0, “+”; if A-V <0, "="; "-").

Based on the calculation results, the superiority of D_Ide - IDEAL and B_DM - D. MARETTI was determined, and the remaining results E_im - IMRON, C_san - SANAM and A_Vak - VAKKONI determine the low level of competitiveness, that is, the insignificance of

the pair configuration, compared to other competitors of clothing manufacturing enterprises.

Indicators of compatibility and incompatibility characterize the degree of “priority” in relation to the data on the basis of which the final conclusion was made (Table 3).

Table 3

Priority of enterprise competitiveness[133]

	A_{Vak}	B_{DM}	C_{san}	D_{Ide}	E_{im}
A_{Vak}	-	+	+	+	+
B_{DM}	+	-	+	+	+
C_{san}	+	+	-	+	+
D_{Ide}	+	+	+	-	+
E_{im}	-	-	-	+	-

According to the data presented in Table 3, the priority of D. Maretti's competitiveness compared to other selected cases was determined by paired comparison (with the largest number of “+” received).

According to the author, competition forces market participants to constantly monitor the actions of their rivals, make decisions that lead to the elimination of the negative consequences of their competitive pressure, and contribute to the sustainable development of the subject in a competitive environment, that is, ensuring competitiveness.

CONCLUSION

The competitiveness of an enterprise arises in conditions of economic freedom, political stability, legal framework and institutional support. Based on these factors, it is necessary to use all opportunities aimed at achieving the level of profitability of the enterprise’s economy as a result of marketing activities in the market, as well as to comprehensively study supply and demand. Since the competitiveness of an enterprise is determined by many factors, based on econometric analysis it is possible to determine the patterns of dependence on changes in indicators of the main outcome indicators characterizing the economic activity of the enterprise.

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