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THE DEVELOPMENT AND FORMATION OF COMPETITION OF THE MARKET FOR THE PRODUCTS OF THE SEWING AND KNITTING INDUSTRY

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Abstract: The factors of the development of the market of sewing and knitting products and the formation of a competitive advantage are shown in the article. Competition advantage in reaching selectable strategies illuminated.

Keywords: competition, strategy, competition superiority, enterprise, efficiency.

Introduction. On the eve of the 29th anniversary of our independence, the launch of six new enterprises in the textile and sewing-knitting industry resulted in the creation of over 2,700 jobs. Currently, nearly all regions of our republic are establishing new capacities for producing textile and sewing-knitting products. The inauguration of these enterprises, timed with our independence anniversary, served as a celebratory gift to our compatriots.

Notably, "Boston Optimum Textile," a limited liability company in the Ellikkala district of the Republic of Karakalpakstan, initiated a project to produce yarn, dyed kalava, and cotton fabrics. This enterprise installed state-of-the-art looms from Belgium's "Picanol" and other modern European manufacturers, creating more than 300 new jobs. Furthermore, new enterprises have been established and operationalized in less developed districts of our republic's textile industry. These are "Mustahkam textile" in the Khojaabad district of Andijan region, "Skorton textile" in Baliqchi district, "Yakhshinyat textile" in Oltinkol district, "Betlis Madaniyat" in Karmana district of Navoi region and "Aq oltin mega textile" in Urganch city. Khorezm region.

In particular, a large enterprise for the production of ready-made knitted products was launched at the "Mustahkam textile" enterprise located in a remote village of Khojaabad district of the Andijan region. The cost of the project is 3 mln. \$5.2 million per year. produces a product. 1000 local men and women were employed in the enterprise. In these projects, first of all, the cotton fibers grown in the regions were fully processed, products with high added value were produced, and the real incomes and export potential of the region's residents increased. implies an increase.

Analysis and discussion of results. A number of reforms have been implemented in our country to support and develop healthy competition, and the laws, decrees and decisions adopted in this regard include the Decree of the President of the Republic of Uzbekistan on July 6, 2020 "Further development of the competitive environment and economy we can cite as an example the Decree No. PF-6019 on additional measures to reduce state participation, the Law of the Republic of Uzbekistan dated December 5, 2016 "On Competition".

When studying any socio-economic phenomenon, it is appropriate to first approach it theoretically. This is necessary in order not to make a mistake when dealing with a certain area. And practice makes changes and corrections to it. In this regard, when researching the competitiveness of enterprises, it is necessary to approach it theoretically.

The condition for ensuring the effective development of the enterprise is undoubtedly the formation of its competitive advantages. By the competitive advantages of the enterprise, we understand the positive features that ensure the possibility of obtaining high and stable economic efficiency, obtaining a large market share compared to competitors.

The presence of competition in the domestic market of any country is the main indicator of the successful operation of a market economy, and in many countries of the world, including countries with transition economies, with the adoption of competition laws and the establishment of national organizations is engaged in. These issues confirm this situation. In particular, the State Committee for Eliminating Monopolies and Development of Competition (Anti-Monopoly Committee) was established in Uzbekistan, and its activities are aimed at creating a competitive environment in the economy of the republic and establishing equal competitive opportunities for enterprises and firms of various forms. ownership and economic activity. directed.

The advantages of competition are discussed in detail in the works of the English economist M. Porter. Can Porter implement more than one strategy at the same time? asks the question. Each of Porter's generic competitive strategies represents a unique approach to achieving and sustaining competitive advantage. Each strategy combines the specific type of competitive advantage that the firm seeks to achieve, as well as the scope of the strategic objective.

Usually, a company must choose a unique type of both for itself, otherwise it will face the fate of being "stuck" between leaders and leaders. If a company tries to serve multiple market segments at the same time, focusing on costs or differentiation, it will lose the profits it would have if it did not focus its strategy on a specific target segment. Sometimes a company manages to create two independent business units within one corporation, and each of the units implements its own strategy.

The British hotel firm Trusthouse Forte is a clear example of this: the company has created five separate hotel chains, each of which is focused on a certain market segment. However, such a company must strictly separate the divisions that are focused on the implementation of different strategies, otherwise none of these divisions will be able to achieve the expected competitive advantages as a result of the implementation of the strategy chosen by the management.

Strategic choice is an integral part of the process of strategy formation and is its main element. In fact, not choosing a strategy means not having a strategy at all. In a narrow sense, the selection process can be divided into four stages, including identification of options, evaluation of options, selection of the best option, and implementation of the selected option. Thus, it can be assumed that strategic choices are

made only with the help of analytical methods. However, in practice, the management of enterprises faces a lack of information necessary to develop adequate development alternatives due to the emergence of unexpected situations and the influence of unaccounted factors. In the context of the ongoing global crisis and significant natural, political, and social problems, the management of most Russian and foreign companies must change their strategy. For this reason that is, before efficiency has been strategic alternatives have changed requirements answer does not give

Local enterprises work in a dynamically changing environment, in this regard, the ability to forecast the economy as a whole and the development of the enterprise becomes more complicated. At the same time, strategy evaluation and selection criteria are one of the main elements of the structure of strategic selection and are an indicator of the appropriateness of the strategy.

Strong domestic competition is an important factor that motivates the formation and maintenance of competitive advantages. of the country all competition advantages inside internal in the market competition the most important is considered Internal competition work release dynamic improvement encourages because it the company technique news to enter and to improve forced does Exactly in the country competitors prices reduces the quality and service to show improves and new the product set up is enough Foreign companies with to compete country companies for not so much efficient and practical not because most of the time each how country in the economy foreign companies for " special " conditions is created. In that case, the country of companies' competition is not only the market to be for maybe people and technical improvement to fight for take comes, as well as the country from companies one's achievements to others in this case success truth that proves that case of industry this to the network new of participants attraction to be done take will come.

When it comes to competitive advantage, what exactly is this concept? He is himself into what he will get it questions come comes out Competition advantage is this to the organization from competitors superior to stand possibility giver attribute Competitive superiority natural resources or cheap energy sources, top qualified worker power, geographic location, high access barriers and new technologies current by doing a release to expand own into take can

According to K. Christensen and M. Porter, foreign scientists working in this field, the term competitiveness means the ability to work at a higher level than others in one field or market through attributes and resources.

Barry K., Klulov V., Christman J. said that "A firm will have a competitive advantage when it implements a value creation strategy." The study of these advantages has attracted great scientific interest due to the contemporary problems associated with the high performance of firms in the modern competitive market.

It should be noted that the geographical concentration of the country's enterprises only strengthens internal competition, the narrower the circle of new local competitors, the more intense the competition between them, which, in turn, is a positive situation for production.

Domestic companies provide the basis for continuous improvement of the country's sources of competitive advantage because domestic companies do not have advantages that foreign competitors have: factor costs, costs of entering the domestic market, or costs of importing foreign producers into the domestic market. As a result, this situation will have a positive effect on the company, it will have a more sustainable advantage and will be more likely to receive support from the government, such as foreign market support, investments in certain educational structures or other special factors. will be responsible.

Thus, it is very strong internal competition that encourages the country's enterprises to enter and expand the foreign market, and local competition forces the company to focus on the foreign market, increase the efficiency of its activities and production profitability. Fierce domestic competition makes the country's companies strong and able to succeed in foreign markets.

The presence of related and auxiliary industries in the country, which are competitive at the level of the world economy, is important for enterprises to have a competitive advantage. Companies supplying materials and products for primary production must be internationally competitive so that they create advantages primarily by providing more efficient factors of production. Secondly, it ensures the innovation and production modernization of related and auxiliary industries, because this advantage is based on the provision of the fast and continuous flow of information between companies, exchange of ideas and innovations, and provision of directions for technical improvement.

Table 1. Historical period competitiveness set giver of factors stages

factors name	The definition of the factors
Factors stage	All competitive sectors of the country reach their positions due to the main factors of production: natural resources, cheap labor force, and benefits determined by the position and territory of the country. Competitive advantages are determined by the cost of factors, where technological development is often based on technology imported from abroad.
Investments stage	Competitive advantages of countries are based on active investment policy. Firms have the best technologies, licenses, and know-how investment they do, in The technologies country inside constantly respectively improving goes Economy inside of investment strong mobile to be done happen will be capital of deposits growth of factors improvement take will come.
Innovations stage	This stage is characterized by the full activation of the internal potential of economic competitiveness. At this stage, companies not only use and improve foreign technologies, but also build their own technologies. Due to higher incomes, higher education levels, and intense domestic competition, the domestic market will be capacious and demanding. At this stage firms' global strategies work come out and foreign in hand wide scope investments done increases.

The development of the world economy prioritizes different factors of economic competitiveness at different stages. The following stages can be distinguished according

to the influence of one or another factors determining the competitiveness of the economy in one or another historical period (Table 1).

- stage of factors;
- stage of investments;
- stage of innovation

Constant flexibility of strategy makes competitive advantage practically unattainable. By switching from one strategy to another, one cannot succeed in applying any of them. Continually absorbing new ideas is important for maintaining operational efficiency, but it may not be compatible with a strong strategic position.

Focusing only on resources, and competencies and neglecting competitive position risks becoming inward-looking. Resources or powers are most valuable not for their own sake, but for a particular position or way of competing. A resource-based, competency-based approach can be useful, but it does not address the fundamental challenges of every enterprise, which is understanding the industry structure and competitive position. Nevertheless, the need for a connection between competitive goals (the company's position in the market) and means (factors that allow to take this position) is not only important, but also plays a decisive role.

Conclusions and suggestions. There are many factors involved in achieving a competitive advantage. The development of enterprises in our country was not intensive, we canceled the intensive way. Because we denied the intensive path, we did not care about qualification. New jobs were created, technology was modernized, and as a result, workers were able to work 8-hour days, during this period, the worker was no longer interested in improving labor productivity and qualifications, so as a result, we see We are lagging behind p countries in terms of quality.

The enterprise starts, it works for 5-6 years, it first gets a loan for its machinery and working capital. He does not engage in any qualification on top of it, he cannot enter the market. In order to enter the market, it is necessary to produce quality products and have high labor productivity.

Enterprises are being opened, equipment and technologies are being provided, but their management, organization of work and full use of the power of the equipment are not properly and rationally carried out.

Taking these aspects into account, companies should pay attention to the development of the competitiveness of the product, employee, product manufacturer and the network in order to achieve a competitive advantage.

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