

ISSN 2181-8622

Manufacturing technology problems



Scientific and Technical Journal Namangan Institute of Engineering and Technology

INDEX  COPERNICUS
INTERNATIONAL

**Volume 9
Issue 2
2024**



DEVELOPMENT OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP WITH THE HELP OF INVESTMENTS

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Abstract: The article examines the role of investments in the country's economy and their impact on the development of small businesses and private entrepreneurship.

Keywords: small business, private entrepreneurship, investment, industry, import, export, trade turnover, investment attractiveness.

Introduction. In today's modern economic conditions, the main factor of economic stabilization is small business and private entrepreneurship. The role of investments in all-round development of small business and private entrepreneurship, equipping with modern techniques and equipment, providing competitive and exportable products that meet market demand is incomparable. Any economic growth can be achieved by increasing investment attractiveness. Small business serves as the vital basis of the market and economic systems of the state and includes the primary socio-economic function that takes into account the balance of demand and supply in the production of goods, which is one of the main conditions of market relations. The state increases investment attractiveness and attracts more investment to small business and private entrepreneurship. This will help increase the economic potential of small businesses and private enterprises. A number of decrees and decisions on the development of small business and private entrepreneurship are being adopted by the head of our state. In particular, the President of our State Mirziyoyev Sh.M. In order to attract foreign investments to our economy, create wide opportunities for entrepreneurship and private property, pay special attention to the development of science, innovation, IT, "green" and digital technologies, 2024 is designated as the "Year of Youth and Business Support" announced. In addition, on September 11, 2023, Decree No. 158 of the President of the Republic of Uzbekistan on the strategy "Uzbekistan - 2030" was adopted. According to this strategy, "By the end of the Year of Youth and Business Support, to involve 2 million people in business through the implementation of comprehensive support measures for broad business development; it was aimed to create the necessary conditions to ensure the employment of 5 million people by creating new jobs.

The strategic focus on the development of small and medium-sized businesses in the "Year of Youth and Entrepreneurship Support" is in line with the goals of Uzbekistan's 2030 strategy and supports significant progress in employment and socio-economic conditions.¹

¹ <https://proreforms.uz/uz/publications/har-bir-yangi-kichik-va-xususiy-tadbirkorlik-subyekti-ozbekiston-iqtisodiyotini-ortacha-100-ming-dollariga-oshiradi-192>

Research methodology. As a result of the reforms carried out in our country in recent years, we can see that small businesses and private enterprises have achieved positive results.

Analysis and results.

Table 1. The size of the main indicators of small business and private entrepreneurship in economic sectors.

Years	Industry (mlrd. sum)	Construction (mlrd. sum)	Employment (thousand Per.)	Export (mln. USA dollar)	Import (mln. USA dollar)	Trade (mlrd. sum)	Agriculture, forestry and fisheries (mlrd. sum)	Services (mlrd. sum)	Shipping (mln. ton)	Cargo turnover (mln. ton-km)	Passenger traffic (million passengers)
2014	30907,0	13944,9	9950,8	3657,8	6352,6	50197,8	82957,2	40187,9	416,1	8632,9	4224,5
2015	39643,5	16954,0	10170,4	3377,7	5523,1	61972,3	101197,5	47269,6	472,8	9225,1	4486,3
2016	50654,5	19671,0	10397,5	3139,2	5676,8	78935,6	118011,4	61346,2	538,6	10072,4	4866,5
2017	61367,8	22469,4	10541,5	2759,3	7511,9	92973,0	152010,5	69212,7	548,8	10444,4	5037,5
2018	87962,0	37451,7	10128,8	3810,8	10916,2	114896,4	191767,5	84433,4	611,7	11657,7	5242,6
2019	83344,2	53960,9	10318,9	4714,8	14972,2	138920,7	219466,9	103106,6	641,4	12152,3	5345,0
2020	103020,8	63866,6	9865,7	3100,9	10943,3	164106,1	253238,2	114052,7	638,9	12304,6	4904,8
2021	124907,9	77907,1	10080,6	3335,2	11533,5	186759,3	304452,1	147061,6	550,1	13803,2	5485,2
2022	143892,7	93554,5	10131,1	5712,9	15213,6	229166,7	344134,5	181245,0	608,2	14843,8	5628,4
2023	176523,9	111914,0	10278,9	7092,1	19349,5	273439,8	403974,4	224443,7	664,7	15823,7	5743,0
2024 (1st quarter)	41032,6	23928,6	-	1552,8	4528,2	60426,1	43452,4	61185,4	154,6	3685,9	1333,1

Source: It was processed by the author based on the information of the website www.stat.uz.

The above table shows the volumes of small business and entrepreneurship in the economy of the republic over the years. According to it, in 2022, in industry 143892.7 billion soums, in construction 93554.5 billion soums, in terms of population 10131.1 thousand people, export 5712.9 million. US dollars, 15213.6 million in imports. US dollars, 229,166.7 billion soums in trade, 344,134.5 billion soums in agriculture, forestry and fisheries, 181,245.0 billion soums in services, 608.2 million tons in cargo transportation , 14,843.8 million ton-km in cargo turnover, 5,628.4 million passengers in passenger transportation. In 2023, these indicators will achieve stable economic growth. According to it, in 2023, in industry 176523.9 billion soums, in construction 111914.0 billion soums, according to population 10278.9 thousand people, export 7092.1 million US dollars, import 19349, 5 million US dollars, 273,439.8 billion soums in trade, 403,974.4 billion soums in agriculture, forestry and fisheries, 224,443.7 billion soums in services, 664,664 in freight transportation 7 million tons, 15823.7 million ton-km in cargo turnover, 5743.0 million passengers in passenger transportation. It can be seen that small business and entrepreneurship are developing day by day in our country.

The development of small business and private entrepreneurship is unthinkable without investments. Investments are a major driver of a company's financial success, enabling growth, innovation and long-term sustainability. This article explores the multifaceted role of investments in business and highlights their critical importance for success and sustainability. The right investment can turn a small business into an industry leader.

In today's technology era, investing in technology is very important. These investments will increase efficiency, productivity and product quality, from software system upgrades to state-of-the-art technology adoption. Importantly, technological investments ensure the competitiveness of enterprises in a rapidly developing market. A business that hesitates to invest in new technology risks falling behind its competitors.

In addition, investments play a crucial role in creating and maintaining the brand value and reputation of a business. Investing in marketing strategies, customer experience and quality control can help build a strong, positive public image. A good reputation can be a business's most valuable asset in a market that often leads to success.

The workforce is a business's most important asset, and investing in human capital is critical. This includes recruiting the best talent and providing continuous learning and development opportunities. An engaged, skilled workforce leads to higher productivity, innovation and a positive workplace culture. Together, these factors contribute to the overall success and reputation of the business.

Business investments are important not only for immediate income, but also for preparing for the future. This includes funding for research and development, which allows businesses to innovate and stay ahead of trends. It also means building a reserve to cushion the business during tough times. The right investment approach ensures long-term stability and growth.

The right investment strategy directly affects the financial health of the business. This leads to better financial statements, which in turn attracts investors. Investors are more likely to put their money into businesses that demonstrate sound financial management and promising growth prospects. Such an influx of investor funds can further accelerate the growth point of the business.

However, the act of investing is a balancing act. This requires a deep understanding of business objectives, market environment and risks. Over-investment can strain a company's finances, while under-investment can lead to missed opportunities. The key is to make well-researched, calculated investment decisions that align with the overall business strategy.

At the same time, there are still unsolved problems in terms of improving the methods of making investments in our country, as well as optimizing their financing sources and forming the infrastructure of the investment market. To solve these problems, the following suggestions can be made:

- development of investment funds to increase the attractiveness of small business;
- formation of specialized funds for small business financing;
- Commercial banks will be able to solve the problem of financing investment

activities in our country by increasing the volume of long-term loans for the formation of initial capital of small business entities and supporting their investment projects.

By implementing the above proposals, small business entities can achieve the following positive results by increasing investment attractiveness and proper development:

- Increasing investment attractiveness and investing in regions serves to strengthen market relations.

- financial support of small business and private entrepreneurship, first of all, long-term loans for investment purposes, expands the volume of initial capital formation.

- The competitive environment will be a powerful tool for improving the socio-economic situation in the country.

- Ensuring the solution of socio-economic problems at a certain level leads to the development of the strategic and mobile sector of the economy.

Thanks to the joint efforts of the legislative and executive authorities and local government bodies in our country, we can achieve significant results in improving the conditions for the development of small business, which, in turn, will have a positive effect on the development of small business and the implementation of economic reforms in our country. 'causes changes. At the same time, the effectiveness of domestic investments in our country will increase, which will have a positive effect on the growth of the gross domestic product.

Conclusions and suggestions. Investments are the basis for business development and success. They enable strategic expansion, increase brand value, facilitate workforce development and ensure long-term sustainability. Although they carry risks, a well-planned investment strategy can take a business to new heights. As the business landscape continues to evolve, the importance of investment is more relevant than ever and serves as a driving force for business excellence and innovation.

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