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Compiler: F.M.Murodxo'jayeva - Senior lecturer of the
"Green economy
and sustainable business"
department of NamSU, Ph.D

Reviewers: K.I.Sirojiddinov - associate professor of the
"Green economy
and sustainable business" department
of NamSU, candidate of economic sciences

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INTRODUCTION

In our country, 2022 was declared “the year of honor of human dignity and an active neighborhood”. This, in turn, necessitates the development of active entrepreneurship precisely in accordance with innovative technologies based on innovative ideas. Of course, the establishment of such activities makes it necessary, first of all, to conduct modern research in the field of business. It is known that today those who are engaged in business activities are faced with global changes in innovative progress, including social, technological and economic structural changes. This, in turn, necessitates an in-depth study of the specific facets of many new unexplored businesses in their activities and the research they are doing in the field of business in World Development. In response to Global changes, Economist scientists, professional specialists and practicing entrepreneurs are trying to find innovative ways to produce products and services in accordance with the requirements of more modern enterprise, which affects such structural changes. The role of small business and private entrepreneurship in the development of the national economy on the basis of free competition is steadily increasing.

As a result of the wide public discussion, the new Uzbek development strategy for 2022-2026, consisting of the following seven priorities, developed according to the principle of «action strategy – towards a development strategy», and the state program for its implementation in the «year of honor of human dignity and active neighborhood», was developed. It covered the directions in its sheep to itself:

- establishment of a nationalistic state by raising human dignity and further development of a free civil society;
- transformation of the principles of justice and the laws in our country into the most basic and necessary condition for development;
- ensuring the rapid development of the national economy and high growth rates;
- maintaining a fair social policy, developing human capital;
- ensuring spiritual progress and bringing the industry to a new level;

- approaching to universal problems based on national interests;
- strengthening the security and defense potential of our country, conduct an open, pragmatic and active foreign policy.

But considering that, today, there is a huge potential and opportunities in Uzbekistan that have not yet been launched in this area, and small business and private entrepreneurship in the civilized countries of the world occupying a leading and decisive place in the volume of gross domestic product, it becomes clear how we are developing in this direction. The declaration of 2022 in the Republic of Uzbekistan “year of honor of human dignity and active neighborhood” can be cited as practical proof of our opinion.

Although entrepreneurship is developing rapidly in our country, it remains an urgent task to identify ways of further development of this sphere and developed practical recommendations for setting priorities. For our country, the issues of entrepreneurial activity of subjects of a market economy are not new. For our republic, innovation is to shape the economy according to the requirements of market laws and lead production in a free competitive environment. Entrepreneurship is characterized by achieving more effective results, rationally spending the existing economic, natural labor and intellectual potential of economic entities. It is also believed that the development of market relations will eventually become the driving force for the economy.

Small business and private entrepreneurship enterprises play an important role in the economy of any country. Our country is also no exception in this sense, the development of small business and private entrepreneurship Enterprises has been brought to the level of public policy in our country today. This clearly demonstrates the measures taken to strengthen the regulatory legal framework in force in our republic and accelerate reforms in this area, strengthen the economic and legal framework that meets the modern requirements of the economy to form a stable system of loans and benefits for this sector of the economy. The most important aspect of the application of marketing activities in the activities of small business enterprises is the need and opportunity of the enterprise to communicate

directly with consumers. Therefore, in small business activities, the marketing function will have its own character, starting from the organization of the market, to the organization of received and after-sales services.

The instruction manual is one of the actions aimed at completing these tasks in a small amount. When the younger generation is conducting business activities in this field in the future and creating new types of production or service for the consumer market, it will definitely be necessary to master the research methods of business perfectly. Also, the main directions of organizing business research, selection of business research methods, the concept of ensuring competitive advantage in business, information systems in the analysis of the business process, strategic planning of the business activities of the firm, analysis of the attractiveness of the competitive market and the study of Demand, Study of market conditions in business, practical, analytical materials used in, faces the aspects of comparative taxality. This, in turn, creates the basis for the student to master more perfectly undiscovered aspects of the business, as well as to independently apply the implementation of the tasks that will be necessary in the conduct of business activities in practice.

CHAPTER 1. THEME AND TASKS OF THE DISCIPLINE«METHODS OF BUSINESS RESEARCH»

Brief content of the chapter 1: this chapter is devoted to the subject and tasks of the course of business research methods covering the study of modern methods of business and the organization of activities in one way or another, necessary for each economist to effectively establish business activities in his field. Also, the formation of business research as a science, its role in the system of Economic Sciences, its relationship with other disciplines, features corresponding to the demand of the modern market economy, the legal foundations of business development in the Republic, the specific and appropriate tasks of the science of the consistent continuation of modernization and updating of the country's economy are indicated.

1.1. «Methods of business research» - as a science and training course

The word «business» is derived from English, means an entrepreneurial activity or, in other words, entrepreneurial activity aimed at making profit.

The term» businessman «(entrepreneur) first appeared in the English economy in the XVIII century, it means» owner of property. In particular, Adam Smith, describing the entrepreneur as a property owner, argues that he is the one who goes to economic risk in order to implement some kind of commercial idea in order to make a profit. The entrepreneur himself, planning his work, organizes production, sells the product and masters the income he receives himself. Business means, first of all, the organization of production, economic activity and relationships, life itself, and then making money. Business is a foreign word, it is distributed throughout the world and used in all countries. In Uzbek, the word “business” means entrepreneurship, while “businessman” means entrepreneur. This word in Uzbek corresponds to a foreign word, but also gives it an additional meaning. Behind these words lies the «work», that is, the employment or

organization of the enterprise. Thus, business means the organization of an enterprise (an industrial enterprise, a trade store, a service enterprise, an auditor's office, a lawyer's office, a bank, etc.). So, business is not about making money from nothing, but about organizing complex production or service. An entrepreneur is always a selfless, knowledgeable person of his work. It is necessary to study for entrepreneurship, and not only, in the early days, but the entrepreneur must study for a lifetime, be in search.

Business research methods aim to study the methods of activation of economic relations arising in the market, methods of complex, systematic solution to the problems of production and sale of goods, quick adaptation to changes that arise in the market, a differentiated approach to consumers, the creation of competitive new goods and the organization of their production, the study and prediction of market. The science of business research methods pays special attention to the consideration of firms and enterprises in the market as a weapon of achieving their goals.

The science of «methods of Business Research» is of great importance in the modernization of the economy-the study of theoretical and practical aspects of the socio-economic processes taking place in the industry and enterprises in the conditions of growth and in finding solutions to its moderate development, as well as in the formation of specialists in Master's Education Economics (in The influence of the achievements and conclusions of this science on the conduct of business activities in the country is widely used).

The purpose of teaching the discipline is to illuminate various competitive processes, conjunctural changes through complex methods of analyzing business activities to students, as well as the organization of the business environment, modeling consumer behavior, the quality of the goods, ensuring its competitiveness. The formation of knowledge, skills and qualifications corresponding to the profile of the direction on the correct choice.

1.2. The structure of the course and its role in the system of Economic Sciences, as well as its connection with other academic disciplines

The science of business research methods is interconnected with a number of economic disciplines, because in order to perfectly organize business activities and increase its efficiency, it is necessary, initially, to have the appropriate skills, knowledge and qualifications. Relying on conclusions on the study of the methods of Business Research recorded in the educational literature of our country and abroad, today, to master this discipline perfectly, the student must have mastered such disciplines as “small business and private entrepreneurship”, “theory of Economics-diode”, “forecasting and modeling of social economic processes”, “Marketing”, “Management”, “scientific research methodology” as these subjects covered the main aspects of the course. It should be noted that business research methods are primarily inextricably linked with such disciplines as marketing and scientific research methodology. The main goal of business is to make a profit. Profit maximization, the study of the consumer market does not take place without marketing research. How to conduct marketing research in business and what products to produce for consumers?

The function of science - it consists of teaching students the specifics of ensuring healthy competition between manufacturers, ways and methods of analyzing market conditions, ways to carry out analysis and forecasting using various economic mathematical models, analysis of various situations that may arise in the consumer and manufacturer market through logical heuristic and economic mathematical models, analysis of various situations and decision-making on the choice.

Through this discipline, students get acquainted with the theoretical and methodological foundations of the analysis of the business process; models of business research; methods of empirical analysis of the business process; segmentation of the International and domestic market, assessment formation and consumer service strategies; forecasting the business process; opportunities to

expand the sale of goods and services and ways. They also develop management strategies based on the modern concept of Business Research; to be able to apply methods for evaluating and analyzing business processes; to determine the margin of business activity taking into account business risk, to use analytical methods in the selection of new modern business strategies, to research the market and competitive environment, to acquire skills in using business forecasting methods. It is known that more importance is attached to this area today. Therefore, the study of this discipline is a systematic approach to the analysis of business problems in those interested in this area, the application of methods of economic analysis in the study of the behavior of consumers, producers, resource owners, suppliers and the state, the use of methods of decision-making, forecasting and analysis of marketing activities, the ability to apply; it allows them to have the skills to take into account business risk, analyze the competitive environment, choose business forecasting methods, carry out investment analysis and use the results.

1.3. The tasks of the course characteristic of the conditions of the market economy and the demand for reforms

The market reforms carried out in Uzbekistan are aimed at improving the well-being of the population by ensuring sustainable economic growth. The development of small business and private entrepreneurship is also important in increasing the employment and well-being of the population. This is due to the fact that on the basis of the development of small business and private entrepreneurship, the following important socio-economic tasks are solved:

- firstly, filling the domestic market with the necessary goods and services, serving as an important factor and source of changing the structural structure of the economy, creating new jobs, increasing employment and income of the population;
- secondly, the rapid modernization of production due to its mobility, adaptability to market situation changes and the demand for low investment, the renewal of manufactured products and the types of services provided;

- thirdly, to achieve the provision of socio-economic and political stability in the country on the basis of the formation of the middle class of owners.

Therefore, during the years of independence in our country, a number of works were carried out aimed at supporting private property, small business and private entrepreneurship, creating guarantees of freedom of entrepreneurial activity, strengthening legislation in defense of their right, and the formation of market infrastructure. The processes of registration, voluntary closure and termination of business, as well as the issuance of licenses and permits that give the right to engage in individual types of activities, have been simplified and regulated. The amount of the established tax rate was significantly reduced; some types of fines were completely canceled. Work is underway to limit state intervention in the business sphere, monitoring is being carried out on the application of any sanctions against business entities only by a court decision. All forms and terms of financial, tax and statistical reports have been drastically reduced. Tax rates were unionized and reduced. A stable market mechanism has been formed, which allows entrepreneurs, first of all, to widely use the main, including material resources in high demand, to small businesses. Although there are enough favorable opportunities and conditions for the development of small business and private entrepreneurship in Uzbekistan, but its share in the economy is still lower than the level of developed countries of the world, organizational, economic, legal and social problems that are waiting for a solution in this area are only a panacea.

In the economy, a serious problem remains that the management system is outdated, effective mechanisms for supporting innovative ideas have not been introduced in time. Also, technological backwardness, resource and energy-saving technologies, slow implementation of alternative energy sources are an obstacle on the path of economic development.

In this regard, it is extremely important to form the state's innovative renewal program, to prepare a new generation of personnel, a new class of investors, who will effectively use innovation and investment. This requires a strong national idea

and a national program for the technological development of Uzbekistan and the modernization of the domestic market. 2018 would be the center of attention for the development of active entrepreneurship. The necessary measures will be taken to support this area, to eliminate obstacles and pores on the path of rapid and sustainable development of business entities.

The granting of benefits to certain enterprises led to the suffocation of a free competitive environment. Now such practice is abandoned. In order to create an environment of equal and honest competition in a market economy, a draft decree “on measures to more effectively ensure the food security of the country” was developed and put up for wide public discussion.

The complexity of customs procedures is one of the main factors hindering entrepreneurship. According to the World Bank report, Uzbekistan ranks 175th among 190 countries in terms of export and import documents. If an hour is enough in Belgium to draw up customs documents, a month will be spent in Uzbekistan. In this regard, starting next year, a system of warning businesses about risks at customs inspection, that is, the transfer of entrepreneurs through “green” and “red” corridors, depending on how honest they are, will be introduced.

A thorough stable banking and financial system are of great importance in the development of the economy. In the implementation of the tasks set for the development of the activities of the banking system in 2021, special attention was paid to issues of ensuring effective and mutually beneficial cooperation between banks and business entities.

The process of liberalization of currency on the basis of international standards has begun in Uzbekistan. Foreign exchange policy should fully serve the interests of the development of business and the economy, give a positive impetus to investment activities.

In 2021, drastic measures were abandoned in the implementation of tax policy. Because for the continuous functioning of the state system during the reform period, the budget must be stable.

In order to make our country attractive for investors who intend to implement large investment projects in Uzbekistan, the tax system will be improved. For all business categories, it is necessary to reduce and facilitate the tax burden, on this basis to expand production and the taxable base. Abandoning individual approaches to the provision of tax benefits, it goes to the practice of applying them only for certain sectors of the economy.

1.4. Business development laws in Uzbekistan, decrees and charters.

In 2017-2021, adopted in accordance with the decree of the president of the Republic of Uzbekistan Shavkat Mirziyoyev dated February 7, 2017, the strategy of actions in five priority areas of development of the Republic of Uzbekistan is becoming an important guideline in increasing the effectiveness of reforms carried out in our country, raising them to a qualitatively new level.

As a result of the implementation of large-scale reforms aimed at improving the investment climate, creating a favorable business environment and stimulating the rapid development of small business and private entrepreneurship in the republic within the framework of the implementation of the tasks set in the strategy of actions, Uzbekistan ranked among the world's leading countries for improving the business environment and

The fruits of the large-scale reforms carried out in this regard also found their recognition in the latest edition of the International report of the World Bank «Doing Business» («DounGBuziness»).

According to the report «Doing Business 2018: reforms to create jobs», published on October 31, 2018, Uzbekistan ranked 74th in 190 countries of the world and improved its position in the past year by 13 steps in one way. Our country managed to enter the top ten reformist countries to create the most favorable conditions for doing business.

The record of significant growth in 6 of the 10 indicators in the World Bank report «Doing Business 2018» also indicates the scale and effectiveness of the measures taken to improve the business environment.

At this point, it should be noted separately that an online system of state registration of entrepreneurial subjects has been introduced in the Republic, and as a result, the registration process occupies only 30 minutes instead of the previous two working days. This led to the rise of Uzbekistan to the 11th place in the world in terms of the indicator of enterprise registration. The effectiveness of this can also be seen in the fact that during the 9 months of this year in our country 1.3 times more small business subjects were created than in the same period last year.

At the same time, it is necessary to separately note the effectiveness of the activities of single Centers for the provision of public services on the principle of «single window» to entrepreneurial subjects. Their activities make it possible to ensure transparency and speed of issuing permits and licenses, introduce electronic forms of interaction between government bodies, in addition, to significantly reduce bureaucratic barriers and financial costs of applicants. This can also be seen in 2017, when the number of public services provided only through the «single window» centers reached from 16 to 34.

In accordance with the resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated October 23, 2017 No. 864 «on additional inclusion in the list of public services provided only through single centers on the principle of «single window», the registration and issuance of a certificate of the electronic digital signature Key (EDS) is now determined to be carried out only by

It is appropriate to note that in recent years, special attention has been paid by the leadership of our country to the issues of simplifying tax administration and reducing the tax burden on entrepreneurial subjects. This year, a number of important decrees and resolutions of the president of our country on improving the tax system were adopted.

In particular, the president of the Republic of Uzbekistan on July 18, 2017

Decree No. 5116»on measures to radically improve tax administration, increase the collection of taxes and other mandatory payments «and Resolution No. 3168 of August 1 of the current year»on measures to further improve the activities of the bodies of the state tax service» on improving the activities of state tax authorities, the widespread introduction of modern information and communication technologies, of particular importance in ensuring the provision of electronic services to entrepreneurial subjects without direct communication.

As a result of the systematic work carried out, a full-fledged electronic form of submission of tax reports by business entities in the Republic was transferred. The expansion of the practice of remote payment of taxes led to a significant improvement in the rating of our country in terms of taxation, and Uzbekistan rose from the 138th place in this regard to the 78th. According to the reviews of the experts of the» Doing Business « team, today the level of tax burden on entrepreneurial subjects in Uzbekistan is much lower than in countries such as the USA, Australia, Germany, Sweden, Turkey, China and Russia.

The decree of the president of the Republic of Uzbekistan dated September 29, 2017 «on measures to further improve the procedure for the use of fiscal memory control and cash machines»has become important for further improving the quality of work in this direction, the realization of goods for cash by legal entities and individuals, the rapid implementation of settlements with the population and Systematic work is underway to ensure the implementation of the tasks set by the state tax committee of the Republic of Uzbekistan in the resolution.

In accordance with this decision, since January 2018, in Tashkent, Nukus cities and regional centers, online check-in cash machines were introduced into practice as an experimental test. Since July 1, 2018, legal entities in these regions, and since December 1, 2018, all legal entities and individuals in our country are planned to carry out cash settlements with the population in the implementation of goods, work and services in a mandatory manner only with the use of online cash machines.

By introducing this new system in our republic, an electronic database will be created in a centralized manner. As a result, tax revenues to the state budget will increase. Intentional evasion of payment of taxes is prevented.

The introduction of modern information and communication technologies in the system by the state tax committee has been a priority, and consistent work is underway in this regard these days.

State tax service bodies my.soliq.uz -the portal «electronic Tax Services» were launched in test mode. It serves to optimize the electronic public services provided to the population and business subjects, improve their quality, reduce costs, and ultimately raise the level of satisfaction of taxpayers with services.

The new portal is significant in the fact that the tax service authorities cover all electronic public services on a single web resource. In it, all tax-free electronic public services are sorted into interactive and informational public services, in which the necessary services can be found quickly and easily. In general, 35 electronic public services of the state tax service bodies have been introduced into practice on the portal today. In addition, 5 new services are presented in the test. The possibility of using all services is created, regardless of the category and location of taxpayers.

According to the results of the monitoring conducted as of July 1, 2017, the results of the «rating of the Openness Index «of the activities of state authorities and management bodies»in Uzbekistan, the state tax committee ranked first among 52 public authorities and management bodies in the Republic with a score of 96,» ICTWEEK Uzbekistan – 2017 « information- the recognition of the winner in the nomination «the best state body for the introduction of Information and communication technologies» at the week of communication technologies is also the result of the reforms carried out in the system.

To ensure transparency of the activities of the tax service bodies of the Republic, to improve the tax administration, the large – scale work carried out is aimed at a single goal-socio-economic development of our country, improving the welfare of the population.

1.5. The specific and appropriate tasks of Science in the requirements of the period of consistent continuation of the renewal and modernization of the country's economy.

The rapid development of small business is the main link that ensures the stable growth of the economy of any country and the priority direction of the ongoing economic reforms. The Sustainable Development and support of small business and private entrepreneurship in our republic is also defined as one of the main priorities of the country's socio-economic development.

Indeed, as a result of the constant support of small business in our country by the state, its share in the gross domestic product was 31.0% in 2000, this figure reached 54.0% by 2011. Including, the share of small business and private entrepreneurship in relation to the number of employed in the total economy is 74.8% in 2011. More than 64 percent of the new jobs in 2012 were also planned to be created precisely in the field of small business and private entrepreneurship. As can be seen, small business is macroeconomic, providing an opportunity to ensure the sustainable development of the country's economy, and socially-to increase the income and solvency of the population due to the creation of new jobs.

Also, as a result of the rational economic policy of the state in the Sustainable Development, support of small businesses, a favorable macroeconomic environment has been created in our country. In particular, legislation on the protection of private property and entrepreneurial rights has been strengthened, the processes of registration, voluntary registration and liquidation, issuance of licenses and permits for certain types of activities have been simplified, state intervention in small business activities has been limited, all forms and terms of

reports submitted by business entities have been sharply reduced, tax rates have been lowered.

As a result of the implemented economic reforms, primarily a rational tax policy aimed at reducing the tax burden, the single tax payment rate for small businesses was reduced from 38 percent in 1996 to 5 percent in 2012, which serves to ensure the business activity and financial stability of small businesses (fig. As a result of this, the investment activity of small businesses is expanding, and it has become possible to direct the freed up funds primarily to the technological renewal of production and the introduction of modern techniques).

Also, the amount of loans issued to small businesses by commercial banks of the Republic of Uzbekistan increases significantly. In particular, the amount of loans allocated by banks for the development of this industry in 2001 amounted to 171.5 billion. this figure increased by almost 26 times by 2011 and amounted to 4377 billion. made up the sum. The presence of a growth trend indicates that the policy of lending to small businesses by banks is being continued consistently.

However, today there is a change in the activity of small businesses under the influence of the processes of increasing competition and consumer demand on a global scale, deepening diversification and specialization in the production of industries. Such a process requires the economic nature of small business and the need for a relatively broad approach to its place in the country's economy.

The current stage in the development of the world economy is characterized by ensuring the continuity of innovative processes and increasing the scale. The effectiveness of small business in such conditions is determined by the fact that it directs its activities to the development based on the achievements of Science, the introduction of products with a large-scale capacity of Science in industry, as well as the commercialization of the results of scientific invention. These factors form the basis for the formation of small innovative businesses in the economy.

Based on the foregoing, it becomes important to improve the organizational and economic mechanisms for the development of small innovative businesses in

the context of the intensification of world and country-wide competition and the global financial and economic crisis.

Improving the organizational and economic mechanisms for the development of small innovative businesses should be carried out in the following areas.

The areas of improvement of organizational and economic mechanisms for the development of small innovative business are as follows:

First, institutional support for small innovation businesses.

They consist of:

formation of a new model of economic development in the country specializing in industrial-innovative oriented and flexible production;

creation of a unified system of legal norms within the framework of the innovative code, which regulates innovative activities, clarifies the main terms in the field of entrepreneurship with a capacity for science, measures for state support of small innovative businesses (at the Republican and territorial levels)

and also to reflect a number of basic laws related to the protection of intellectual property;

creation of a mechanism of incentives for the emergence and development of small innovative businesses to systems that provide them with a modern financial and credit mechanism, establishment of a system of special privileges and preferences for commercial banks financing the activities of small innovative businesses;

improving the conditions of their business by reducing the overall level of tax benefits and taxation in order to stimulate the activities of small innovative businesses, expanding the venture financing system, increasing the interest of large companies, commercial banks, insurance organizations to cooperate with small innovative businesses;

expanding the relationship between markets “environment” and “sales « of small innovative businesses, ensuring their active participation in securities, primarily in the corporate market, labor and resource markets, as well as exchanges, sales, fairs and auctions;

introduction of various forms of partnership relations between the state and small innovative business. It provides for the implementation of various forms of cooperative relations between the state and small innovative businesses, the development of special programs for the promotion and financing of small technological firms, as well as the expansion of the system of state orders for scientific and technical products;

formation of the infrastructure of the market of consulting services for innovative-active enterprises, development of market institutions for the provision of advisory services, ensuring state participation in the creation of a professional innovative management system, a standard for independent scientific expertise of innovative projects;

organization of associations, business centers, as well as international associations of entrepreneurs in the Republic and regions, consisting of representatives of small innovative businesses;

the organization of special courses in innovative management and the constant improvement of the qualifications of specialists in this direction, as well as the expansion of Educational, Scientific, methodological, information literature and the creation of programs on the issues of managing innovative activities.

Thus, institutional support for small innovative businesses should reflect a set of measures based on the use of state regulatory tools and all market mechanisms. In particular, the approach to the promotion of small innovative businesses should be differentiated by the achieved results of small innovative businesses, the orientation of their activities on the external or internal market, in what network it belongs to, in quantity and terms.

Secondly, to stimulate the cooperation of small industrial enterprises with innovative clusters. This direction is the establishment of cooperative relations with small innovative business research organizations, large industrial enterprises, financial structures and government bodies within the framework of cluster links. For the subjects involved in this process, it becomes the basis for the formation of

mutually stable beneficial relations, achieving competitive advantages in foreign and domestic markets.

The formation of innovative clusters in Uzbekistan and the creation of conditions for the entry of small innovative businesses into them is a priority of the economic policy of the state, and it should be based not only on the orientation to support individual small innovative enterprises, but also on the promotion of the development of a “high-tech” system that combines activities of

In order to expand the activities of small innovative businesses in the country, it is necessary to take the following measures:

- development and implementation of State target programs for the development of innovative clusters;

- harmonization of Republican and regional small business development programs with measures to implement cluster projects;

- ensuring the implementation of the activities of small innovative business support institutions at all levels in coordination with inter-sectored and executive bodies.

It is also important to carry out organizational and methodological activities that ensure the entry of small innovative businesses into innovative clusters, support for information support, the formation of advisory centers on issues of cooperation with government management bodies operating within clusters, research organizations and large production enterprises.

Within the framework of clusters, it is advisable to carry out financial support for small innovative businesses in the context of a public and private network partnership, and it is necessary to involve loans from venture funds, large companies and commercial banks, and not from state and local budget funds in these processes. Alternatively, for the implementation of innovative projects, it is necessary to form franchising companies that are responsible for the effective distribution and involvement of financial resources.

It is also advisable to introduce a system for guaranteeing loans received by the subjects of the innovation cluster, to develop credit cooperation and insurance.

Thirdly, to ensure the efficiency of foreign economic activity of small innovative business. In particular, in order to ensure the stability of competition, protect and support the interests of small enterprises in the system of foreign economic activity, increase their export potential and increase the share of innovative products in the country's export volume, it is necessary, in our opinion, to develop comprehensive measures for state support of exports to small enterprises. It is advisable to focus on the following:

- development and implementation of a program for training entrepreneurs to enter foreign markets;

- for small innovative enterprises, licensing of products manufactured by them according to international standards, lending to export activities under the condition of state guarantee of issued debts, providing insurance of political, commercial, financial and other risks associated with foreign economic activity, providing exporters with a special system of benefits when organizing information and consulting support;

- improvement of innovative-technological infrastructures;

- creation of conditions for increasing the competitiveness of national products in international markets.

This direction of state support for small innovative businesses allows economic entities to increase their export potential and ensure the effectiveness of their foreign economic activities.

Thus, the state and the market should promote the expansion of the activities of the innovative sector of the economy, conduct an effective national industrial policy, stimulate the innovative activity of small-scale production enterprises, which should first of all become an impetus for innovative development in society.

Chapter 2. ORGANIZATION OF BUSINESS RESEARCH

2.1. Business Research Scientific and practical approaches

Marketing is a type of human activity aimed at satisfying needs and requirements through exchange, combining the actions of all participants in the market based on their mutual interests, in order to form and satisfy demand. Marketing is a holistic systematic (complex – systematic) approach to solving market problems that include all stages of commodity movements, such as the study of demand supply, the creation of a product development program, the provision of various services related to sales and consumption, and the organization of disposal after exiting consumption. The breakdown of Marketing Research, which is important in the organization, management, planning and control of gross marketing activities – is manifested as one of the main features of modern marketing theory. Marketing research is a high level of organization, the totality of methods used in their culture, analytical and processing processes, the initial stage, the «base point» in determining, implementing the marketing strategy of direct enterprises and organizations. In today's conditions, where the consumer market is increasingly enriched with new goods and services, the importance of marketing Research in the identification and rational use of new opportunities is increasing every day. Conducting research as a subject of Marketing research includes all the facets of marketing activity, and decisions on them are associated with a shake-up. They belong to the marketing competence and its technical elements. The main areas of Marketing research are:

1. Market and sales research:
 - a) market capacity assessment;
 - b) determination of the characteristic of the market and its segments;
 - c) analysis of the trend of changes in the market;
 - d) prospect of sales expenses;
 - e) obtaining information about existing and possible consumers;
 - f) consumer demand study;
 - g) obtaining information about competitors.
2. Product research:
 - a) collecting information about a new product;
 - b) conduct tests on the product;
 - c) testing and research of various types.
3. Assessment research:
 - a) research of the relationship between the price of a product and the demand for it;
 - b) the prospect of pricing policy for different stages of the product life cycle.
4. Product Movement Research:
 - a) research of the effectiveness of advertising activities;
 - b) research of the effectiveness of various media;
 - c) try different advertising options;
 - d) comprehensive comparative analysis of various methods and means of product movement.
5. Delivering the product to customers:
 - a) warehouse location research;
 - b) Retail Point location research;
 - c) service location research.

When conducting Marketing research, foreign firms and companies spend large sums. For example, the annual sales rate is 25 million USD. Companies with dollars spend 3.5 percent of their marketing budgets on marketing research. Consumer goods manufacturing enterprises invest more in this area than enterprises that supply means of production. Market research is just a certain part of marketing Research. Only in conditional terms can they be showed as the basis

of marketing Research. In the process of market research, the following is determined:

- the possible sales amount of the product entering the market or existing in it;
- the tendency to change in the consumer nature and other characteristics of the commodity;
- determining the group of consumers by age, gender, territory, Social, number of people in the family, income level; determining the desire of buyers when planning an assortment, organizing sales and advertising;
- the amount of sales of the product, its share in the total market (both in terms of Regions and segments);
- determine the competitiveness of the firm and its role in the market.

As you can see, the amount of information about the market is large and of a different nature. Therefore, experts from various fields of knowledge take part in market research, and these studies are much more expensive, but firms do not avoid spending in order to cut the market as quickly as possible, since competitors are taking harsh measures to prevent the emergence of a new competitor in the market. Therefore, the process of research, especially, after the receipt of its results, and the firm begins to organize a trial sale of the sung brand from substantiate their marketing concept. The main task of this process is to study the specific factors that determine the effective urn of the firm in the market. Studying the market from the point of view of marketing burns to the face with the goal of allowing companies, firms (enterprises) to effectively sell their goods, creating new segments for its expansion, quality improvements, stocks and new goods, meeting consumer demand and obtaining high profits. To accomplish this goal, wide marketing research is carried out. The task of researching the market from a marketing point of view is to adapt the production and the goods that are produced in it to the high demands of the market and the consumer. This thing should be done on the basis of the high-cost, competitive performance of the firm.

2.2. Goals and objectives of Business Research

The main goal of Marketing research was determined by the objective reasons for its emergence, formation and development, the need, and its goal is to solve a wide range of complex issues in the economy. It is to bring high profits to the enterprises, organizations that organize it, while adapting production to the needs of the buyer and achieving a balance of supply and demand. To achieve this, it is necessary to solve important tasks in marketing:

- study of the need of buyers (consumers) ;
- study of internal and transport requirements for goods;
- adaptation of the activities of the enterprise to the needs of buyers;
- market research based on the information received on supply and demand;
- organization of advertising of goods, increasing the interest of buyers to purchase goods;
- collection and analysis of information to carry out the research of the enterprise that creates the brand or sells it;
- obtaining information about all services in the introduction of goods to the market;
- collection of information about complementary goods and urn-suppressing goods;
- the prospect of demand for goods consists of controlling their implementation.

Systematic analysis of Marketing information allows you to develop an approximate calculation of supply and demand. And without it, it is impossible to set the level of sales. At such a level, it is usually calculated in the minimum, maximum range. Advertising is important in achieving the Marketing goal. The task of advertising is to strengthen the existing market segment, attract new buyers, organize new markets. The main feature of advertising in the Marketing system is a continuous impact and constant updating. At the same time, the psychology of the buyer depends on the brand and the brand of the firm has the property (image).

Sales promotion is one of the tasks of marketing and allows you to ensure the planned level of sales of the goods released to the market. This means increasing production costs and making a profit. There are active forms of sales promotion - exhibition-trade, fairs, the use of the services of special sales agents and affordable prices. With the help of the assessment system, the ratio between supply and demand is regulated. This issue is currently one of the challenges of dressing up for our businesses. Sales policy in the Marketing system is the process of organizing the periodic movement of goods. It requires a clear analysis of the impact on decisions that shake at each stage of the movement of the commodity mass from the manufacturer to the consumer. In this context, sales refer to all the relationships between production and trade. It includes wholesale and retail sales, transportation and jumping. In our economic conditions, such as a function of marketing commodity policy is important, comprehensively domesticated commodity policy allows you to effectively use resources.

Commodity policy ensures that every manufactured product is divided into a specific group of consumers. That is, every brand must have a specific consumer address. Our domestic market, the so-called «average», of the assortment of goods issued to it, practically does not exist, is very much inferior to the intended consumer, because it does not allow the buyer to choose goods that are divided into interest and taste. With the exception of the fact that such situations occur in the marketing approach. All of the marketing actions listed above should be used in ONE Competence. Only then will marketing activities provide continuous information flow from the consumer to industrial enterprises and trade, and from them in opposite direction.

This makes it possible to make changes in the field of timely production, assortment of goods, terms of sale, service. The listed goals and objectives of marketing cannot provide a holistic understanding of the organization of market activities, as there can be no ready-made recipe itself to solve market problems. Before the use of marketing, it is necessary to first take into account the prevailing conditions, the level of the most basic socio – economic equilibrium. Because

Marketing is a complex process, it requires patience for effort and intensity, but at the same time fast behavior. On the one hand, it is necessary to meet a sufficiently high need for the population, its purchasing power, and on the other, the demand for freedom in the choice of goods and services. To ensure a large radius of market movement, it is necessary to quickly change the assortment of goods, responding to its mass interruption. All this allows you to balance supply and demand. In order to carry out marketing activities, it is necessary to deal with organizational issues consisting of enterprise management and planning system, distribution, relations in the domestic market and trade, realization of highly developed market channels.

Today, all commodity producers, consumers and at the same time employees of other industries should be able to think and use it effectively from the point of view of raw marketing. Brief conclusions are expressed as one of the main features of modern marketing theory – the breakdown of Marketing Research, which is important in the organization, management, planning and control of gross marketing activities. Marketing research is a high level of organization, the totality of methods used in their culture, analytical and processing processes, the initial stage, the «base point» in determining, implementing the marketing strategy of direct enterprises and organizations.

In today's conditions, where the consumer market is increasingly enriched with new goods and services, the importance of marketing Research in the identification and use of new opportunities is increasing every day. The main goal of Marketing research was determined by the objective reasons for its emergence, formation and development, the need, and its goal is to solve a wide range of complex and complex issues in the economy. It is to bring high profits to the enterprises, organizations that organize it, while adapting production to the needs of the buyer and achieving a balance of supply and demand.

2.3. The essence of information when conducting business research

Business research work occupies a wide place in the activities of all organizations and enterprises. Relying on information or messages about the market, using them in the right situations is, naturally, a prerequisite. But an important place in the implementation of the aspirations of firms and organizations towards the target market, the buyer is occupied by marketing research towards a specific direction and goal. At this place, the rich experience of the famous company «Marks end Sienser» is noteworthy. Considered large and influential in England, the organization «soft goods» (clothing and textile products) accounts for 16 percent of retail turnover. In terms of the volume of commodity turnover per square meter, this company ranks first in the world. In the 80s, Marx end Sienser conducted continuous marketing research for 18 months in order to open his own shop in Paris and offer goods that are to the taste of French buyers. Although the lifestyle, life skills, curiosity, income of British and French families are very similar to each other, it turns out that the nature of the local market, competition in IT, customer demand are somewhat different. As can be seen from this, each organization, firm must constantly carry out marketing Research in order to maintain its market and the scale of its buyer, increase their sales, meet a new need.

Of course every marketing research requires appropriate spending expenses. Mainly large firms conduct marketing research on the scale of their structures, subsidiary organizations. But since the opportunity and certain needs to conduct research in all areas are not constant, and it is expensive to keep employees busy at work all year round, they transfer certain problems to specialized marketing centers, institutes and periodically conduct information. In the US, the largest and most famous firms carry out their marketing research mainly in five areas.

1. Research on the organization of advertising.
2. Research on strategic planning and organization policy.
3. Research on the assessment of the internal and external responsibility of the organization.
4. Market status analysis.

5. Research on sales and market opportunities.

In the subject aspect, marketing studies differ from each other in that the depth of analysis is focused on solving the assigned problem and task, while being complementary. For example, sales analysis, market composition analysis, search for market opportunities, short and long-term market forecast, competitor products analysis, determination of the sales volume of a new product, search for sales outlets, price policy analysis, Advertising Media analysis, etc. Marketing research on this topic is becoming richer every year with the enslavement of new methods, the processing of the information scale, the consideration of other indicators, the offer of solutions with several options. In particular, on these topics, examples of general and special computer programs for production in recent times can be given.

In general, socio-economic information affecting the activities of the enterprise used in the marketing program and research includes:

- demographic, social, political, economic trends;
- revenue, cost, structure of consumer funds of the population and enterprises; General Dynamics of assessments, foreign trade;
- system of taxes;
- information about the activities of competitors is also included in the sentence of such information.

2.4. Areas of Marketing Research

The directions of Marketing research, of course, will directly depend on the developed level of the market, the intensity of competition in it, the large and small size of firms engaged in related goods and services, the pace of formation of marketing information and notification systems and other factors. In this regard, it is somewhat inappropriate to think about the fact that the directions of marketing research of firms in developed foreign countries, the procedure and forms of organization are accepted unchanged for enterprises and organizations of our country. The development of modern marketing theory and its decisive importance

in practical activities are also significantly reflected in the organization of marketing research of firms. In particular, the competitiveness of firms, their role in the market, the strategic goals that should be taken, the tactics of the path to diversification in most cases determine the direction and scope of research. P.Kotler emphasizes that there are 4 main types of firms ' marketing strategies and that the activities differ from each other. In particular, the marketing strategies of firms can be divided into the following types:

- striving for the leader (has an average share of 30% in the market);
- co-aspiring (has a 20% share in the market);
- it is he who takes the «niche» in the market –»space»(has a share of around 10% in the market).

The market share of firms that have chosen and are implementing this strategy, their future aspirations have a significant impact on the direction, speed of marketing research on the relevant problems. For example, if a firm that is the leader in the market pays more attention to research in the market conjuncture, development of a new product, increase sales opportunities, communications and advertising directions, the firm that occupies the «niche» in the market will carry out research on the desire of buyers, analysis of competitors' goods and prices will expand market boundaries. In particular, looking at the formation and prosperity of the automotive market, one can be sure that this opinion is correct. In the 60-70s of the XX century, the name of Japanese and South Korean cars was not yet mentioned on the world car market. Currently, the automakers created in these countries have developed on the basis of the study of the experience of famous firms in such countries as the USA, Germany, France, Italy, the research of cars. Currently, Japanese companies such as Toyota, Nissan, Mitsubishis, Honda, South Korean Hyundai , Deut are trying to push out strategies to achieve leader board in the markets of some countries.

Research categorization symptoms	Directions of research and features of their implementation
According to research objectives	Research on search, description, experiment
By Marketing elements	Research in the direction of goods, price,

	distribution, communications
According to the scale of implementation of research in the market	Domestic, National, International
According to the participation of the subjects who carry out the studies	Directly with the participation of the firm, with the participation of 47 marketing intermediaries, through selected special participants
According to the periodicity of conducting research	Research in one-time, seasonal, emergency and other aspects

2.1.- image. Signs of categorization of directions of Marketing Research

Therefore, the organization of marketing Research is of the necessary importance, taking into account the state of development of the market, the intensity of competition, the goals and objectives of firms operating in these markets. When determining the directions of Marketing research, it is necessary to take into account the role and functions of the relevant firm in the market. When carrying out Marketing Research, insufficient attention is paid to the existence of a discrepancy – differentiation between the problem of research and its goals. As a result of this, significant errors are poured in in the later stages. For this reason, a correct and well-defined problem creates a thorough foundation for achieving an assigned goal. For example, let's take the example of the one – way equipment of the X-model cars of the high-class car manufacturer «a» firm with an internal on-board computer and a radio phone. From world experience, this is what is known that all car manufacturing firms perform these «additional equipment» for an additional choice and a fee inherent in it. Let's see what problem the car firm» a « will solve and pursue goals in terms of separation from competitors, its attempt for buyers of high consumer levels. What are the public needs for cars with on-board computers and radio phones, and what benefits does it allow to achieve on-order execution? In what aspect will the impact on costs and income for these» additional equipment « be? What advantages and risks do these «additional equipment» create for the safety of car traffic and the controller? These questions are a scale of questions focused on the purpose of the study, which can be scaled up and further clarified. And the main goal is to find opportunities to increase the need for a new model of the firm» A». So, the automobile firm «A» is pursuing a policy of increasing the consumption range at the expense of «extra equipment».

2.5. Stages of Marketing Research

One of the most important stages of Marketing Research is the development of a research plan. In this case, sources, methods, weapons, procedures and plans for conducting a competition are drawn up to collect the information and information necessary for the research. The data and resources on which the study is based can be used several times in the relevant fields, processing them. In Marketing research, observation, experiment, survey, group Bliss are the most commonly used styles. Each method presupposes the effective collection of information at the appropriate stages of research, its processing, effective use of technical means. For example, let's take a research to assess the initial demand for a car with a radio phone and on-board computers presented above.

Through the observation method, it is possible to assess the relationship, skills of buyers in the current period and in the automotive market. And in the style of the survey, it is possible to assess the interests of a specific buyer in «new equipment», the requirements and desires that they impose on them. And in the style of experimentation, it is possible to track the cases of buyers by buying a small batch of cars in the test style on the market. When developing a research plan, methodological interconnection, accuracy, non-repetition, periodic continuity should be ensured. The drawn up plan should informally answer the following questions.

1. What information should be collected?
2. Who collects the data?
3. Who and what should be engaged in research?
4. What methods are used when collecting data?
5. In what form and for what deadlines will the data be presented?
6. When and where data collection is carried out.
7. What expenses are foreseen for data collection?

Based on finding answers to these questions, the consistency, content and logical dependence of the research plan is ensured. This, in turn, prevents the occurrence of deficiencies and errors that may occur in the later stages of the study. In addition to the fact that the stage of data collection is carried out according to the approved plan, it also performs the task of processing them using technical means, making an appointment surplus, because much attention is paid to where and when the data to be collected is carried out, to expand the possibilities of their effective use. In recent times, the use of computer programs to collect data and information has been highly effective, as the collected data is not yet a result, but an initial raw material prepared. Thanks to this, special computer programs are used in order to greatly facilitate the stages of collecting, analyzing and presenting data. In this case, the main attention is paid not only to data in the form of a table, but also to the resulting data in the form of a graph, diagram, drawing. Marketing research makes it much easier to make a decision on the market regarding the product assigned to the content and immediate presentation of the information as short as possible. For this reason, the results of the presented marketing research are required to have a part in which generalized and general conclusions are presented.

Data of all significance obtained during the study, tables and diagrams are presented in expanded form and in special units with all the details. Hence, based on the directions of marketing research, its goals, certain styles are selected. the styles to be used serve to complement each other, identify, eliminate errors in a timely manner on the way to achieving the desired result. And Research weapons, whether in the form of a questionnaire or technical means, perform the task of promptly collecting information, processing them, making them more productive in future activities.

Brief conclusions

Marketing research work occupies a wide place in the activities of all organizations and enterprises. Relying on information or messages about the market, using them in the right situations is, naturally, a prerequisite, but an

important place in the implementation of the aspirations of firms and organizations towards the target market, the buyer is occupied by marketing research towards a specific direction and goal. One of the most important stages of Marketing Research is the development of a research plan. In this case, sources, methods, weapons, procedures and plans for conducting a competition are drawn up to collect the information and information necessary for the research. The data and resources on which the study is based can be used several times in the relevant fields, processing them. In Marketing research, observation, experiment, survey, group Bliss are the most commonly used styles. Each method presupposes the effective collection of information at the appropriate stages of research, its processing, effective use of technical means.

Questions for supervision:

1. In what areas is business research mainly carried out?
2. What factors should be taken into account when determining the directions of Business Research?
3. According to the marketing strategy of firms, it is necessary to organize research in what direction.
4. According to what signs are the directions of Business Research categorized?
5. What are the techniques used in Business Research?

CHAPTER 3. CHOOSING BUSINESS RESEARCH METHODS

3.1. Methods for modeling business research processes

The law of large numbers and the probability of distribution of business. Indeed, small business is an area of interest to all, the driving force of the economy, the main part of GDP, due to which production in all developed and developing countries in a market economy it turns out to be a» locomotive « on the field. Due to the all-round ease of movement, resourcefulness of small businesses, they have a relatively high «opportunity to splash on the surface of the water» in a rapidly changing, ambiguous, non-volatile market economy.

Taking into account the territorial, demographic and other distinctive features of the country, it is advisable to approach the development of small businesses by region or territory. The role of scientifically based economic-mathematical and econometric models on the territory is extremely large in many ways in predicting the prospects for the organization of small business development and, on this basis, in managing the development of small businesses in the regions. On the basis of econometric and economic-mathematical models, their activities, development are

predicted, and on this basis, small businesses are managed, regulated at the territorial level. There are many methods of prediction, which are categorized as follows (see Figure 1).

In addition, professor S.A.Sargsyan cites the four-point classification of predictions: in Step 1: factographic, mixed and expert; in Step 2: statistical, analogical, prepositional, correct, with reverse binding; in Step 3: extrapolation and interpolation, regression and correlation, factor models, mathematical analogy, historical analogy, IT research, technology level Research, survey, analysis, Idea Generation, Game models; and in Step 4, each prediction in Step 3-a classification of more than 30 methods belonging to the rating method is cited.

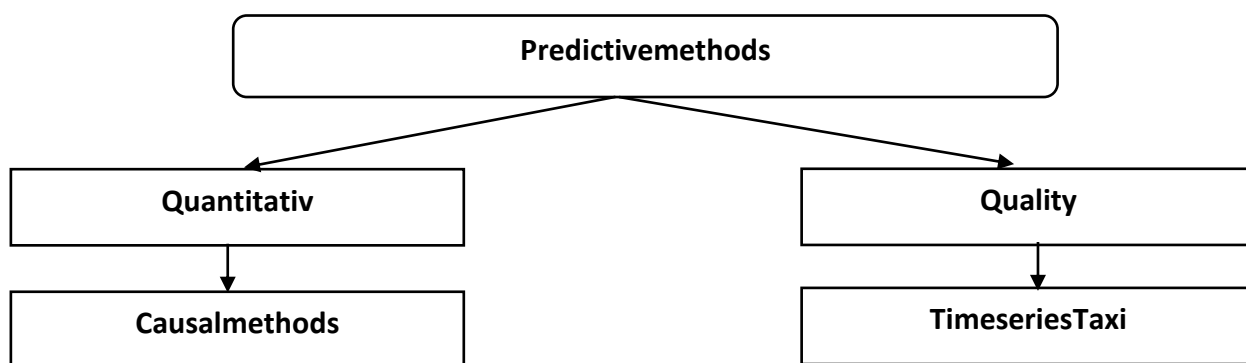


Figure 1. Classification of forecasting methods

At the regional level, issues of forecasting economics and its branches, economic and other social systems are considered in a number of works of scientists of the CIS and the Republic¹.

When predicting each socio-economic process, short, medium and long-term periods are distinguished. The longer the prophetic period, the more uncertain the

¹В.Л.Горелова,Е.Н.Мельникова.Основыпрогнозированиясистем.Москва.Высшаяшкола.1986.,Анализипрогно зирования экономики региона. Под.ред. В.П.Чичканова и П.А. Минакира. М.:Наука. 1984., Н.М.Махмудов и др.Методысоциально- экономическогопрогнозирования.Ташкент.1995.,А.Абдуллаев,А.Фаттахов,М.Саидов.Моделирования и прогнозирования экономических процессов. Т.:ТГЭУ. 2015, Т.Ш.Шадыев и др. Эконометрика. Т:Шарк. 2013. Б.Рузметов. Региональная экономика: Ташкент: Фан. 2011. Цеддлес Ю., Райш Э., Угаров А.А. Экономикасельскохозяйственныхпредприятий.М.МСХА.2010,В.Г.Нанивская,И.В.Андропова.Теорияэконом ическогопрогнозирования.Тюмень, 2012.

prophetic will be, that is, the stronger the influence of external factors that we did not take into account. Hence, divination is associated with time. Forecast-methods of development rely on the data of all economic agents and economic entities, including SB entities in the past period, socio-economic trends, and on the basis of these retrospective data, predictions for the future are carried out. The methods of forecasting differ from each other in style and approach, and its mainly qualitative and quantitative types differ (see fig..²)

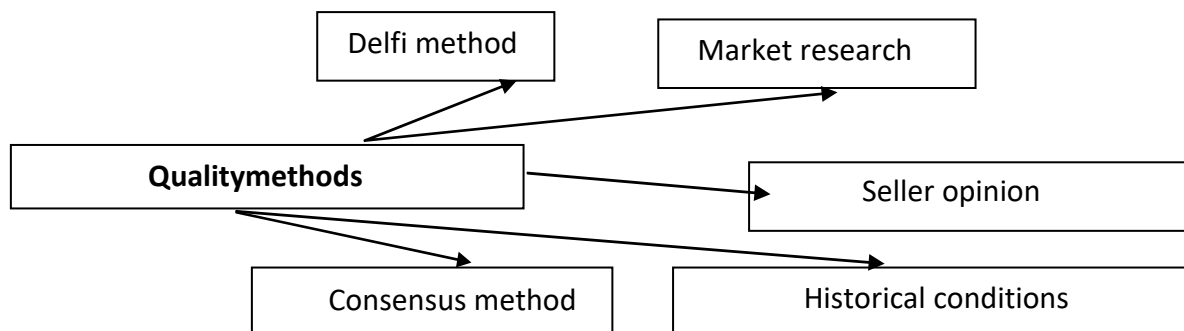
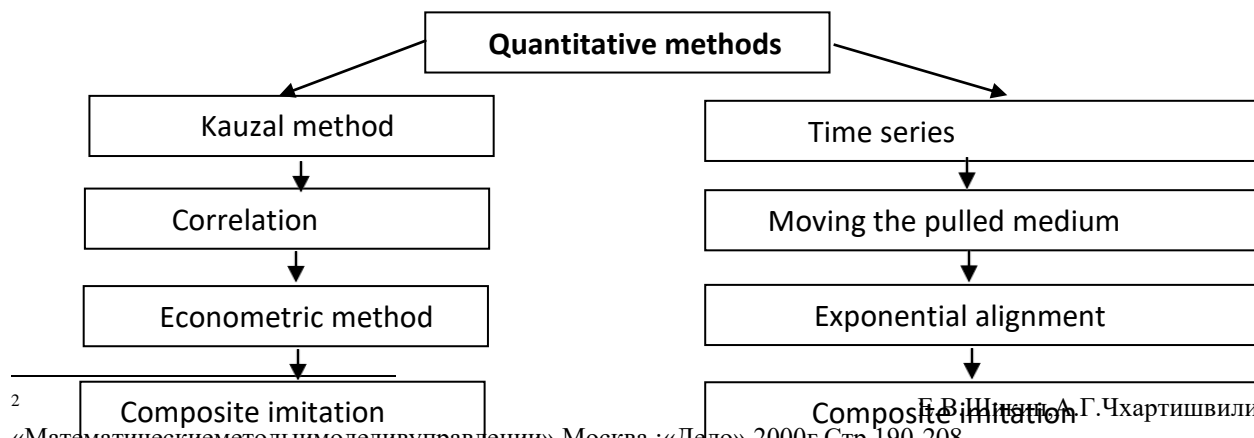


Figure 2. Quality methods of forecasting

Qualitative Styles is the field of knowledge of the opinion of experts and experts a future, such as the opening number of small business entities, when it diagnoses development trends, styles considers small business development trends directly through mathematical methods (fig.3)

Of particular importance in the analysis of the activities of SB are the distribution laws of the econometric method and the laws of large numbers. Distribution papers play a major role in studying SB in the quantity (number) aspect and in conducting prediction work. As we know, the distribution has the laws of Binominal, Poisson, level, geometric, hyper geometric, flat, normal distribution, Student, Fisher-Synecord, χ - square, gamma, Weybull distribution.



² «Математические методы моделирования». Москва.: «Дело», 2000г. Стр.190-208. Ф.В.Ишени, А.Г.Чхартишвили

Figure 3. Categorization of quantitative forecasting methods

One of the urgent issues is the forecasting of the SB using the laws of distribution, its distribution by factors and criteria affecting its development and, on this basis, the development of prospects for predicting the development of the SB in the country or in its regions. Among such criteria, one can initially include an analysis of the provision of fixed assets, distribution of funds and profit. The practical application of theoretical knowledge through such discrete or continuous random quantity distribution plays a major role in economics.

Of the scientists who made an important contribution to the econometric modeling of entrepreneurship in Uzbekistan, professor B.Khadiev in his scientific work analyzed entrepreneurship in direct, General connection with some sectors of the economy, including agriculture. He developed a system of econometric models of the development of entrepreneurship in the branches of material production and modeled entrepreneurship, with the main emphasis being on the implementation of calculations in the agricultural direction. In addition, in his research, he looked at the methods of optimizing decisions taken in entrepreneurship, increasing the level of profit in small and medium-sized businesses and issues of equilibrium of prices, problems of identification of econometric models. Also B.Khadiev, referring to the econometric model of measuring the efficiency of small business, proposed the concept, prediction of the development of small business, developing models for theoretical issues of measuring efficiency in small business, analysis of production efficiency and consumer indicators of the population.

To date, however (III-V-stages) there have been much more changes in this regard. In the previous period (Phase III), the main share of small businesses fell on the agricultural, commercial sector, while only 12.1 percent of GDP fell on small businesses. At the IV stage, the network and regional structure of small businesses has changed. This makes the issue of modeling small business on the example of objects of trade and preservation, industry, transport and communications, market infrastructure of other sectors of the economy or on the scale of the regions of the Republic relevant. Secondly, over the past period, the

classification system of small businesses has radically changed. Thirdly, in the above approach, small business, entrepreneurial analysis is approached from a general point of view under the name «entrepreneurship». However, it is possible to include in the criteria a number of subjects, including small and large enterprises, microenterprises, individual entrepreneurs.

In our opinion, small business development trends when modeling, attention should be paid to the characteristics and specific organizational and legal status of the subject or network being modeled, as well as what type or form of entrepreneurship they belong to.

The organizational and legal status of the modeling entity, the models of one or another branch of its economy differ from other sectorized models. In addition, in the modeling of entrepreneurship, according to the interpretation from a general point of view, individual or general regions in terms of the scale of business entities (large, medium, small), modeling at the cross-section of industries, modeling the proportions of the shares of small and large businesses in the general economy also plays an important role.

Researcher M.Umarkhodjaeva recommends placing the Italian model of small business development in the classification criteria of enterprises along with the number of employees, as well as the volume of investments. In her opinion, for the development of small business, it is necessary to apply the Italian experience of creating specialized production areas – clusters or constellations in our republic. Containment is a cooperative consisting of several enterprises specializing in the middle or final stages of production, in which one firm is the leader, and the rest adapt their production accordingly.

Researcher Sh.Shodmonkulov, analyzing small businesses from a marketing point of view, carries out customer attention, Organization of sales on the basis of mesh marketing, classification of enterprises by the amount of demand satisfied, and SWOT analysis.

A.B. Yugai modeled production management processes at small enterprises producing bread and pasta. It builds an algorithm for the formation of the business

plan of the enterprise and its financial results, and also implements a forecast of the population's need for bread and pasta, production volumes, and evaluates the effectiveness of production.

The author believes that the development process of small business is directly related to the economic mechanisms and sectoral features that are in force in one country or another. For this reason, it is necessary to take into account the quantitative indicators of developed countries and the experience of small business development in comparison with the practice in Uzbekistan, of course, the level of development of social and production infrastructure, the sectoral structure of the national economy and other socio-cultural characteristics. In most developed countries, small businesses are classified using the following indicators: employment, the number of private enterprises, their share in national income.

Of particular importance in the analysis of the activities of small businesses is the correspondence of the econometric style to the laws of binomial, Poisson, level, normal distribution, Student, Fisher-Synecord, χ^2 - Square and large numbers. Forecasting business with the help of the laws of distribution, distribution by factors and criteria affecting its development, and on this basis the development of the prospect of development in the country or its regions is one of the pressing issues. 300 subjects were selected from sectors of the economy, including industrial, service, construction and trade enterprises, in order to estimate the distribution densities of empirical and theoretical frequencies of the average profit amounts of business entities. Despite the fact that these subjects operate under the same conditions, their average profit amounts are significantly different from each other. Then the statistical set is divided into 6 groups. According to table-1 below, small businesses tend to accumulate around the average value in terms of profit amounts and decrease by distribution margins.

Table 1

Calculation of theoretical frequencies of business entities by the amount of average profit in real sector networks

$\ln \bar{x}_i$	m	$\ln \bar{x}_i m$	$\ln \bar{x}_i - \overline{\ln x_i}$	$(\ln \bar{x}_i - \overline{\ln x_i})^2$	$\frac{\ln \bar{x}_i - \overline{\ln x_i}}{\sigma}$	$F(t_i)$	m'
1,0613	12,9	13,6902	-1,0058	1,0116	-1,6763	0,0475	13,8
1,4943	17,7	26,4483	-0,5728	0,3281	-0,9547	0,1711	12,4
1,9489	21,1	41,1219	-0,1181	0,0140	-0,1969	0,4247	25,3
2,3171	18,4	42,6343	0,2500	0,0625	0,4167	0,6591	23,4
2,6780	15,9	42,5803	0,6110	0,3733	1,0183	0,8438	18,5
2,8736	14	40,2299	0,8065	0,6505	1,3442	0,9099	6,6
	100	206,7048		2,4399			100
		$\ln x_i = 2,067$					

The graphic representation of this distribution of relative magnitudes has left-hand-lama asymmetry and a sharp tip. These signs, on the other hand, indicate the need to choose a lognormal distribution in order to determine the processes of formation of average profit in small business entities. The convenience of this function is that the logarithms of relative quantities meet the requirements of Lyapunov's theory than the magnitudes themselves.

Therefore, we have reason to say that business entities are subject to a lognormal distribution over the average profit amounts. When calculating the theoretical values of the distribution

$\ln x_i^- = 2.067$, $v = 5\%$, $\delta = 0.6$ To assess the proximity of the theoretical distribution to the empirical distribution, the Pearson criterion was used.

$$\chi_n^2 = \frac{(m_1 - m'_1)^2}{m'_1} + \frac{(m_n - m'_n)^2}{m'_n} + \frac{(m_2 - m'_2)^2}{m'_2} + \dots$$

As you know, small business entities, like any giant enterprises, should evaluate their activities on the basis of analysis. In order to adapt to the changing, uncertain conditions of the market, each entrepreneur must fully know the situation of his enterprise, effectively manage it, adjusting its «ups and downs». Systematic analysis of the activities of small business entities in connection with the constantly changing market environment, keeping them in stable activity and competitive provides smooth development while allowing to do so.

The following can be achieved when the activities of SB subsectors are regularly and comprehensively analyzed:

- * rapid, high-quality and professional assessment of the results of economic activity of the enterprise itself and its structural units as a subject of both SB;

- * timely identification and consideration of factors affecting the profit received on specific types of goods produced and their services;

- * Determination of production costs and trends in their change, necessary for the development of the SB assessment policy;

- * To find optimal ways to solve the problems of the subject of the SB and ensure that it will benefit in the near future.

In entrepreneurial practice, strategic and operational analysis is distinguished. Strategic analysis is aimed at determining the capabilities and capabilities of a small business entity, its strengths and weaknesses.

And operational analysis is directed to evaluate the results of the activities of a small business entity. It serves as an effective tool in resource management, plays an important role in optimizing costs, ensuring product quality.

Quick analysis includes:

- * analysis of the results of the activities of a small business entity;

- * analysis of production costs;

- * product analysis

It is impossible to find a single indicator that fully reflects the activities of the SB, and even the profit does not fully represent it.

For this reason, we use a system of indicators: profit, the volume of goods and services delivered, cost, material costs, labor remuneration Fund, number of employees, etc.

The simplest way to assess the activities of SB subjects is to compare real planned (in a business plan) indicators. Such a comparison of indicators makes it possible to conclude about the effectiveness (insincerity) of the activities of the subject of SB.

A relatively complex method of assessing the effectiveness of SB activity consists in assessing the degree of connection between costs and final results,

which requires the construction of a specially developed mathematical tool-a multi-factor production function.

Judging the effectiveness of a small business entity from the point of view of costs and final results, it is necessary first to evaluate costs and results (production costs), and then in the external environment (technical progress, the life cycle of the commodity, the movement of subjects in the market, etc.) it is necessary to take into account the changes that will occur. Hence, the final results of the activities of a small business entity are influenced by internal organizational, economic and external, market factors. As you know, the effectiveness of an SB subject, like every subject, is found as follows, that is, the ratio of the value of the sold product (service) to the costs that went to the production of the product (service).

$$\text{Efficiency} = \frac{\text{The value of the product (service) sold}}{\text{Real costs in the production of products (services)}} \quad (1)$$

The value of the sold product in Formula 2.2.1 is equal to the amount of produced product multiplied by the price of the product.

$$\text{Sold product value} = \text{Developed (sold) product mix} * \text{Product unit price} \quad (2)$$

Costs, on the other hand, are equal to the costs incurred per unit of product multiplied by the amount of product produced.

The value of the manufactured product may change if the quantity of the manufactured product and the price of the product change. Production costs, on the other hand, are directly related to changes in production volumes, resource prices, norms for spending resources per unit of production, assortment of manufactured products.

The most important thing is that while SB entities plan financial issues-draw up, the above resultant indicators - are looking for ways to reduce costs and increase profits. Like any subject (production, service, etc.) in small businesses, too, the concept of «point of harm», which distinguishes the areas of profit and loss from each other, plays an important role.

The point of harm in some literature is also called the «dead point» , the critical volume of production, the «limit point of profitability, the «point of zero profit». The point of harm indicates the minimum turnover, the minimum amount of receipts required to cover the costs of production or service of the product. Due to the achievement of the point of harm, it is achieved that with some minimum volume of products produced (sold), the economic entity completely covers its expenses.

The change in the point of harm is influenced by such factors as the levels of product (service) assessments, their changes, variable costs that go to one unit of product, and changes in constant costs. There are several methods for determining the point of harmlessness (see table 1).The practical importance of identifying points and scales of harmlessness in small businesses is enormous.

Table 1

Methods for determining the point of harmlessness

№	Detection method	Comment
1	$V_k = \frac{U}{S}; 1 - \frac{S}{P}$	U-total fixed costs; S-variable costs that went to one-unit product; P is the price of one-unit product.
2	$Q_k = \frac{U}{(P-S)};$ $U_k = Q_k * S$	Q_k –the amount of product at the point of harmlessness
3	$U_k = \frac{U * P}{P - S}$	U_k –product size at the point of harmlessness

Because, each subject must be able to accurately weigh the minimum, real and maximum possibilities as they carry out their projects. The effect of this, both microeconomic and macroeconomic, will be great. Now, as for the scale of production, such concepts as scale effect, positive and negative scale effect, one-factor and multi-factor scale effect are known.

As we noted above, scale should be successfully used in making economic decisions, such as to what quantity small business sub-items in our country should increase production volumes, which of the resources used in production should be reduced (increased) or parallel cuts (increases).

The point of harmlessness is found by the following formula for a year:

$$\text{Point of harmlessness (in sum)} = \frac{\text{Sales expenses (in sum)} + \text{fixed expenses (in sum)}}{\text{Sale hajmi (in sum)} - \text{Variable costs (in sum)}} \quad (3)$$

To determine the point of harm, three indicators will be needed, these are: F – fixed costs; V – variable costs; R – gross income. The point of harmlessness is generated as follows: since the total costs consist of the sum of fixed and variable costs, the cost function

$$S = F + V = F + AV * Q = F + \frac{AV * Q_k * PQ}{P * Q_k} = F + \frac{V_k * R}{R_k} \quad (4)$$

will like. Where V_k and R_k are observed values of variable costs and income, respectively. Taking into account (1) and $C=R$

$$R = C \Rightarrow R = F + \frac{V_k * R}{R_k} \Rightarrow R * = \frac{F}{1 - \left(\frac{V_k}{R_k}\right)} \quad (5)$$

R^* indicates how many soms of products the enterprise needs to produce in order to reach a harmless level.

To determine the levels of harmlessness of SB entities by industries, 127 small enterprises were selected from the sectors of their economy from the trade sector, 64 from production, 43 from the construction sector, 18 from household services, and their points of harm were identified. Since the amount of income and expenses in these enterprises differ sharply from each other, the points of harm are also sharply different from each other. Therefore, to express the degree of harmlessness so that it is easy to group, the amount corresponding to the period of harmlessness reaching R^*/R_k was calculated and enterprises were grouped according to this indicator.

The next issue is to consider an unexpected decrease in the price due to a decrease in demand, a sudden increase in the cost price, a change in the level of harmlessness due to changes in tax rates and the «durability» of the network in relation to these changes.

Well, let's say that in conditions where other conditions have not changed, only suddenly the costs increased. How will the level of harmlessness and marginal profit change then? Before answering the question, let's comment on the word marginal utility. Expressing the lying of the marginal utility – profit function, the increase in the volume of production of a product by an additional unit represents how many rubles will bring additional profit, and the value will be equal to $1 - [V_k/R_k]$ in terms of value.

Cost function initially $C_1 = F_1 + [V_{1k}/R_{1k}] * R_1$ (3) and the corresponding point of harmlessness $R^*_1 = \frac{F_1}{1 - [V_{1k}/R_{1k}]}$ to, the profit function $P = R_1 - C_1 = -F_1 + [1 - (V_{1k}/R_{1k})] * R_1$ and the marginal utility corresponding to it $[1 - V_{1k}/R_{1k}]$ let it be equal to. If the price of variable costs increases by γ percent, the cost function changes as follows: $C_1 = F_1 + [(1 + \gamma) * V_{1k}/R_{1k}] * R_1$. Point of harm suitable for him $R^*_2 = \frac{F_1}{1 - [(1 + \gamma) * V_{1k}/R_{1k}]} = \frac{F_1}{1 - [(1 + \gamma) * V_{1k}/R_{1k}]}$ will be like. Benefit function $P = R_1 - C_2 = -F_1 + [1 - ((1 + \gamma) * V_{1k}/R_{1k})] * R_1$ while the corresponding marginal profit $[1 - ((1 + \gamma) * V_{1k}/R_{1k})]$ will change to.

Table 1

Achieving harmlessness and changes in marginal profit as a result of a decrease in the price of goods and services in business entities in real sector sectors *

Decrease in prices for goods and services, in percent	trade	industry	construction	household service
0	$\frac{0.31}{0.074}$	$\frac{0.52}{0.327}$	$\frac{0.61}{0.363}$	$\frac{0.25}{0.377}$
3	$\frac{1.12}{0.04}$	$\frac{0.57}{0.306}$	$\frac{0.64}{0.344}$	$\frac{0.32}{0.358}$
5	$\frac{-9.97}{-0.005}$	$\frac{0.68}{0.269}$	$\frac{0.74}{0.309}$	$\frac{0.37}{0.324}$
8	$\frac{-0.62}{-0.093}$	$\frac{0.97}{0.206}$	$\frac{1}{0.249}$	$\frac{0.49}{0.265}$

10	$\frac{-0.3}{-0.214}$	$\frac{1.88}{0.117}$	$\frac{1.68}{0.166}$	$\frac{0.79}{0.183}$
12	$\frac{0.19}{-0.38}$	$\frac{-8272}{-0.03}$	$\frac{6.08}{0.052}$	$\frac{2.28}{0.072}$
15	$\frac{0.14}{-0.623}$	$\frac{-1.64}{-0.18}$	$\frac{-3.22}{-0.115}$	$\frac{-2.1}{-0.092}$

Table 1 reflects the levels of harmlessness and the amounts of marginal profit in accordance with various changes in costs in different industries. According to him, it is important to operate in the field of trade until the costs increase by up to 5 percent. After the costs reach 5 percent, it becomes harmful to operate in trade.

And in the remaining three areas, it is useful to carry out activities by 15% of the cost costs. If the price expenses in the development and development exceeds 10%, it will be necessary to increase the volume of production to harmless point by 1.25 and 1.17 times, respectively, while the marginal profit will also decrease by 2.4 (0.327/0.135) and 1.9 (0.363/0.182) times, respectively.

In domestic service, however, if the cost increase exceeds 12%, it is necessary to increase production by 1.06 times to achieve loss-deficit, and in this case, marginal profit decreases by 3.6 (0.377/0.103) times, and in 10%, the decrease in marginal profit is 1.9 (0.377/0.199) times. This analysis is called the analysis of the sensitivity of networks to cost mapping of points of harmlessness, and in accordance with the results of the analysis, the network that is most resistant to an increase in the cost assessment on 4 networks analyzed according to the data available to us is the sphere of consumer services. The most resilient sector, on the other hand, is commercial activity, and the construction and production sectors are in second and third place in terms of durability levels, respectively. This information will show investors in which areas the money is invested, which can ensure that the money is quickly lost, and the level of profit can be high. And to state bodies, when making a decision, such as setting tax rates in the conduct of fiscal policy, indicates which sectors will be more suitable and which will be more appropriate if a lower tax rate is established. But it is also important to remember that although the sales sector is considered the most resistant to cost increases, this

sector can be the one that requires the least initial investment before the start of work and the one that requires the most construction.

Just like the above, the analysis can also be carried out for changes in the levels of harmlessness and marginal utility that occur as a result of a decrease in the price level for our manufactured product due to an unexpected decrease in demand. Now let's assume that unexpectedly prices fell by $\delta\%$, then how will the levels of harmlessness and marginal profit change?

The corresponding harmlessness when the cost function is $C_1 = F_1 + [V_{1k}/R_{1k}] * R_1$ the point is equal to $R_1^* = \frac{F_1}{1-[V_{1k}/R_{1k}]}$ ga, the profit function is equal to $P = R_1 - C_1 = -F_1 + [1 - (V_{1k}/R_{1k})] * R_1$ and the corresponding marginal profit is equal to $MR = [1 - (V_{1k}/R_{1k})]$. If the price drops by δ percent, the revenue also decreases by δ percent without changing the volume of natural production, i.e. $R_2 = (1 - \gamma)R_1$. RR depends on the cost function corresponding to $C_2 = F_1 + [V_{1k}/R_{2k}] * R = F_1 + [V_{1k}/(1 - \delta) * R_{1k}] * R$ the point of harm is $R_2^* = \frac{F_1}{1-[V_{1k}/R_{1k}]} = \frac{F_1}{1-[V_{1k}/(1-\delta)R_{1k}]}$ the degree of harmlessness is equal to R_2^*/R_{2k} and the marginal benefit is reduced to $MR_2 = [1 - (V_{1k}/R_{2k})] = [1 - (V_{1k}/(1 - \delta)R_{1k})]$.

Now the above sectors summarize all the analyzes we have carried out on the activities of business entities and their results-we evaluate the attractiveness of resurrected networks (see Table 2).

Table 2

Attractiveness indicators of real sector networks

Networks	Initial investment, in som	Profit per worker, in a thousand rubles	Profitability	Color by sensitivity to cost increase	Color by sensitivity to price drop	Average degree of harmlessness	Average marginal profit
Trade	57188.6	265	0.043	4	4	0.31	0.014
Production	27258.3	560	0.27	3	3	0.52	0.327
Construction	17245.4	326	0.25	2	2	0.61	0.363
Household service	5255.4	122	0.1	1	1	0.25	0.377

According to our analysis, consumer services in terms of attractiveness took the first place, construction took the second, production took the third, sales took the fourth place. Hence, the possibilities of carrying out small business in the field of consumer services are great. Also, the possibilities for the implementation of entrepreneurship in both relatively construction and production are considered much higher than in other industries.

3.2. Business development optimization models

The study of small business problems in any sector of the economy makes it relevant, first of all, to expand the range of key economic indicators, to establish and study the interconnections between them. This, in turn, requires the use of economic-mathematical methods in the economy, the construction of economic-mathematical models, econometric models for the purpose of optimal management of the development of SB.

The activities of small business within the framework of our national economy are complex and multifaceted in relation to other sectors and sectors of the economy. Because, small businesses participate in all sectors of the economy directly in the process of producing products, providing services, etc., which further confuses the issue of modeling them into a single system. For this reason, in order to give a model a real touch when modeling a small business, it is necessary to take into account some factors, and others-to ignore the model, assuming that it is invariable. In addition, it would be somewhat unrealistic to structure the model itself, which literally covers all factors. At the same time, the presence of a relatively large number of SB entities even within one network according to the number Law expands the statistical base and provides an opportunity to conduct such research. Within the framework of the national economy, a model is created using linear, nonlinear, dynamic development and optimization methods of small business activities at the micro and macro levels.

The optimal development of the SB within the framework of the national economy and its - cohabitation are directly related to the created legal and economic, social background and other factors: laws, regulatory legal acts, recognition of entrepreneurship by society, inviolability of entrepreneurial activity, subsidy, dotation, various preferential loans, diversification, integration, taxes, environmental, political stability, etc. factors. These factors should adequately develop SB and find their expression in the prediction model.

However, since these theoretical problems will be considered in the next chapter, we will focus on the benefit of the main indicator of SB subjects, which is the «barometer» of optimal development and competitiveness, which is the main goal of any economic activity directly in this section.

From this point of view, the model of the profit of small business entities of one region will be as follows:

$$PR_{SB} = R^{SB} - C^{SB} \quad (6)$$

here, PR is the gross profit of small business; R is the gross income of Small Business; S is the gross expenditure of Small Business.

With this base model, we can generate a new model by introducing indexes by sectors of the economy and by districts and types of goods (services):

$$PR_{SB} = \sum_i \sum_j \sum_k Q_{ijk}^{SB} P_{ijk}^{SB} - \sum_i \sum_j \sum_k Q_{ijk}^{SB} C_{ijk}^{SB} \quad (7)$$

here, I-district index; j – network index; k – commodity (Service) Index; Q_{ijk}^{SB} – i – k – product, which produced small business in District j-network; P_{ijk}^{SB} – i – price of small business k – product in District j – network; C_{ijk}^{SB} – i – expenses, which went to the production of small business k – product in District j-network.

Variants of similar models to (2.3.2) applied to other sectors of the economy or the entire economy have been put forward by most scientists.

(7) model base is a condition, so that it satisfies the condition as follows:

$$PR_{SB} = \sum_i \sum_j \sum_k Q_{ijk}^{SB} P_{ijk}^{SB} - \sum_i \sum_j \sum_k Q_{ijk}^{SB} C_{ijk}^{SB} \longrightarrow \max$$

We take the first part of the model, that is, $\sum_i \sum_j \sum_k Q_{ijk}^{SB} P_{ijk}^{SB}$ and this represents the share of small business by any region (territory) in the gross

domestic product of the province (territory). $\sum_i \sum_j \sum_k Q_{ijk}^{SB} P_{ijk}^{SB}$ expression we take as equal to the production function of kobba Douglas.

$$\sum_i \sum_j \sum_k Q_{ijk}^{SB} P_{ijk}^{SB} = AK^\alpha L^\beta = F(K, L) \quad (8)$$

here, the parameter α – equation; L-the number of clauses in a small business; K – the size of the fixed capital of a small business; $\alpha+\beta=1$ (found using the method of small squares).

Now (2.3.3)-let's consider the main features of small business production based on the production function of Cobba-Douglas.

By each factor of a small business, the marginal (marginal) product is equal to:

$$MP_k = \frac{dF(K,L)}{dK} = A\alpha K^{\alpha-1} L^\beta (9)$$

here, MP_k –marginal product of small business;

(2.3.4) - in a small business, it means how many percent the volume of production of products increases when the volume of capital increases by 1.

In small business, we find out how many percent the volume of production of products increases when the percentage of clauses increases by 1% using the following formula (10):

$$MP_L = \frac{dF(K,L)}{dL} = A\beta\alpha K^{\alpha-1} L^{\beta-1} (10)$$

Now let's look at the average product size by each factor.

1) Average product by Capital:

$$AP_k = \frac{dF(K,L)}{K} = AK^{\alpha-1} L^\beta (11)$$

2) The average product in terms of Labor and the degree of armament of the capital will be equal to the following:

$$AP_L = \frac{F(K,L)}{L} = AK^\alpha L^{-\alpha} (12)$$

It should be noted separately that in a small business, the indicator of the elasticity of production activity is of great importance, because, the way in which the elasticity changes of each factor affect the production of small businesses is of

great importance in macroeconomic level. In this regard, the elasticity of the functions of small business production is as follows:

- a) a) by Capital $E_k = \alpha$;
- b) b) by labor force $E_L = \beta$
- c) c) general elasticity $E_k + E_l = 1$

This means an increase in production in a small business in proportion to the increase in occupied product resources and available capital.

Going to the basic equation (2.3.3), we look for its maximum value:

$$F(K, L) = AK^\alpha L^\beta \rightarrow \max$$

This condition is appropriate when the private derivatives of each production factor are zero, i.e.

$$\left. \begin{aligned} \frac{dF(K, L)}{dK} &= A\alpha K^{\alpha-1} L^\beta = 0 \\ \frac{dF(K, L)}{dL} &= A\beta K^\alpha L^{\beta-1} = 0 \end{aligned} \right\} \quad (13)$$

From this it follows that $A\alpha K^{\alpha-1} L^\beta = A\beta K^\alpha L^{\beta-1} = 0$, and its solution is as follows:

$$\frac{\alpha}{\beta} = \frac{K}{L} \quad (14)$$

From (2.3.9) it can be concluded that the small business armed with capital is equal to the α / β ratio, and if this ratio increases, production will be at the optimal point.

Its main drawback is the fact that the above-mentioned production function does not take into account the factor of static and scientific technical progress. From this we will introduce the factor of time and scientific technical progress into it.

$$F(t) = f[k(t), L(t)]e^{\varphi t} \quad (15)$$

here, t – the measure of time;

$e^{\varphi t}$ - t indicator of scientific technical progress in time.

By logarithming both sides of this nonlinear dynamic production function, we form:

$$\ln F(t) = \ln F(k(t), L(t)) + \varphi t(16)$$

And its solution will be as follows:

$$Y(t) = \alpha(t)K(t) + \beta(t)L(t) + \varphi(17)$$

(2.3.12) - we came to the linear equation, simplifying the equation. This equation represents, on the one hand, the dynamic production function of small businesses, while on the other hand, it shows the share of each factor in the growth of SB's contribution in GDP.

So, we (2.3.1) - knowing the effective development of SB when the equation is maximum, we know that minimizing its costs is the optimal state. Based on this (2.3.2) - the subtraction in the equation must be a minimum, that is

$$\longrightarrow \sum_i \sum_j \sum_k Q_{ijk}^{SB} C_{ijk}^{SB} \min(18)$$

The restrictions for the above condition will be as follows:

$$Q_{ijk} \geq 0, L_{ijk} \geq 0, K_{ijk} \geq 0, A_{ijk} \geq 0(19)$$

$$\sum_i \sum_j \sum_k Q_{ijk}^t K_{ijk}^t \leq K^{t-1} + \Delta K^{t-1} - \varepsilon K^{t-1}(20)$$

$$\sum_i \sum_j \sum_k Q_{ijk}^t L_{ijk}^t \leq L^{t-1} + \Delta L^{t-1} - \varepsilon L^{t-1}(21)$$

$$\sum_i \sum_j \sum_k Q_{ijk}^t A_{ijk}^t \leq R^{t-1}(22)$$

here, the t -Time Index, the amount of K - products produced at SB in j-network of Q_{ijk} -regional, the price of SB k - product in J-network of C_{ijk}^{SB} -SB-I-regional, the labor costs that go to produce SB k - product in j-network of L_{ijk}^t -regional, the main capital volume that goes to produce SB k - product other costs that go to produce SB K-product in the J-network of the territory (transportation, rent, energy and headsets) K_{ijk}^t - the amount of capital available in SB in the T-1 period, A_{ijk}^t -increase in capital at the expense of newly established SB enterprises in the T-1 period. K^{t-1} -t-1 - the amount of capital available in SB in the T-1 period, ΔK^{t-1} -t-1 increase in capital at the expense of newly established SB enterprises in the T-1 period. εK^{t-1} -t-1 withdrawal of SB Capital at the expense

of SB entities liquidated in the period, as well as depreciation in the past period, L^{t-1} – $t-1$ total number of items in SB in the period, ΔL^{t-1} – $t-1$ was established anew in the period and existing SB entities were newly created in exchange 1 expenses for these purposes in the period, εL^{t-1} – $t-1$ reduction in employment in the SB in exchange for Enterprises closed in the period, R^{t-1} – $t-1$ costs for these purposes in the period.

(18) - of the equation (19, 20, 21, 22) - the satisfaction of the conditions determines the optimal plan of SB costs, and (2) - the equality is fulfilled, as a result of the activities of SB, the maximum profit is obtained, its share in GDP reaches the level of developed countries. This leads to an increase in the middle layer of the population in our country, an increase in their income. As a result, consumption and savings, a high level of investment is achieved, providing a higher economic growth than the Solou model.

SB occupies an important place in the market economy, and its comprehensive comfort, freedom, easy and fast diversification of Hara-Kati create the basis for a leisurely pop like «Archimede's Cork» without sinking in the «sea» of ambiguous and rapidly changing market relations.

In our republic today, almost a regulatory framework has been created for SB, which is constantly supported by state and non-state organizations. SB's share of Republican GDP as of January 1, 2007 was 42.1%, with nearly 69.3% of total employment in the sector. From the figures it can be seen that it is no exaggeration to say that SB came out not microeconomic in terms of its essence, potential and power, but macroeconomic, or even mega economic. Because the share of SB in the Republican foreign trade operations is also increasing every year. If we look at the numbers, it seems that SB is developing smoothly on its path to sustainable development. However, the problems that are still waiting for a solution are quite a lot. As for the problems of forecasting SB on macroeconomics, cloud computing, various forecasting methods of the apparatus of mathematics and statistics can be used for this. As noted in the previous sections, they are divided into qualitative and quantitative methods.

Quantitative methods rely on economic-mathematical methods when qualitative methods diagnose a developing socio-economic phenomenon through knowledge, study of the opinion of specialists in some field. The distribution laws of the econometric method, which are of the quantitative type, are used in theoretical and probabilistic modeling of real socio-economic processes-circulation. Distribution laws, by the nature of random quantities that they rely on, discrete and continuous random quantities are broken down into distribution laws. The prediction of each socio-economic process differs by periods: short-term (up to 1 year, but usually a quarter); medium-term (from 1 to 3 years); long-term (3 years or more).

The laws of distribution come from the normal taxing-MOT. Distributions that work with discrete random quantities include binominal, Poisson, geometric distribution laws. Using continuous random quantities, the work viewer receives normal, Fisher, square-to-square, lognormal, Student, exponential distributions, which include the laws of distribution. The longer the prophetic period, the lower the reliability of information and vice versa.

CHAPTER 4. THE CONCEPT OF ENSURING COMPETITIVE ADVANTAGE IN BUSINESS

4.1. Methods for assessing competitiveness in business

The effectiveness of the activities of enterprises engaged in business, the degree to which they adapt to the market environment, operate in it directly depends on its competitiveness. For a broader understanding of the importance of competition in the development of enterprises, it is necessary to identify factors of competitive advantage and their systematic regulation. When it is assumed that the nature, level of influence, character of competitive factors in business varies in relation to other industries, its market activity has a complex effect on performance indicators, it is relevant to research the factors of competitiveness of the subjects

operating in the network, to form the scientific and methodological foundations of their systematic ranking.

There are a number of scientific studies on the development of a specific structural form for assessing the competitiveness of an enterprise, but there has not yet been a stop in this regard. In the scientific literature, methods of assessing the competitiveness of enterprises according to the effectiveness of their production, type of activity, economic activity or to what extent they have established marketing activities are common. In the generally accepted methods of assessing competitiveness, “improving the quality of products” is seen as the main factor³, but the experiments of scientific schools formed in its analysis are considered different. While in the Japanese model the main focus is on “updating the quality system” as a key factor, the French use methods to what extent “marketing activities” are organized, and in American styles, to provide more “market leadership” or “market share assessment”.

The main characteristics of the Japanese model are based on the study of the degree of product compliance with consumer demand, while in the French model “competition in marketing” is checked, that is, to what extent production corresponds to the marketing activities of the enterprise. And the main feature of the American model for assessing competitiveness is the assessment of the position of the enterprise in the market and its market opportunities. And in the countries of the European Union, as the most reliable indicator of competitiveness, an assessment is more common according to the ability of enterprises to maintain their productivity and efficiency over a long period of time⁴. It is widely interpreted in the scientific literature that the idea the competitiveness of a product without deviating from the theories of competitiveness assessment is the basis of the competitiveness of a market entity is not so correct in conditions of perfect competition⁵. Also, due to the fact that commodity competitiveness, enterprise

³ John Maurice Clark. 1918, Lawrence Abbott, Columbia University Press: 1955, Michael Spence, 1976. MauriceStucke, 2013

⁴BirhanGetaneh. 2011. p 11.

⁵Nordas, H. K. World and I, 7(1) 2014.

competitiveness, network and region competitiveness are interconnected and complementary in competition theories, it is necessary to develop interrelated methods of their assessment⁶.

Enterprise competitiveness is considered a broader concept and includes many aspects of activities in addition to Manufactured Products: marketing, Management, Financial Policy, branding opportunities, communication, transport, logistics policy, etc. We believe that during the analysis of competitiveness of enterprises should be considered sufficiently based on the application of general principles and concepts of international competitiveness, it should be born in mind that compliance for monopoly enterprises operating within one country. In the method of effective competition theory, which is based on a full-fledged assessment of the competitiveness of the enterprise, the level of competitiveness of a well-organized enterprise of the production, sales and financial management system is considered high.

The methodology is based on four groups of indicators or criteria of competitiveness, determined using the method of step-by-step comparison of experts: efficiency, determining the production activity of the enterprise, efficiency, determining the financial condition of the enterprise, efficiency in organizing the sale and promotion of goods on the market, and competitiveness of the commodity⁷. Considering that an enterprise has two and only two main functions: marketing and innovation, we consider it appropriate that innovative activity is seen as the main competitiveness factor. Methods for assessing competitiveness by calculating the Adaptation Index of the enterprise and the index of the factors of strategic placement at the second stage are included in the structure of the enterprise's competitiveness, which consists of such important components as its operational efficiency and strategic placement, and external important factors as the main factor for its assessment.

⁶ Lee, Juyoung 2013. Graduate Thses and Dissertations. Paper 13517.

⁷ Drucker P.F. 2007, Management: tasks, responsibilities, practices, Transaction Publishers, New Brunswick, N.J.; London

It is advisable to evaluate the competitiveness of light industry enterprises at 3 levels: operational activities, innovative activities and their implementation by determining the impact of the enterprise on the adaptation to the market. In most of the listed methods for assessing competitiveness, the main emphasis is placed on the effectiveness of the operating activities of the enterprise and is based on its financial results (fixed assets, working capital and intangible assets). However, when the content of the activities of enterprises implies the functioning of the market, its marketing and innovative activities are extremely important factors that benefit the enterprise. From this point of view, the proposed methodology of enterprise competitiveness indicates that the assessment is effective. The main goal of the enterprise is not production, but the pursuit of high profit and prestige in the market. And these goals represent the marketing activities of the enterprise and, accordingly, organize production and conduct it in accordance with the market. Considering that all the goals of the enterprise are directed only to the offer of goods, one can also say that marketing activities are a competent developer of these processes. The reason is, Production, Sales, Supply, Finance – all this work activity is directed to the target market and only through marketing gets its result.

So, we consider it expedient to adopt an indicator that expresses the state of its adaptation to the market as the ultimate goal of the enterprise's competitiveness.

4.2. Activity or activity of the firm in the conditions of competitive struggle the main determining indicators

The main indicators that determine the activity or activity of a firm in the conditions of competitive struggle. Michael Porter, a professor at Harvard University, Rice the competing forces in the network as follows:

1. Competition between sellers within the network.
2. The fact that companies in another network are trying to take over buyers in this network with their goods.
3. The emergence of new competitors within the network.

4. Attempts by suppliers of raw materials and components to transfer their conditions.
5. Attempts by buyers to transfer their conditions.

This analysis is carried out in order to clarify the favorable conditions and risks that the firm may face in this network.

Porter proposed the « Five Forces » model of this. Justifying this model, he argued that the greater the force of influence of these indicators, the less the chances of increasing the price and income in existing companies. And the weakening of this creates favorable opportunities for companies. The company can change its strategy and change this indicator in its favor.

The risk of entry of potential competitors (Porter's first power) can add up to the company's revenues. On the second hand, if this risk is small, the company can increase prices and cut its profits. This factor strongly depends on the height of the competitive force barrier (network access value). There are three main sources of such barriers.

- customer loyalty to the trademark (incoming companies can overcome this with large investments);
- absolute advantages over costs (a greater reduction in production costs gives greater advantages for existing companies, which are the clothes that new companies achieve);
- saving from laughter (such an advantage is usually acquired by large companies).

It is associated, that is, with a closed reduction in costs in the production of a standardized product, with discounts on the purchase of raw materials, materials and components in large quantities, with a reduction in costs for advertising and arbitrators. The second competing force in Porter's theory is the competition of companies present in the network. Here it is possible to show the influence of the low-tort factor:

- in the network;
- competitive structure;

- conditions of demand;
- height of network access barriers.

The obstruction of competition in the network depends on the degree of consolidation in the network (its fragmentary nature, the presence of oligopoly or monopoly conditions). In a fragmented network, there will be more potential risks than favorable ones, since penetration into such networks is relatively light. Consolidated networks usually operate large and self-contained compacts. Consequently, the competitive activity of one company directly affects the share of competitors in the market, as a result of which they quickly react and competition increases. The opportunity of such companies to conduct a «price war» is the main risk force of competition. In such cases, companies strive to compete on quality advantages, that is, the «war of competition» is carried out from the barges of reducing the likelihood of Sodality and «price war» on the trademark. The success of such tactics depends on the possibilities of tabulating the product on the network.

The growing demand in the network leads to a weakening of competition and at the same time to the emergence of great opportunities for the expansion of demand growing along with the market. Companies will be able to increase the rate of return on investment, which will increase the focus on them.

On the contrary, growth retardation only increases competition, as a result of which companies expand sales markets only by taking the head out of the country. Thus, a decrease in demand is the main risk that leads to increased competition.

Exit barriers become a serious danger when demand in the network decreases. The exit barriers are divided into dichotomous and emotional factors, which support even in those cases when the company's income is very small. The result is excessive production capacity, which leads to a revival of price competition, as companies try to use idle capacity to lower the price.

Typical exit barriers include:

- the investment allocated to the equipment cannot be used for other alternative activities, and if the company leaves the industry, it will have to throw away the equipment;

- determination of the output value at the expense of the funds paid to the dismissed workers;

- strategic interaction between the middle links of the firm, such as synergism or integration between them;

- economic dependence on the network; for example, if the company is not diversified, it will be forced to stay on the network.

The competitive forces acting on the firm in the network change and develop throughout the network cycle. With the rapid growth of the network, it weakens the forces of competition. At this stage, it provides favorable opportunities for expanding and occupying market areas. If the risk of competition is the same, price competition increases. At the stage of maturity, the risk of competition decreases, the opportunity arises to limit price competition at the expense of the agreement of price leaders. Therefore, the income will be relatively high. Price-independent competition can play a big role at this stage, being essential for companies that take advantage of the benefits of product differentiation.

Changes in weight in the stage of stagnation. When the exit barriers are high, competition increases greatly, income decreases, and the risk of a price war arises.

Porter's «third power» is the «bargaining» deal of buyers. It creates the risk of pressurizing prices due to the demand for the best quality or service. Weak buyers, on the contrary, allow prices to grow and income to increase. Buyers will be especially strong in the following points:

- the supplier sector is made up of several small companies, when there are few buyers;

- When customers bought goods in large quantities;

- when the network is strongly dependent on customers by the type of activity;

- when buyers have the opportunity to choose one that offers the lowest from within several supplier networks (which increases the price competition in the network);

-when it is possible for buyers to consider buying goods from different companies as a holistic single purchase from a simple establishment.

The motivating competitive force is the pressure gauge of the suppliers. As a result of this pressure, suppliers threaten to raise prices, forcing companies to reduce the volume of goods supplied and reduce revenue. In line with this, weak suppliers make it possible to lower the price for their products and demand a higher quality. In the following points, the pressure exerted by the suppliers will be particularly strong:

- there are few goods that can replace the delivered product, when it is a reliable product of the company;
- when companies in the network are not for supply firms; -when the transition of companies to another product is expensive due to the high quality of the products supplied;
- when suppliers use the risk of vertical integration in the forward;
- when purchasing companies cannot take advantage of the risk of vertical integration in the back.

The fifth competing force is the risk of the appearance of products replacing the brand. The presence of products that completely take the place of the goods poses serious risks and limits the prices and income of the company. But if there are few goods that can press the cartilage of the company's products, the company can raise prices and receive additional income. The company's strategy should be able to use this argument.

According to the level of competition in the network, it is divided into the following types:

- Unhurried competition.
- Intensive competition.

- Competition in moderation.
- Weak competition from the recruiter.

The firm, which has just entered the market, has a new production kuvva-tiga, in some cases it is also possible to have large resources. Such firms struggle to find and take their place in the market. The emergence of a new competitor in the market depends on the following factors:

- barrier to market entry;
- reaction of companies working in the market;
- the economy of the scale of production (such a method will be in companies with a large margin of working in the market. And the new firm will not be able to enter the market with a large volume at once);
- the burden of technology and the possibility of achieving know-how;
- the effect of the «teaching-experience» curve;
- the tendency of buyers to certain brands of goods;
- to an unequal amount of expenses that do not depend on the expenses of the enterprise;
- access to sales channels;
- actions of regulatory authorities (license zinc certificates);
- tariffs and non-tariff restrictions (anti-dumping legislation, mandatory participation of local firms).

The situation in the market often changes, as companies working in the market are forced to change their policies to new firms entering the market. The forces that are most affected in the market are the so-called «forces that drive competition.» The analysis of these forces consists of two bosses:

Determination of driving forces. Determination of the effect of these forces.

The most common driving forces on the market are:

- change in long-term trends in economic growth;
- changes in the composition of consumers and methods of using goods;
- introduction of new products;

- technological changes;
- changes in the marketing system;
- entry or exit of large firms to the market;
- the degree of distribution of know-how;
- increase in the wide coverage of tarmac;
- changes in productivity and cost structure;
- the transition of customer inclinations from stratified goods to standard goods;
- impact of changes in state conundrum and politics;
- positive cadres, inclinations and lifestyle changes;
- decrease in the influence of non-compliance and risk factors.

4.3. Methods for assessing the competitiveness of enterprises.

When developing methods for assessing the competitiveness of enterprises, it is advisable to assume the following: Firstly, the results of the assessment should cover the effectiveness of all activities of the enterprise and manifest it; secondly, in the assessment of competitiveness, all the characteristics of the object being evaluated should be embodied; thirdly, when forming specific methodologies for assessing competitiveness, it is necessary to; Fourth, in the analysis of the results of the assessment of competitiveness, the possibilities of effective use of computer software products are extremely important for the current informatized economy, and, accordingly, it is advisable to develop its software system as well. The methodology for determining the assessment of the competitiveness of an enterprise according to operational efficiency, innovative activity and market share is carried out by assessing the integrated indicators of the level of efficiency of the enterprise's activities, its innovative activity and adaptation to the market environment. The index characterizing the general competitive state of the enterprise determines the indicator as K , and its operational activity- K_o , innovative activity- K_i , is found by separately calculating the coefficient of adaptation to the market environment- k_{ms} , and the following formula is proposed.

$$K = \sqrt{K_o * K_i * K_m}$$

K-critical assessment of the level of competitiveness of the enterprise; K_o - the coefficient of operational efficiency of the enterprise; K_i -the coefficient of innovative activity of the enterprise; K_m - the coefficient of adaptation of the enterprise to the market environment; the effectiveness of the operational activity of the enterprise is found by the following formula:

$$P = B Z$$

R-the effectiveness of the operational activities of the enterprise; V-the proceeds of the enterprise from the sale of products; Z-the costs of production and sales of products; the effectiveness of the operational activities of the enterprise in the selected activities of the enterprise is found by the following formula:

$$P_{\Sigma} = B_{\Sigma} Z_{\Sigma}$$

P_{Σ} - efficiency of operations of the enterprise on the selected group; B_{Σ} - income of the effectiveness of the selected operational activity of the enterprise (proceeds from the sale of products); z_{Σ} - costs of the effectiveness of the selected operational activity of the enterprise; the selected group is understood as a set of factors necessary and sufficiently calculated for comparison with the enterprise. In this case, it implies the determination of the indicators of outstanding competitiveness of the enterprise under consideration when compared with the selected competitor. And when it consists of all competing enterprises in the network, it is considered expedient to determine the competitiveness of the enterprise by network indicators. Based on the above formulas, we find: $KE = R R_{\Sigma}$

In this case, KE-the coefficient of operational efficiency of the enterprise; P_{Σ} - the efficiency of selected operations of the enterprise; r - the indicator of operational efficiency of the enterprise; we determine the level of innovative activity of the enterprise (KI) at the following stages. $I = Z_i Z_0 / Z_i$

In this case, I is the level of innovative activity of the enterprise; Z_i, Z_0 - the sum of costs for innovative activities at the beginning and end of the periods under

investigation; Z , Z_0 - production costs of the enterprise corresponding to the periods under investigation. When determining all indicators of the innovative activity of an enterprise, the following formula is used

$$I_{\Sigma} = Z_i \Sigma Z_{\Sigma} : Z_{i0} \Sigma Z_{0\Sigma}$$

In this case, I_{Σ} is the level of selected innovative activity of the enterprise; $Z_i \Sigma$, $Z_{i0} \Sigma$ is the sum of the innovative costs of the enterprise in the identified and previous period; Z_{Σ} , $Z_{0\Sigma}$ is the sum of the production costs of the enterprise in the identified and previous period. Based on the above formulas, we characterize the effectiveness of the innovative activity of the enterprise through the formula $KI = i I_{\Sigma}$ we begin by determining the state of adaptation of the enterprise to the market environment by its market share. We represent the share of the enterprise in the market in which it operates by the formula $D = V O$ in this, D is the market share of the enterprise; V is the revenue of the enterprise from the sale of products; O is the market share; we find the selected market share of the enterprise by the following formula: $D_{\Sigma} = V_{\Sigma} O$

D_{Σ} - selected enterprises market share; V_{Σ} - reduced sales revenues of the selected directory of the product; the size of the market change of the selected enterprises (ΔD_{Σ}) –is determined as follows $\Delta d = v_{\Sigma} O : V_0 \Sigma$ Thus O_0 , $V_0 \Sigma$ - income enterprises and new enterprises of the selected directory in the previous period competing market share analysis of the change in the relations be as follows: can be expressed as: $\Delta D \Delta D_{\Sigma} = v_0 v : V_{\Sigma} V_0 \Sigma$ Income and realistically in the index the index in the last period of the analysis is characterized by the ratio to income in the period. Therefore, according to the level of groundbreaking change in market share, revenues should change in the same relative indicators. These indicators represent the relative indicators of the change in the income of the enterprise in accordance with the change in the market rate, and its dynamics express the state of adaptation to the market. Thus, the index of adaptation of the enterprise to the market (KA) is expressed by the following formula:

$$KA = \Delta V \Delta V \Sigma$$

In this case, $\Delta V = \frac{V - V_0}{V_0}$ is an index of changes in the size of the enterprise's income in relation to the analyzed period; $\sigma V = \frac{V - V_0}{V_0}$ is a similar indicator of the analyzed enterprise; the proposed style of competitiveness helps to assess its level of competitiveness and form strategies for adapting to the market situation. As we noted above, the influence of all other factors on the level of adaptation of the main competitiveness indicator of the enterprise to the market environment is studied and the corresponding strategic goals are set. In order to facilitate the accounting work of the presented model, using the Excel program, we will represent all the formulas in the corresponding table and form the main initial data for calculating integral indicators of the competitiveness of enterprises operating business. It is assumed that the main of the operating enterprises are small enterprises in the form of LLC, and their main statistical reports are considered expedient to form the data determined from this form of reporting, provided that they do not deviate from the form of the "1st SB annual" and the main forms of reporting. The reason? Through these data, the state statistics committee creates opportunities for assessing the general condition of enterprises on the scale of Regions, Cities and districts and identifying key problems. A complete assessment of the extent to which such a method of assessing the competitiveness of an enterprise has established the effectiveness of general economic activity and in what condition its results are changing, the presence of opportunities to determine the effectiveness of its activities in the market as a result of all activities of the enterprise testifies to the effectiveness of the proposed.

CHAPTER 5: METHODS OF PROVIDING INFORMATION RESOURCES FOR BUSINESS DEVELOPMENT

5.1. Information is the foundation of marketing. Information system

What is a market, its types, how the market mechanism applies, what is demand, supply, in what way the market equilibrium is established – we turn to these questions from a marketing point of view. Marketing experts describe

information as a set of available and prospective buyers who are willing to exchange information for the purpose of satisfying them, in which the needs and requirements for this market are common. All information, information characteristic of Marketing activities, is formed as an important weapon for research. They will be necessary to establish organization, provide a certain regulation and continuity. In marketing, information arises and develops as a holistic system.

Buyers are opposed by a set of sellers competing with each other who aim to sell their goods on conditions that bring more profit to buyers who are representatives of production (network). The relationship between sellers and buyers is carried out according to the following scheme:

Marketing is based on the exchange of information between sellers and buyers, the use of correct and reverse communications.

Information (visual. news) - a person, regardless of the form in which it is presented, is information about objects such as events, events, processes, evidence, knowledge, concepts, and presentation, which include concepts that have a clear meaning in a given specific text. Thus, the scale of the use of information determines the level of development of society. All information, information characteristic of Marketing activities, is formed as an important weapon for research. It will be necessary to organize them, provide a certain regulation and continuity. Marketing information appears and develops as a holistic system.

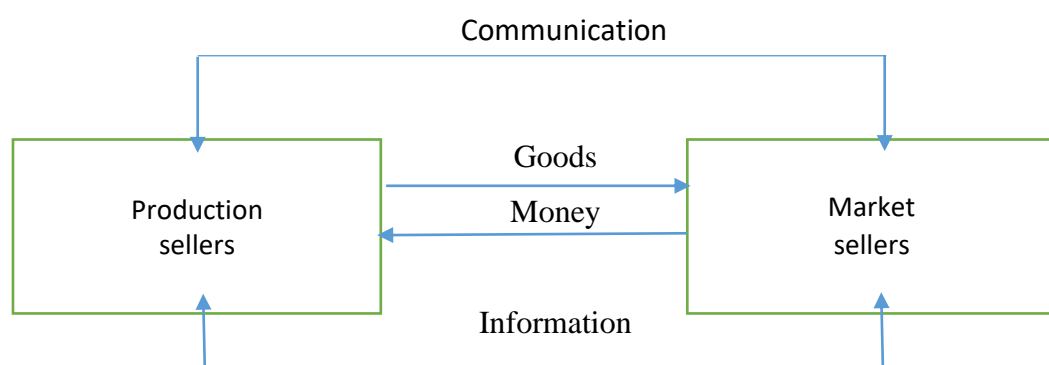


Figure 1. Interaction of the market and production

Marketing management begins with the analysis and evaluation of all market entities (parts) (buyers, their demand, goods, prices, competitors). The goal is to develop on the basis of the information received how the firm should behave in the market. The movement of information from the market towards producers constitutes the content of the marketing research process. Later, the exchange of information between producers and markets will continue in different forms of marketing communications – advertising, personal sales, public relations.

The commercial world is a complex phenomenon. No matter how rich the entrepreneur has experience, no matter how immeasurable intuition, in any case he will need complete and objective information about the dynamically developing market of goods and services. Whoever owns marketing information will succeed in that market.

The process of making a decision to produce a new brand, bring it to the market, monitor its competitiveness and, finally, stop production by managers who require a long time and a large amount of money is usually based on reliable and timely provided marketing information. Modern marketing relies on information.

Marketing activities are directly related to two flows, the first stream is information about the results of the firm’s activities, the second is information flow about the market and the environment. Marketing activities are aimed at maximizing consumer demand and ensuring the profit of firms, influencing these two streams.

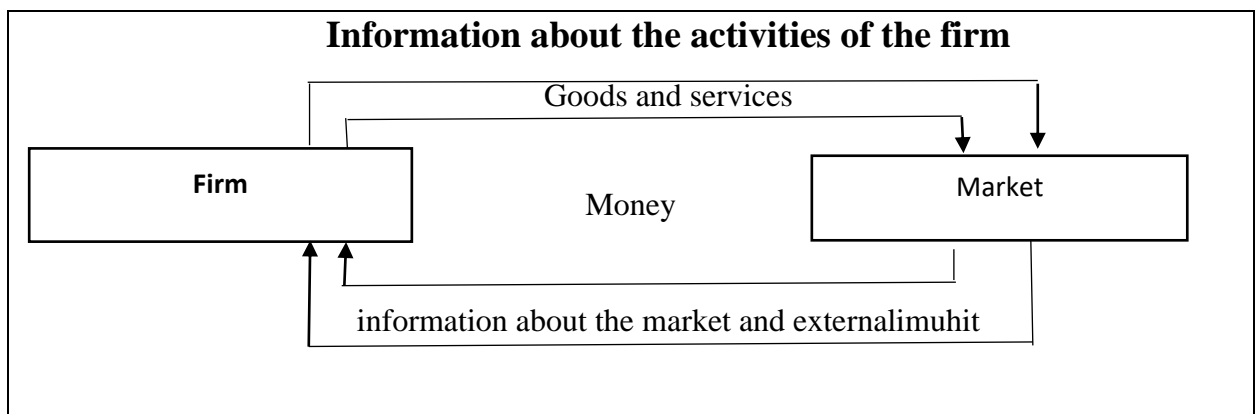


Figure 2. Market communications system.

This figure shows the sequence and dependence of information flows and factors in the system of marketing communications.

Marketing information is a reflection of the variety of changing market parameters, it is a stripped-down abstract.

Marketing information is necessary for the enterprise because it:

allows you to track changes in the marketing environment;

allows you to adjust the marketing strategy and the overall strategy of the enterprise;

reduces abstraction and risks in making commercial decisions;

strengthens the sensitivity of the marketer (marketer);

they help to have benefits in competition. Any subject of the market needs specific information about the situation in the market.

As early as the 90s of the last century, there were about 4 thousand data banks in the American Information Industry. 1686 different organizations were engaged in the processing of marketing information.

An important function of the marketing department is to collect information about the state of the market in organizations. Marketing information are studied, analyzed and distributed within the framework of the marketing information system.

Marketing Information System (MIS) is a collection of personnel, equipment, and activities designed to analyze and distribute reliable information necessary for the preparation of marketing decisions at the appointed time.

MIS changes the form of information from internal and external sources necessary for managers and specialists of the marketing service. Internal information includes information about orders for the product, sales volumes, shipped products, the amount of stocks, payments made for the shipped product. External source information is obtained in the process of conducting current external information (marketing intelligence) and marketing research.

The completeness, truthfulness, reliability, systematic, timeliness and periodicity of information will depend not only on the fate of the new product, but sometimes also on the fate of the firm.

In conditions of increasing speed of changes around organizations, competition is won by those who organize their work on the basis of the latest information technology, which Bill Gates called the “electronic nervous system”. The following words apply to it:” electronic nervous system « is a complex of electronic processes. In his team, the company sees the world and, accordingly, responds to changes in it, be it a new phenomenon in the stronghold of competitors, a new demand that has arisen in those who wish.

Devices and software are required to create an“electronic nervous system”.From an ordinary computer network, it is distinguished by accuracy, speed and the width of the coverage of the proposed information. The “electronic nervous system”allows you to conduct business at the speed of thought, which is a guarantee of success in the XXI century». The role of marketing Research in the modern economy is great. The costs incurred on them are growing, and these costs are justifying themselves. For every thousand dollars of the product sold in developed countries, it costs from 6 dollars.

5.2. Types of information in business and their categorization

For the successful conduct of Marketing research, optimal compatibility of primary and secondary marketing information is required. Marketer researcher X.Meffert proposed a matrix of choice of information sources. In this matrix, the frequency of application of internal and external information according to the object of research is given, and they are divided into two types:

- primary information
- secondary information.
- Marketing information used in economic practice can be classified according to the following criteria.

Secondary information is information that is not related to the problem under study, previously collected for other purposes. It is obtained from internal and external sources called Cabinet studies. Secondary information is internal resources, which are available information, which serve statistics related to the activities of the firm, turnover, sales volume, import, export volume, advertising costs, production volume, material and technical base capacity, fixed assets, budget reports, information sent by the organization's sales staff, consumer advertising share, production plans, etc. This information enters the internal secondary information.

External information can be divided into types that are officially published, which can be used by all, and which cannot be used by the general public, which are called syndicated information, and which are published by certain organizations. Such information is bought for money. For example, an information and consulting organization assesses the market situation for a particular network product every month. It is necessary to correctly choose how important this information is, to obtain relevant information if the information aimed at different purposes serves to solve a specific issue and the expected purpose is achieved from it. Secondary information advantages can be attributed to the quick and easy access to materials, their relatively low cost, the possibility of choosing one of several information sources. But the disadvantages of secondary information should also be mentioned: they are outdated, sufficiently reliable and may not be complete.

The advantages of secondary research are as follows:

- spending on Cabinet research is many times less than collecting primary information through field research.
- secondary research is often necessary to research the internal state of the firm, without which there is no need for primary information.
- In the primary study, unresolved issues and directly related to the activities of the firm are carried out by the Cabinet studies.

- If the analysis of secondary information testifies to its inadequacy, a decision is made to collect primary information. Experience shows that most marketing research is carried out with the search for primary information.
- Primary information is information obtained specifically to solve a specific marketing problem.
-

5.3. Methods of collecting information in business

Data collection is usually done by interviewers conducting trained, trained field research. Since 1910, the simplest marketing information collection methods have been used.

By questioning consumers in stores, in front of cash desks, their opinion was determined by simple questions about the brand, its price, quality. Currently, questionnaires contain very large-scale questions, the results of which are worked out using computer programs, making it possible to draw conclusions in a short time. When conducting surveys, special attention is paid to the tactics of conducting surveys. Buyers or consumers who are subject to the survey are divided into segments, that is, dividing into groups depending on the type of activity, conducting questions and the questionnaire survey process, depending on nationality, gender, age and other indicators, will have a good effect. Scanning surveys and results will give a good result if the following is observed in the study.

Preparation of the event (determination of the volume of information, preliminary research, drawing up an interrogation plan). Preparation of an interrogation questionnaire (drawing up test questions, distributing tests and conducting observation) is a method of conducting a survey (conducting a survey within public or selective groups, in which consumer group to conduct a survey).

The main tool for the implementation of tracking and verification methods is the conduct of a questionnaire (questionnaire) and mechanical devices, for example, counters of the number of people, Cinema, video cameras.

A questionnaire is a questionnaire created for obtaining any information. The questionnaire will usually consist of three parts: An Introduction, a requisite part, and a main part.

The main task of the introductory part is to persuade those who are being asked to participate in the survey. It should indicate the purpose of the survey being conducted and what benefits the person requesting it will receive by participating in the survey. Information relating to the person being asked in the requisite section: age, gender, profession, marital status, etc. will be brought.

The content of the questions in the main part depends on what exactly the researchers want to know as a result of the answers to the questions posed. The following types of questions can be distinguished.

An open question gives the one who asks, in his own words, to answer, to behave freely.

The secret question contains all possible answer options, choosing one of them that is being asked.

Information can also be collected by mail or interview.

Common methods of primary information are knowledge of the opinion of consumers about the types of goods and services by disseminating questionnaires, observations, experiments and laboratory observations. Questioning and interviewing through questionnaires is very common. Collecting primary information by these methods is costly. Therefore, such information is carried out by large firms, corporations, companies with the aim of structuring their strategic activities. It is worth noting that marketing research is a very time-consuming and cost-intensive process, and now, in order to ensure that the investments are competitive, to occupy market share, external they are interested in conducting research, in order to promote export activities through the study of buyers. The result of effectively conducted research will definitely give its benefit, and soon the costs will be covered.

Primary information is obtained through open field marketing research, the so-called observation, investigation, experimentation and imitation.

Observation is the collection of primary information by observing the behavior of a group of selected people, their actions in different situations, for example, the behavior of buyers in the store.

Tracking method-also used as often as other marketing methods. Observation consists in observing, studying the object under study in an open or closed way. For example, observing the purchasing behavior of the buyer, selling the seller, observing the process of attracting the consumer to the goods, and shukabis can be an object of observation.

Field observations and laboratory observations are also carried out. Methods of observation, which are carried out in sociology vapsychology, are also used in marketing research. For example, conducting surveillance in order to determine the need for a computer in a student group is the basis for a computer manufacturing firm to produce what computers, at what prices, on what programs. The subject of observation is the characteristics and behavior of individiums (buyer, reader, seller), processes (study of the flow of buyers, observation of the application of various equipment).

Observation is used in the following processes

- Buyer behavior when buying goods
- Momentary situations in adolescence
- Physiological measurements of psychological states
- readinghatti-movement
- customer's chat-action
- satisfaction effect

Verification is the collection of primary information from people by direct request based on their level of knowledge, their attitude to the product, what they prefer the most and their purchasing behavior. Experience allows you to track and measure changes in one or more factors, and leave the rest unchanged (for example, a new wrapper allows you to increase the volume of sales of the goods).

Imitation provides for the creation and use of economic and mathematical models that allow the formation and assessment of various marketing factors not in

real real conditions, but on paper or in the memory of exposure. There is a computerized program-questionnaires that allow consumers to “walk around” in the supermarket and choose goods for purchase. The computer records their purchase and studies their response to changes in prices, color and shape of the wrapper.

Primary data has a number of advantages: information is collected in accordance with the problem under study, is the newest and has a previously given level of detail; all received data can be reached by the firm, if necessary, ensure that they are kept secret for competitors; if desired, the degree of reliability of the collected data can be determined by quantity.

The main disadvantage of primary data is that their collection may require a lot of time, funds, or the firm may not be able to independently collect primary data.

The collection of primary information can also be carried out on the basis of the use of the panel method of the request.

Panel-a selection set of persons undergoing repeated Research, who are subject to a survey.

Development of a selective plan and determination of the size of the competition. At this stage, it is necessary to obtain information about the parameters of the “group”, among the members of which marketing Research is carried out. For example, the marketing manager wants to get information about the volume of sales of Campaign products through various retail stores (“group” – Population (Population)). The studied part of the population is called selectivity, the size of which should also be determined by researchers.

Conducting surveys within selected groups will help the firm to purposefully produce a type of product or service intended for a particular group of consumers, their attitude to goods and service, and promote approval. As a result, the firm will have a target market segment and a target consumer. The activities of such a firm will become the basis for staying competitive in the long term. Questionnaire surveys be one-time or multi-time, but reversible questionnaires are called panels.

The Panel may be a specific research object or students held. Each time in a research facility and in a consumer's office, carrying out applications dynamic to identify changes in circulation, to know the attitude towards the commodity. Through the Consumer Panel and the entrepreneur panel, it is possible to collect a lot of information for marketing research.

With the interview method, the new product questions such as its usefulness aspects. Telephone surveys are used to find out the opinion of geographically large-scale consumers, for example, the opinion of subscribers in the Republic about mobile communication packages is studied by telephone. Written questionnaires are either thrown into the mailbox and then collected, or written answers are obtained from them by collecting respondents who will be questioned. Surveys as they are found in any marketing research also have advantages and disadvantages. When conducting surveys, it is much more complicated to draw up specific, comprehensive questions depending on the purpose. The number of questions is small, but it covers all the necessary, which requires knowledge and skill from the question maker, a clear knowledge of the purpose of the study. Formulate questions in such a way that they are very multi-option and make multi-option questionnaires. Questionnaires drawn up in the form of tests allow you to save time during interrogation. When so many respondents are distributed questionnaires, studies show that around 20-50 percent of questionnaires return with full answers. Therefore, incentive measures will give a good result when questionnaires are distributed and interrogated. The percentage of filling out questionnaires increases. In questionnaires, questions can be open or closed. The questions are clear, concretely, may differ from each other depending on the orientation of the goods to its characteristics, price. When drawing up questionnaires, the following recommendations should be followed:

- The questions are short, clear and have a meaning.
- The questionnaire is logically goal-oriented and the number of questions should be optimal. The questionnaire should not contain questions that do not belong to the goal.

- Based on the logic of the study, the questions are systematized, divided into certain groups, so that the study is effective.
- The questionnaire should not be monotonous, boring and cause rapid fatigue.
- It is necessary to follow a logical sequence.
- Individual questions are asked at the end of the questionnaire.

Conducting questionnaire surveys gives a good effect before the production of new goods, when choosing a segment of target consumers, when a plan appears to occupy a new market segment. There are several options for the question posed. The Test will give ready-made answers in the questions, if the determination is required, then in some markets the consumer can answer himself. He can freely write what kind of goods he likes, at what cost and with what degree of elegance, but the possibility of generalizing and working on a computer is limited by questionnaires in which such free answers are written. Generalizing them manually takes a lot of time.

Conducting surveys by selecting a specific group of consumers will give a higher result. F. Kotler recommends that the survey be carried out afterwards, preparing a clear answer to the questions of who should be questioned, how many people should be questioned, which group should be questioned. Such methods are widely used in many civilized countries. Small and private business enterprises always use these marketing methods to keep their business competitive.

Experimenting in the Marketing system is also a kind of interesting and important. Through experience, it is possible to find out a lot of interesting marketing information, the dependence of factors on each other. For example, such indicators as the structure of buyers of advertising media, the influence of price on market conjuncture are studied.

An open experiment is one in which the object under study becomes aware of the purpose of the experiment and, conversely, does not know for what purpose the object under study is questioning it when the purpose of the study is unclear. In practice, different experience are held to achieve marketing goals. The Test is systematized depending on the location of the questions, depending on the object,

the person, depending on the duration, the volume, depending on the number of people being tested. Collected materials are divided and summarized. Information is collected with questions such as regulated test questions, such as studying the purchasing power of buyers based on the amount of wages, and studying purchasing behavior. The information obtained as a result of Marketing Research is processed, summarized, interpreted. For the processing of information, written and analytical methods are used. From analytical methods in marketing – such as Trend Analysis, non-linear regression and correlation style, discriminant analysis, cluster analysis, factor analysis, quantitative analysis.

5.4. The main elements of marketing information in business activities.

Marketing research

In the Marketing literature, concepts such as market research, marketing research, sales research are often found. These are similar synonymous concepts to each other, sometimes confusing them. Within these, marketing research is a very broad concept, which consists of collecting information for a firm to make a marketing decision, structuring it, analyzing marketing on the basis of generalization, and justifying business activities. Market research is an efficient and fundamentally, in the current case, it is about improving the market, studying it and deciding how to act in it. Any decision-making process in the activities of firms depends on various factors, forces of external and internal influence. Marketing activities are also perceived on the basis of the analysis of a huge number of information sources. Therefore, in order for a marketer to make effective marketing decisions, it is necessary for him to know the fundamental nature of marketing terms and to be guided by the objective of each of them, based on tails.

Each marketing research, whether it is focused on the study of the consumer or focused on the study of the market, must have its own methods, a research scheme, a Bank of information. For example, information about consumers they are related to age, gender, nationality, work activity, finances, etc.

F. Kotler showed the formation of methods for conducting marketing research, their development over time and the evolution of their implementation by modern economic and mathematical methods. (In 1974)

The purpose of the study is to collect relevant information after detection, such as about execution, market situation, potential of competitors, etc. Any marketing research should take an ethical approach. In some data, each indicator is interconnected, and when analyzing variable and invariant magnitudes, it is important to correctly determine the forces of the external factor influencing them. It is necessary to correctly determine the composition of the study, follow the sequence.

Since the main element of Marketing activity is marketing research, the optimal structured design, the creation of the necessary information base, the system of information, the use of the internet guarantees the effectiveness of the research.

Marketing research is the systematic collection, reflection and analysis of information on various aspects of marketing activities in order to reduce information security, commercial risk and make marketing decisions.

Marketing research is one of the marketing functions that connects marketers (marketers) through information with all the elements of the marketing external environment – the market, consumers, competitors. The purpose of Marketing Research arises from the identified problems. Achieving these goals makes it possible to obtain information that is necessary to ring these problems. They describe the information gap that should be lost in order to allow managers to solve marketing problems. The goals should be clearly and clearly formulated, formulated in sufficient detail, there should be an opportunity to measure them and assess the level of their maturity. What information is needed to solve this problem “Marketing Research objectives»? the answer to the question « research will clarify.

Depending on the methods and methods of research, marketing research is divided into the following types: study (intelligence), definition, determination of causes.

Research (Intelligence) Research is carried out in order to collect primary information necessary for a better definition of the problem and assumptions being put forward. For example, it was assumed that the reason for the low level of sales is bad advertising, but a study showed that the main reason for insufficient sales is the poor performance of the commodity distribution system, which should be studied in more detail in the later stages of marketing Research.

Tariff research-focused on the definition of marketing problems, such as the demographic situation, the attitude of consumers to the product of the company. When conducting this type of research, answers to questions are usually sought that begin with the words Who, What, Where, When, and how. For example, it is determined who are the consumers of the firm's product. Where do they buy a firm's product? When do buyers actively buy this product? How to use the purchased product?

Research aimed at identifying causes – is carried out to verify assumptions related to cause-and-effect relationships. On the basis of this study, the understanding of one phenomenon on the basis of a logical connection in the form “if X, then it” lies in the study. Cause-and-effect bonding can be determined by conducting special experiments. Independent variables when conducting experiments (prices, advertising costs, etc.) are replaced, and these are variables that depend on changes (sales volume, market share indicator, etc.) it is determined how it will respond.

Marketing research is carried out in the following areas:

- market research (its size, dynamics, direction of development);
- learning behavior of consumers;
- study of the activities of competitors;
- exploring the firm's internal capabilities to meet requirements;

- study of the elements of the marketing complex (goods, prices, sales, advertising);
- study of the legal fronts of marketing activities.

As can be seen, although the concept of” market research “determines the main aspects of marketing activity in general, the concept of” marketing Research “is much broader than the concept of” market research». When organizing Marketing activities, it is necessary to obtain marketing prohibitions based on the requirements of market consumers, and not on the volume of products produced, which will determine the need to go. Most major foreign lenders (around 80 percent) have their own private marketing research departments. In the structure of such departments, sociologists, psychologists, statisticians, programmers, etc.they serve.

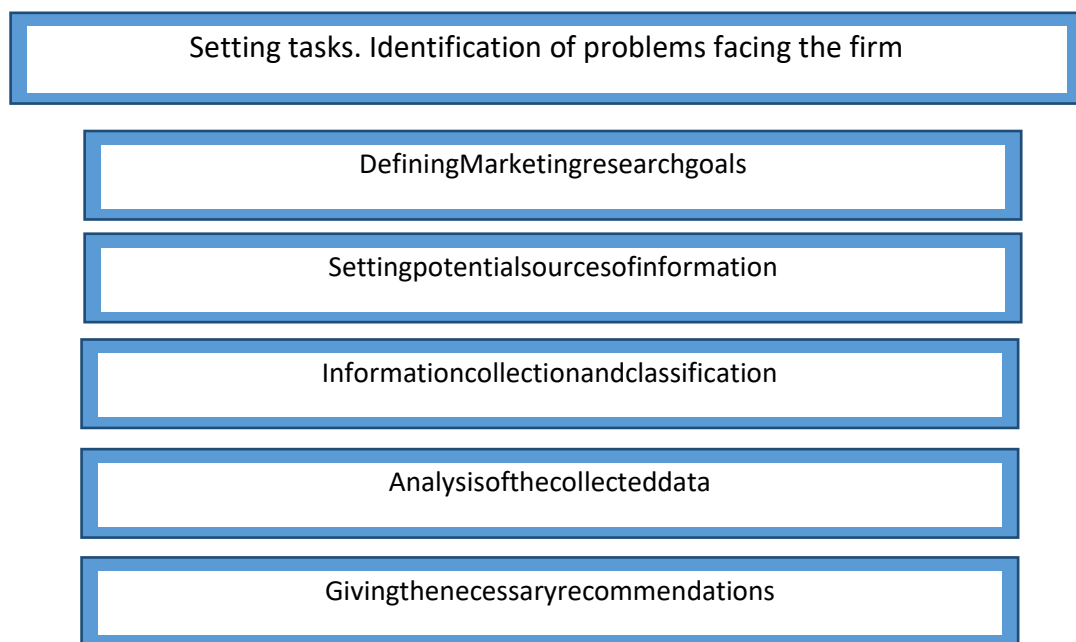


Figure 3. Stages of the Marketing research process

The Marketing research process includes the following steps and actions:

1. Identifying the problem and research objectives.
 - 1.1. Determining the need to conduct Marketing research.
 - 1.2. Formulation of the problem and research objectives.
2. Development of a research plan.
 - 2.1. Determination of the type of research.

- 2.2. To determine the type of information required, the sources of its receipt and the methods of collecting the necessary information.
- 2.3. Design of data collection forms.
- 2.4. Development of a selective plan and determination of the size of the competition.
3. Development of a research plan.
 - 3.1. Data collection.
 - 3.2. Data analysis.
4. Interpretation of the results obtained and their delivery to the management – preparation and presentation of the final report.

We give a brief description of some stages of Marketing Research.

- 1.1. Determining the need to conduct Marketing research.

When carrying out external environment monitoring, the organization's management receives information from many sources – shareholders who may complain about low product quality, Diller, who can provide information that the organization is giving its place in the market to competitors. But this information concerns not the main problems, but rather more problems - signs (for example, stabilization or falling sales volumes). The task of researchers is to identify the main problems that lie exactly on the basis of the problem – signs. Problem detection is the next step in conducting marketing research.

- 1.2. Problem identification and formulation of research objectives.

A clear setting of the problem is a guarantee of successful marketing research.

Identifying the problem includes:

1. Character recognition.
2. Possible causes, main problems, clear definition of signs.
3. To identify a complete list of alternative actions that the administrator can take to solve the problem.

Data analysis involves entering them into a computer, checking their errors, coding, tabulating, and statistical testing.

The Marketing Information Analysis System includes a Bank of methods and a Bank of models.

Bank of methods is a set of modern methods of data processing, which allows you to determine the statistical reliability of arithmetic operations, generating graphs and statistics of data.

The Bank of models is a set of economic – mathematical models in which interconnected variables, each of which is real, manifest a system, facilitate the adoption of optimal management decisions.

The company's management, having prepared a final report on the study, presents an interpretation, conclusion and proposals of the results obtained, depending on the characteristics of the activities and the nature of the decisions being made. In addition to writing reports, researchers also often prepare an oral presentation of the results obtained for clients.

The marketer must correctly use research methods and methodologies, marketing instruments. The development of research design requires:

- Availability of approved head and operational objectives
- The relationship of goals with the problems posed
- That the results obtained are based on the direction in which they are applied
- The convenience of the methods chosen to achieve the objectives of the study
- The structure of the calendar and network graph for the entire process
- To ensure the responsibility of the person involved in the implementation of the research project for their tasks
- Development of the research expenditure budget by substance
- High level execution of the formalization of the final report.

The scientific and cost-effective nature of research design is the most basic of the requirements for design. Research design is designed. (In 1,2,3 stages). After the design is designed, the stage of structuring the design of the research process begins. When designing a design, it is necessary to rely on certain techniques and technology. This requires answers to the following questions.

What information is needed to create the necessary information?

- Where is it good to receive secondary information, from internal or external sources?

- Do secondary and primary information need additional information again?

- By what statistical methods are secondary sources of information processed and analyzed?

- By what methods should primary information be collected?

- What variable factors should be analyzed and what methods should be applied?

- What is the structure of the consumer survey, what questions should be asked?

- What is most paid attention to and what is allocated in the research process?

- What analysis methods are used?

Is the form, appearance, and composition of the research results report approved?

- How long does it take to do research?

Research design is the design and design of the research process, as well as the development of its Model. Taboo design is the first thing to do. The American Marketing Association describes that « research design is a masterfully structured plan.»

Marketing research design is the collection, systematization, processing of information in a logical sequence based on the purpose of the research, the selection of useful information from them, the assessment of the quality of information and their transfer to the decision-making Manager, Head, Head of the department or other relevant responsible person.

The design of Marketing research can be seen as the process of designing and organizing the conduct of marketing Research. Design design (1.2.3 stages) consists of three stages. Construction of its structure consists of (4,5,6,7) stages.

The first stage is to get acquainted with the problem of the situation and the imposed circumstances. In this, a certain feedback is formed about the possibilities

of conducting research and the costs that go to them about the possible, about the difficulties of the existence of similar research. After the main tasks are set, the following questions are identified.

- what volume of research is required to be carried out?

- Does the effect of the research results cover the cost of spending?

- Are there ready-made solutions or similar studies on the problem under study?

- What level of significance as a result of the research informationolinishikerak?

- What is the laying and justification of the issue?

- Preparation of results, and the time limit for submission?

The second stage is an approximate planning of the study, verification of information from the first stage. At this stage, the following questions are important.

- in what volume and what quality information is required?

- what sources of information are there?

- Is it necessary to involve specialized organizations or marketing centers in conducting research?

- What methods are used to define analysis and perspective?

- Are programming programs used to analyze research data?

- How long does it take to do research?

After familiarizing yourself with the current situation, it is determined whether it is possible to collect all primary and secondary information by the strength of the firm, or whether it is necessary to use the help of marketing Research Centers for the collection of primary information. For example, the use of marketing centers when collecting information from consumers, such as conducting surveys, collecting information about competitors, for example.

To justify the involvement of specialized scientific research institutes and marketing centers in the conduct of Marketing Research, the following criteria can be used.

- What specialized institute is there in terms of Marketing Research?
- What specialists are engaged in the research of Marketing systems?
- Are the results of the study published in the open press?
- Customer service, and with the enterprises of the communications are installed like this?
- When is the survey estimate recommended by the Vagrafigi Institute?
- Will the Institute develop a planned research graph?
- Are the computing programs and centers used in practice at the institute existent?
- In what order is the drawing up and presentation of the results of the research carried out?

The third stage is the development of a working concept of conducting research. The concept is worked out regardless of who is using the research. The concept should consist of the following sections.

- Product, product nomenclature, placement system. Is there a brand on the market here that you recommend, or is there a similar brand?
- The main essence of a commodity, a long-term commodity, a short-term wide consumer tray, is needed for industrial needs ready-made parts, and other services
- Quality assurance, level of modernity of systematic techniques, productivity indicators, Design, Prices, usefulness
- Potentialist: industrial enterprises, trade, social customers, individualist, consumer group.
- Characteristic of ensuring the market - to study the demand for products, which is formed depending on the dynamics of entry and exit to the market, development
- Product sales system (wholesale and retail trade networks), end-to-end delivery system, retail stores, wholesale trade
- Competition-competitiveness, the position of the main competitors in the market.

Based on the research problem, the composition of the working concept may differ from this, and other issues may also be covered. The study of the market environment, the analysis of the external and internal environment of marketing, the analysis of external relations is seen. Since the activities of the firm are influenced by a large number of factors, it is very important that many subjects of the marketing system establish effective contacts. Shusababli the following questions are also in the research period The study is necessary.

- General situation in the economy-economic, political, social, geographical
- Technology development in key industries
- State of social infrastructure development programs-science, health protection, protection of external infrastructure
- Assessment of demand for their products in the leading sectors of the economy
- Firm share in the market of competitors and partners.

The fourth stage is the ways and methods of collecting marketing information. The use of cost-effective methods, attention is paid to the accuracy of primary and secondary information. The information is divided into two directions::

- internal information of the firm
- the information system of the external organization surrounding the firm.

Information of the external environment is obtained from various sources, sources about the activities of mass media publications, statistical committees, competitors.

Fifth: cell-information processing. Based on the purpose and objectives of the study, quantitative and qualitative analysis of information is carried out, processed information must be included in computer programs and analyzed.

The sixth stage is to make final conclusions, complete the study, summarize. Whether the main objective of the study has been reached or not, whether additional information is needed, whether the study has been completed, these and similar questions are analyzed. Questions such as whether the customer has achieved the set goal, whether the costs incurred in marketing research are quickly

covered are summarized. While industrial enterprises producing consumer vehicles spend 0.30 percent on marketing research. In some cases, in order to determine the effect of the results of research, questionnaire questions are drawn up.

Seventh: to formalize and make presentations (presentations). The composition of the report should include:

- Table of contents
- Abstract, summary and results of the report
- Establishment of the issue and justification of the research objectives
- Results of individual sections of the study, methodological conclusions, tables, schemes and graphs
- Applications.

In order to effectively conduct the presentation, its script is drawn up. Along with the presentation lecture, slides, discussions, other official events will be held.

Benchmarking-as a function of marketing Research. In a market economy, the competitive advantage of many firms depends on many external and internal factors, and it is very important to establish effective cooperation and communication with various subjects of entrepreneurship. It is necessary to strengthen cooperation with the subjects of the marketing system in order not to cope in the event of unforeseen circumstances in a competitive struggle, to face the influence of factors of the marketing external environment, that is, the macro environment.

Benchmarking-means standard, landmark in English. The firm should plan its further behavior by finding practical answers to questions such as what purpose in its activities, based on which strong side of the competitor it can develop itself, increase its strengths, strengthen its advantage by developing new products.

In practice, marketing research refers to the collection, storage, recording and analysis of information about consumers, competitors, buyers. On their basis, such tasks as changing the range of products, rethinking the pricing policy, improving the organization of sales are solved. But this information has nothing to do with the analysis of the firm's internal performance. For example, for what the cost of a

product has increased, the cost of a firm's product has become a higher price than that of a competing firm, why the dynamics of turnover has dropped, why the profit of the enterprise is small, and so on, it is necessary to carry out internal financial calculations in order to find answers to questions. When conducting a consumer survey, certain activities are worked out and carried out depending on the opinions contained in it, having received answers to questions such as the brand, its characteristics, price, usefulness. Benchmarking is the philosophy of marketing Research in the formation of competitive advantages, competitive growth and effective entrepreneurial strategy of the firm in the current conditions.

«Dominus Pizza»: listen to the consumers and let them know what you hear.

After five years of unchanging or declining income, Dominus Pizza did something in the business world that practically did not hear the ear. «First of all, “says the industry observer,”he asked customers to give him their sincere opinion about the company». Secondly, he actually listened to the painful truth about the company's product (the words mentioned as“cardboard paper” and “completely devoid of flavor”). Finally, the most amazing thing is that the company has completely rediscovered its product. After that, the story of the impressive company”return of pizza “Dominus Pizza came into being.

This Return began with a deep understanding of what consumers think and want. Studies have shown that Dominus was at the top among his opponents in terms of quality of service, reliability and cheapness, but was far behind in terms of taste. The request received for taste preference included the company's product among the most recent dead.

In order for consumers to have a deeper understanding of what they actually thought of his pizzas, Dominus began research using social media channels and focus groups composed of people of different ages. He followed the online communication of consumers and asked them to give feedback on the company's products through Facebook, Tweeter and other social networks.

Then, relying on the information received via the Internet, “Dominus” formed a factual focus group that attracted consumers to enter into direct, face-to-face communication.

Online feedback and focus digesting the results of the group was as difficult as chilling “Dominus” pizzas. The most common objection was that the pizzas “were” similar to the cartons». But that’s just the beginning. One after another, pizza lovers bite into “Dominus” pizzas, that is, “completely devoid of taste”, “the sauce gives the same ketchup taste”, “the worst of the pizzas I eat”, “processed cheese”, “massively produced, boring and unpleasant pizza” and “Micro wave oven pizza-without any advantage». They hit the ground with comments.

Instead of giving up such sad results or shaking hands on them, the business managers of Dominus recognized the problem. “We had a focus group “web cast” (messages that are given on the internet in a video way) for our team,” says the director of the Marketing Department of Dominus. «When someone says something terrible about your pizza, you can’t get used to it, but because it was the first time, all of our business executives were face to face with it. They could not believe it. We all said that we could not go to the next meetings and that we should do something”

After that, Dominus began to completely rediscover his pizza. He did not put the old product so thoroughly, but, having raced his biceps, began anew. RaslVeiner (Russel Weiner), head of marketing at Dominus, said,” Wewere not going to call it new and improved and make an important discovery on it. We were forced to overthrow the barrier in front of us”, he said.

The skilled chefs of Dominus began to prepare pizza bread, sauce, cheese and other ingredients completely renewed. The result was a completely new pizza, which was fried and baked, garnished with parsley and with bread with the addition of garlic. The new sauce has a delicious, spicy Tam and bright Rani with a little red pepper that will ferment your tongue a little. “We changed the bar,” said Dominus Chief Product Improvement chef. «Now he is tastier. Customers are

disappointed in him». Two weeks after the introduction of the new pizza to the public, a taste recognition test was carried out with the participation of 1,800 pizza customers selected from different regions of the United States. When it was made one-on-one comparison, consumers found “Dominus” ‘s pizza tastier than “Papa Johns” and “Pizza Hut” pizzas.

To announce the changes and change the look of customers, Dominus launched the company “return of pizza” worth US \$ 75 million. In the company, the research itself consisted of letters. A television commercial featured a focus group portraying how bad pizza actually was. In the advertisement, director Patrick Doyle admits that he heard what customers wanted to say about his pizza and took these objections to his heart. He then states that” it’s still time when you know you’re going to make a difference».

At the beginning, the friendly company had a full integration into its Facebook and Tweeter page. And the company would send the good and the bad through it, asking customers to give their opinion about it.

5.5. Technology for expanding the information space in the further development of business

As you know, in the modern conditions of modernization of our economy, the development of small business and private entrepreneurship, the experience of leading countries in the world in the formation of innovation activities and its practical application in small business, socio-economic, environmental, information and other problems of the formation of innovative business in this sector of the economy, as well as, a number of issues such as technology transfer and the formation of the intellectual market, preferential lending and financing to encourage private entrepreneurship remain Hamon priority. The application of Near Field Communication (NFC) 1 technology in the implementation of payment processes, including electronic payment systems in motor transport, is closely related to the development of microprocessor and contactless cards and service devices in the organization of the transition to the international payment system in

Uzbekistan. Today there are wireless technologies for ensuring local information exchange. For example: Irda, Bluetooth, Wi-Fi, NFC and others. They differ in their functional principle, have different radii of exposure and are designed to perform different tasks of mobile device interaction. NFC technology is recognized as the most advanced technology within these technologies. NFC technology is an ultra-short distance wireless communication technology that is based on the mutual magnetic induction effect. The technology operates in the noregular range of 13.56 MHz, it provides two-way mutual movement of devices consisting of an NFC interface, and the data transfer rate is 106, 212, 424 SBit/s. NFC technology is distinguished by Ease of use –when the NFC device is brought closer to the specified distance, an automatic communication session is performed, to which only 0.1 s. time goes by. When compared with Irda and Bluetooth, NFC technology has several advantages, energy consumption is also low, and the cost of installing it on a mobile device is relatively cheap. Table 1 presents a comparative analysis of the characteristics of Irda, Bluetooth, NFC technologies according to technological and consumer aspects.

№	Characteristics	Bluetooth	Irda	NFC
1.	Communication session in Piring mode	Notavailable	Available	Available
2.	Automatic initialization of the communication session	Notavailable	Available	Available
3.	Power of the communication transmission device	100 mVt	20-80 mVt	100 mVt
4.	Confidentiality of the communication session	Notavailable	Notavailable	Available
5.	Fasttransactionopportunity	≥0,6 soniya	≥0.1 soniya	≥0.1 soniya
6.	Highdatatransferspeed	3 Mbit/s	4 Mbit/s	424 Kbit/sek
7.	The presence of protective equipment at the hardware level	Notavailable	Notavailable	Available
8.	Availability of protective equipment at the software level	Notavailable	Notavailable	Available
9.	Wireless smart Card Emulation availability	Notavailable	Notavailable	Available
10.	Low cost of installation on the phone	5\$	1\$	1\$
11.	Availabilityofstandardinterface s	Available	Available	Notavailable

As you can see from the table, NFC technology is quite suitable for performing all its indicators, especially mobile commercial tasks. The main factor that causes the absence of standard NFC interfaces in modern computers and the widespread unpopularity of this technology. Currently, this problem is being solved by applying NFC–Bluetooth interfaces. According to experts from Juniper Research and consulting company Edgar, Dunn & Company, NFC technology plays an important role in the development of the mobile payments market. NFC technology is a wireless communication technology at a distance of up to 10 centimeters (up to 34 centimeters), providing communication between devices and the possibility of information exchange. NFC technology can be applied to mobile payments in practice, and based on the results of research, the following conclusions can be drawn:

1. In the near future, empirical observations show that in relation to credit and debit cards around the world, that is, mobile payments that replace cash and checks, begin to spread widely, especially since mobile operators develop intensively on the world scale.

2. Due to the three characteristics of mobile payments that are preferred for consumers – convenience, security and profitability, mobile payments as a means of concluding and implementing micro and macro contracts are widely distributed compared to existing payment systems.

3. NFC, SMS and WAP are common technologies that apply mobile payments of various appearance. Next are RFID, Bluetooth and IrDA. The development of mobile payments is expected to be supported by most technologies at the same time, in which case the possibility of choosing a technology that is convenient for the consumer is created. As noted above, to this day, the abundance of incompatible payment systems has hindered the development of mobile commerce in a certain way. At the same time, today there is cooperation of mobile operators, financial organizations, various technological companies on the development of national and international standards for the introduction of mobile payments. According to experts from Edgar, Dunn & Company, Open

technological platforms can be cited as the main trend in the development of mobile payments. These platforms will be able to make electronic payments in mobile networks. Within the framework of payment platforms, it will be possible to analyze all participants in the mobile e-commerce market. In conclusion, the application of NFC technology in the development of small business and private entrepreneurship in Uzbekistan is achieved by the effective organization of the information exchange process between the seller and haridor and the implementation of several transactions in a short time. And for this, an analytical review of research models and their forms in the imagination is necessary.

The first NFC was proposed by Davis in 1986. This model is developed on the basis of the «theory of well-founded actions», promoted by a number of social psychologists, «trust-attitude-goal - current letter» behavior « forms a cause-and-effect sequence, that is, a chain. Davis's NFC research has taken the benefit and simplicity of operation as criteria when choosing two important constructs. As a result of Davis's research, NFC is conceived in such a way that the functioning (or use) of the two structures together increases the degree of usefulness and brings the possibility of easy use. In the imagination of individuals there is some abstract system that increases the productivity of people, and the simplicity of use is such that its use frees individuals from physical and mental strain. In most studies on the implementation of Information Systems, NFC is widely used. NFC was adopted and showed that it helps to clarify the use of software in the context of WWW in advance. Thus, in the development of small business and private entrepreneurship, the model of the choice of mobile payment technologies, as well as technology, is considered much more significant.

CHAPTER 6: STRATEGIC PLANNING OF THE FIRM'S BUSINESS ACTIVITIES

6.1. Strategic planning of the business activities of the firm and its features.

The implementation of the strategy is a serious process, since it is it that provides an opportunity for the firm to achieve the poured goals in case of successful implementation. In many cases, firms cannot implement the strategy of their choice. This is due to the fact that the wrong analysis is carried out and the conclusions are weighted, the changes that were caught in the fall in tashkimukhit occur. However, the main reason why a strategy is not implemented lies in the inability of management to adequately involve the firm's potential in the realization of the strategy.

Planning is an important function of Management, which significantly determines the organization, guidance (interest) and control of all head functions of management. When carrying out its activities, any organization should know what it is striving for and what ways it can act for it can be the most successful. Therefore, the concept of goals and plans is closely interconnected with each other. In the context of health care reform, medical workers working in treatment and preventive institutions regardless of the form of ownership learn to conduct their activities, obeying the principles of market relations. In this, the knowledge gained in marketing and management helps to quickly adapt to new conditions.

The plan describes a complex socio – economic model of the future state of the organization. There is no single planning method suitable for the situation. The type and direction of planning depends on the place that the firm occupies in the organizational hierarchy, that is, planning is carried out in accordance with the level of the organization.

Strategic planning is an aspiration to look at the long-term on the basis of the organization's contribution, that is, to assess what changes are taking place in the territorial framework, as well as the behavior of competitors. At this level, the main goal of planning is how the organization behaves in market conditions.

The word «strategy» comes from the word “strategos” Greg, which means «general's art». Even now, in its meaning, it denotes the art of planning the military operations of the military chief's squad.

The goals set by the firm can be effectively achieved by the kaysi method, and there is an opportunity to answer the question of what is needed for this. Since one goal can be achieved in different ways, the stage of choosing a strategy can be defined as the direction of reaching the intended destination and the choice of a means of action. For this, in economic theory there is a system of strategies and a list of mechanisms (models) of strategic action.

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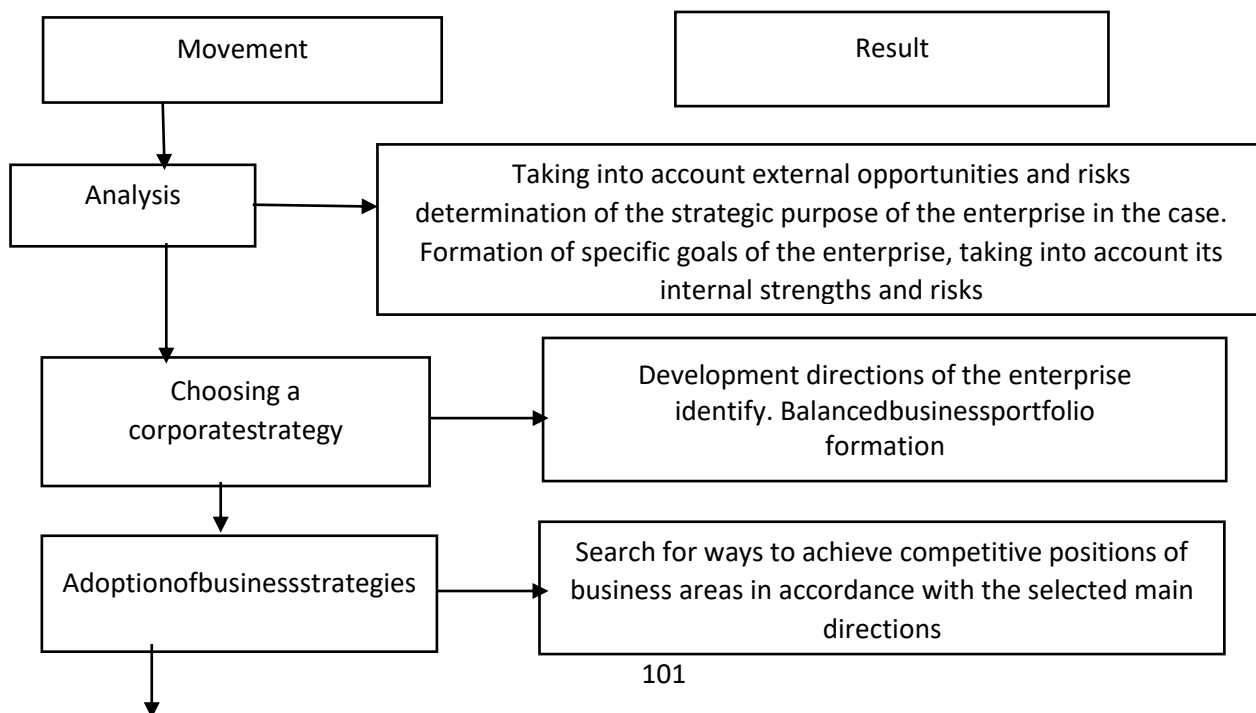
means of action. For this, in economic theory there is a system of strategies and a list of mechanisms (models) of strategic action.

The system of strategies includes three bosses of strategic carers:

1) General or corporate. Corporate strategy shows the direction of the overall development of the enterprise. At this stage, a decision is made regarding the complex of forms and types of economic activity of the subject. In this case, questions, issues related to the removal, purchase or exit of any type of business are dealt with.

2) Business or competition. Business strategies (expressed in business plans) describe the method of achieving competitive advantages in the selected (corporate boskichda) commodity market. This strategy is aimed at improving the competitive position of individual goods and services. Here, the issues of prospects for the production of new products and the abandonment of existing unpromising goods are considered, the policies of production, assessment, advertising, sales and the like in a particular commodity market or market segment are clarified.

3) Functional. Functional strategies determine bulim and service behavior at the level of the enterprise's production cloud. Production, marketing, finance and personal plan a way to achieve corporate and business strategies. For example, a functional strategy in the field of production may consist of not producing a useless product, reducing the loads of raw materials, and the heads.



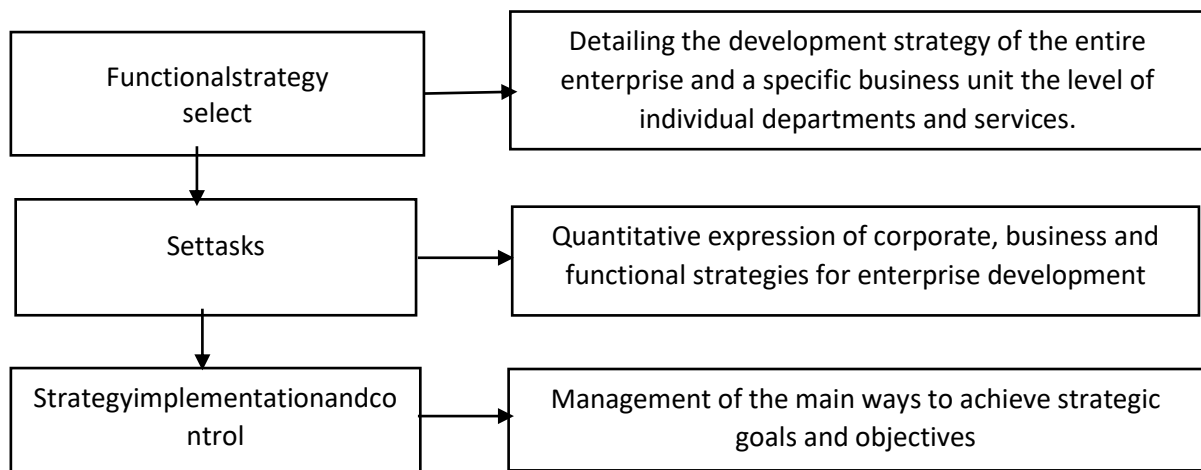


Figure 1. Strategy development and implementation process.

The analysis and selection of the strategy can be shown schematically, summarizing the measures implemented in the printing house, and allocate the results that should be obtained as preliminary data for the «realization» of the enterprise's strategy.

As can be seen from the drawing, the typist of Strategy Analysis and selection is the central Buginese in the process of developing a strategic map. Here, important strategic decisions are made on the burning of funds to promising areas of enterprise development, and business areas with reduced investment are allocated.

Evaluation and control of the implementation of strategies is the last process of manticia, which is carried out in strategic management. This process provides a stable feedback between the goals of the organization. The main tasks of control are as follows:

- to determine what and by what indicators to check;
- carry out an assessment of the state of the controlled object in accordance with the accepted standards, norms or other indicators;
- identification of the causes of deviations identified as a result of the assessment carried out;
- carry out correction if necessary and possible.

Strategic control is aimed at determining to what extent the implementation of the strategy will lead to the achievement of the firm's goals. This distinguishes strategic control from management or operational control, since the implementation of a strategic plan is not interested in the implementation of a strategy or the correctness of the implementation of individual works, functions and operations. Strategic control will focus on the fact that in the future it will be possible to realize the strategies adopted and their implementation will lead to the achievement of the poured goals. Adjustments to the results of strategic control can relate to both strategies and goals.

The creation of a firm's strategy consists of 4 interconnected parts, which are as follows:

- determining the type of commercial activity and determining the direction of development of the firm, that is, determining the goal and setting a long-term perspective;

- transformation of common goals into specific areas of work;

- monitoring implementation of the chosen plan to achieve the intended indicators;

- assessment of the work done, analysis of the market situation, long-term main areas of activity, goals and adjustments to the strategy or methods of its implementation, the introduction of new ideas.

The main issue of the company's strategy is as follows:

«How can we imagine our company, what are our kilmocchi and what do we want to achieve?»

«Who are we, what are we doing and Where Are we going?»,- the answer to the question allows you to develop a strong identity, setting the direction of the firm. What the company is doing and what it allows to produce. Means what the company is doing and what it is going to do. And how a manager imagines his company's position in the market forms a strategic view of the company.

The main function of managers is as follows:

Planning–organization–motivation–control

Setting specific goals allows you to move from a general definition of the company's task to specific work plans.

The goal of the dress will consist of the result that we want. If we achieve good results, we will burn good goals in front of us. The goals will be kiska and long-term financial and strategic.

Financial goals are mandatory because when there is a lack of financial resources, the company falls into tang axwol. Strategic goals are aimed at strengthening the competitive position of the company in the market. Financial goals are determined to increase indicators such as profit margin, profit from investments, cash income from nakd, dividends. They are aimed at a higher pace of development, increasing market sales, achieving lower costs, increasing the reputation of the firm as a result of increasing the competitiveness of the firm.

The goals are the results, and the strategy is the ways to achieve them. To determine the strategy, the internal state and carrier factors of the enterprise should be emphasized. The company's strategy will generally consist of:

- deeply thought out, purposeful actions;
- response to the unexpected development of events and the struggle for increased competition.

Strategy facat is not only actions that managers thought about earlier, but also corrections that should be made in unexpected situations. To develop a strategy, it is necessary to have entrepreneurial talent and a strategic way of thinking. The skill of developing a strategy depends on the entrepreneurial talent of the manager.

The criterion for determining the entrepreneurial skill of a manager is his ability to see new strategic opportunities and a triad to innovations. Managers with entrepreneurial talent usually become the first caldirgochs. They quickly break news, take risks and create dramatically new strategies.

Making adjustments to the company's strategy is a simple normative act. Sometimes it becomes necessary to make changes to the strategy. Only in rare cases will the company's strategy be able to pass the vakt test. The question of how

to improve the strategy should not leave the manager at all kachon. Therefore, strategy development is a dynamic process.

The company's strategy answers the questions of the Cattery. These questions are as follows:

- how to develop work?
- how can customers be caressed?
- how to overtake opponents?
- how to respond to changing market conditions?
- how to consider some functional Bulim of the company?
- how to achieve financial and strategic goals?

Strategic vision and development of the company's task, determination of goals and choice of strategy are the main tasks in determining the direction of development of the company. Strategic plans with a delay or corrections not made in the uz competence will not give any results.

The implementation of the strategy includes administrative tasks. It consists of:

- create organizational opportunities for successful implementation of the strategy;
- budget overview for profitable placement of funds;
- establish policies that ensure the implementation of the firm's strategy;
- incentives for employees to work more efficiently;
- linking the amount of results and rewards to be achieved;
- creation of a convenient mechanism for performing the tasks set in the company;
- create internal conditions that provide employees of the company, that is, create conditions for the effective execution of the strategic role of each employee;
- using the most advanced experience to continuously improve the work;
- providing internal rickety.

The 4 tasks in the burden are repeatedly considered kayta, since the circumstances arising from the new require making all sorts of Corrections. The result of Utgan experiments and the company's perspective goals may be the reason for such changes. Looking for ways to successfully implement the strategy is constantly. In the implementation of the strategy, a change is required, since certain parts of it are unnecessary.

6.2. Internal and external factors affecting business activities learning

Study of internal and external factors affecting business activities. Many factors influence the determination of the company's strategy. The interaction of these factors has its own characteristics in a network at bulib, which varies over time. The factors that determine my strategy are always different from each other. A firm cannot always choose the strategy it wants. Its narratives are limited to law, politics, social order and the community mavdei.

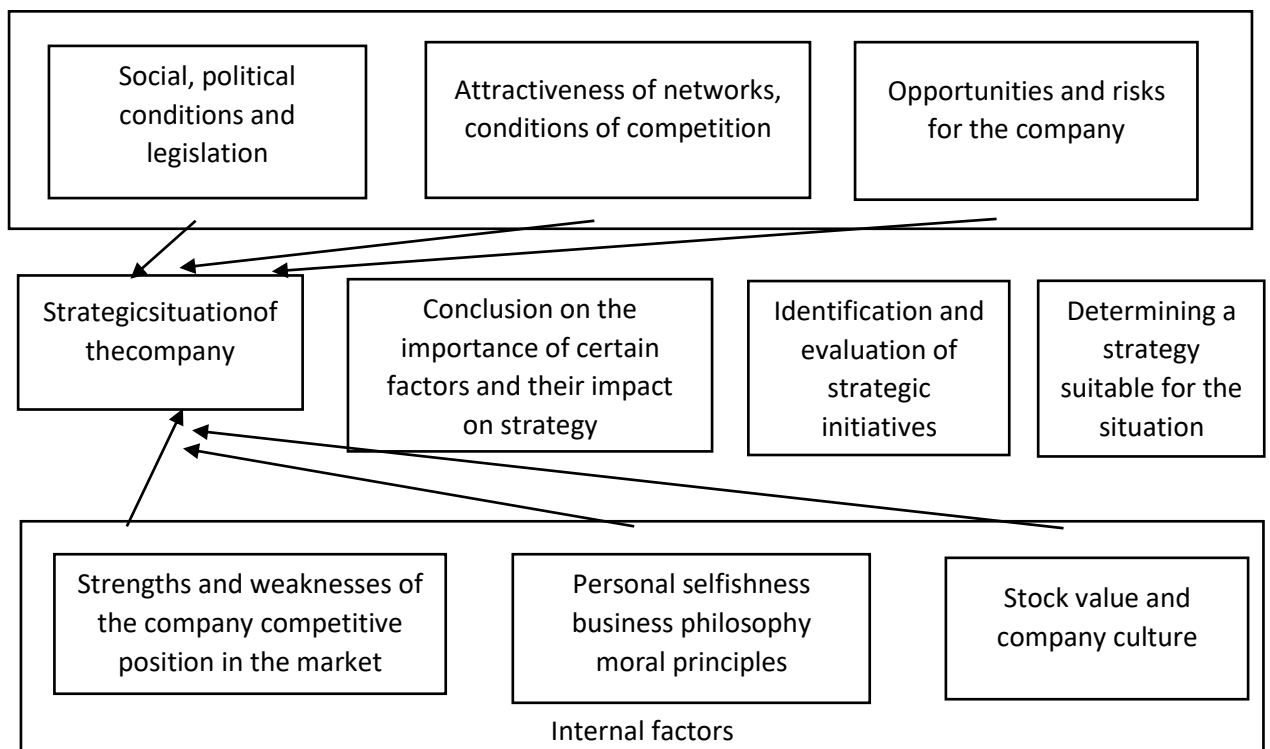


Figure 1. Factors determining the company's strategy.

Adapting the strategy to social requirements implies:

- employee representation in the framework of public interests and etiquette;

- regulation of its activities, looking positively at social preferences and the edtiyojs of society;
- to carry out the necessary actions in time in order not to conflict with regulatory norms;
- maintaining a balance between contributors and community interests;
- ensuring the civil status of the company in society.

The level of attractiveness and competitiveness of the network has a great influence on the determination of the strategy. It is completely unprofitable to build a company's strategy based on an area that was not previously dealt with. The strategy should be built on a well-understood area of the company.

A simple model of primary factors that must be taken into account in the strategy and, in fact, determine it is presented in drawing 5. The interaction of these factors, as a rule, has a comprehensive content, which differs individually for the network and the company.

Usually, the strategy itself cannot bring success if the difference between the internal and the transported situation is clearly not found, a competitive advantage is not achieved, the company's activities are not improved.

The strategy of the organization is to solve the problem of how the company can be transported from its place of residence to the place where it is located. Usually the strategy is developed at 4 different levels:

- corporate strategy (general strategy for the company and its areas of activity);
- ishboj strategy (strategy for each direction of the company);
- functional strategy (strategy for a functional structure of the company's stream);
- practical strategy (basic circuits: for factories, outlets and bulims).

The main organizational pogons of chshchish, developing a strategy

Strategy fakatcan not be developed only in the microdistrict of the supreme leadership.

It is advisable to distinguish the following four steps of its development:

- Corporation mikyo;
- mikyo of units;
- functional mixyos;
- kuyipogona managers (field commanders).

The strategy development hierarchy in the firm is shown in the table below.

The formation of the tasks of the enterprise in the management of the strategy will help to determine the content and significance of the enterprise, its field of activity, Future points of desire and directions of development and its differences from other competitors.

We can now see that there are enterprise functions that are clearly expressed only in sanokdi enterprises in various sectors of our national economy. Experience shows that even in the United States, where modern bokarish styles are developed, companies and firms 60-70% of gina have their own tasks.

In the tasks, all attention should be paid not to the manufactured product, but to the mining of the consumer's demand and will. The next boskich should be determined to determine the long-term goals of the enterprise. As a rule, such long-term goals do not include specific indicators and points. But it will be important for the enterprise to be clear and lunda and be able to achieve long-term goals that will burn before the uz. The objectives will have to find the expression of uz in the two main results that ensure the enterprise's commitment. These are specific results that are aimed at the financial and strategic activities of the enterprise.

It is necessary that the multi-kirral goals of the enterprise, in connection with each other, achieve one goal and mutually support it in achieving another. From the experience of famous companies that have succeeded in the world of business, it is known that usually enterprises set long - term goals in a very large mikyos and invest a lot of effort in achieving it for 10-20 years.

For example, in Uzbekistan there is an effective activity in the furniture industry. The main purpose of the company»Fayz-holding « in business is not to sell ordinary goods to uz customers, but to make a profit from the purchases they make, to make a profit and to help the household to be happy. Fayz-Holding,

which has 5 kushma enterprises and 14 trading houses from 11 production complexes, has expanded the range of products and burned the production of kitchen furniture, soft furniture, office furniture, school furniture and medical furniture as a result of the introduction of modern German technologies and strategic management techniques. At the same time, the company focuses on the convenience, safety of furniture, high quality, availability of after-sales guarantees and affordable prices.

Analysis of factors strategy in Tashkimuxit allows enterprises to determine the ways of development of non-tashki factors in perspective and the degree to which these changes can affect the strategy of the enterprise and its activities.

In general, the strategy consists in analyzing the factors, knowing on behalf of the risks and favorable opportunities that arise from the objective situation and thus identifying the strengths and weaknesses of the enterprise.

Table 2.

The main pogons of the development of the firm's strategy

Bounce	Responsible for development (decision making)	Content of the development
Corporate strategy	Executive director, main Vice-directors (decisions are signed by the board of directors, kayta is considered). Organization and management of the portfolio of the medium link of the farm	Providing synergism of the middle link of the farm as a competitive advantage. Determination of investment preferences and management of resources in the most advantageous sectors. To summarize the verification of the revision of the main strategic approaches of the leaders of the middle tier of the farm.
Farm medium steam strategy	General manager the middle link of the farm by the head, decisions are made by the management of the firm, revised)	Determination of actions and approaches aimed at successful competition as well as achieving superiority in it. Formation of response reactions to changes in external conditions. Generalization of strategic initiatives of the main functional services. To solve

		specific problems.
Functional strategy	Functional managers (depending on, the strategy is adopted by the management of the middle link of the farm, revised)	Organization of functional approaches to supporting a business strategy and achieving functional goals and strategies in the areas of scientific technical progress, production, marketing, finance, personnel work. Revision of the main approaches of managers at the lower stage, unification of verification.
Quick strategy	Heads of field divisions are managers of lower levels, including functional managers (decisions are made by heads of functional departments, revised)	Development of narrow-field and special side-floodplains and measures aimed at supporting functional and farm middle link strategies to achieve the goals of field bulinmas and functional bulimas

Internal analysis of information keeps in the fall the beating of internal resources and capabilities of the enterprise, the identification of its current circumstances, strengths and weaknesses, as well as existing strategy problems. Internal engineering analysis allows you to correctly interpret the economic well-being of the enterprise, its consolidation with competing enterprises and the egalitarian position in the market.

For example, the Joint Venture Kosonsoy - Tekmen, Joint-Stock Companies Anteks, Bukhorotex, embroidery, which are part of the Uzbekengilsanoat Association, studied the markets of countries such as the European Community, Russia, Turkey and Slovakia in the formation of export strategies, and determined the demand of our republic for high-quality fabrics and fabrics made of cotton fiber and ready-made clothing products. As a result of the analysis carried out, it has been concluded positively that these markets can be occupied by products of extremely high quality and that meet chalcero standards. Today, a comprehensive strategy is being implemented aimed at bringing the products of enterprises in the light industry to a level that meets the requirements of the international quality standard «ISO-9000», attracting the most modern technologies to the Enterprise,

manufacturing new types of clothing and other ready-made products necessary for the economy, and equipping production laboratories with modern machine tools that The implementation of the strategy is the most complex and long-term process, the realization of the future goals of the enterprise, which is largely determined at this stage. The task aimed at implementing the specified strategy measures requires the provision by managers of mutual monotheism and harmony between all the resources of the enterprise and the intended goals. The implementation of the strategy is a rather difficult task compared to its development. He requires patience, strong will and serious responsibility from managers. At this stage, a real examination will be carried out on the implementation of any business plan and intended goals. For example, in most of the 174 enterprises liquidated in the Republic with the participation of foreign investment in 2001, the lack of ensuring harmony between material resources and the established strategy led to the inability to correctly calculate the financial resources that should be attracted, the inability to fully fulfill obligations by partners. This caused the organizations to stop their activities, in addition to the cases of high assessment of the capabilities of the enterprise.

An important factor in the implementation of the specified strategy holds in the fall the organization of all the necessary conditions for the tulakonly provision of its implementation. Daewoo Unitel, which has been operating in the field of communications with foreign capital since September 1997, has now gained more than 50,000 subscribers and has become the most modern mobile phone service company in Uzbekistan. Thanks to the strategy of providing high-quality communication services by all employees of the company and being the most successful business company in Uzbekistan at Number 1, pursuing the goals of constant consumer concern, the company has achieved a share of more than 30% in the Republican mobile market.

In the successful implementation of the strategy, it is necessary to evaluate it from a critical point of view, and if the policy pursued does not meet the intended goal, this circumstance will be corrected and appropriate changes will be made to

the strategy. The targeted implementation of the strategy is a non-stop process, and the constant assessment of its implementation is part of the necessary elements of Strategic Management.

A new situation that arises in External or internal environment conditions can lead to a change in the company's strategy. For example, during the first period of activity of the Joint Venture "Sovplastital", 10 different types of artificial flower products were produced, made only from plastic. As a result of years of research and thorough market research and modern technologies, the joint venture has become one of the largest enterprises in Central Asia producing plastics, colored glass, porcelain and folk consumer goods. Currently, the enterprise exports its products to more than 30 countries. This was achieved by the Joint Venture Sovplastital, analyzing the changes taking place in the market in time and quickly, introducing a clear strategic management corresponding to the new requirements of the market.

In a business fan, conditions may necessitate a change in business activities, additions to long-term goals, or a new approach to a strategic direction in the future. The goals pursued may be much higher than the opportunities available in the company or remain to some extent inconsistent with future prospects. Strategic management is a process in which constant implementation is carried out, and the assessment of the company's strategy and the introduction of appropriate changes to it is recognized as both a new beginning and the final boss of this process.

The organization cannot operate without targeted mulgals. The target direction of the organization's activities is primarily due to the fact that its activities are under the influence of the interests of various groups of people. The purpose of the organization reflects the interests of such people as founders, employees, buyers, partners, the local community and the whole society.

Two main components of the target basis in the activities of the organization are distinguished: tasks and goals. The task is understood in a broad sense as the philosophy, content of the existence of the organization, and in a narrow sense as a formed, detailed meaning, confirmation of why the organization operates. A well-

formed task includes goals, areas of activity, philosophy of the organization, opportunities and methods of carrying out activities, an explanation of the image of the organization.

Goals of the organization after a certain period, he describes a clear state of parameters in the face of the killer trying to achieve. Goals will be long and short-term. Goals must meet some necessary requirements: they must be achievable, flexible, measurable, accurate, customizable, and accessible to shake.

The choice and implementation of the strategy are the main parts of Strategic Management. A strategy in strategic management is understood as a qualitatively determined direction of the development of the organization in the long term. The choice of starategia depends on the situation in the organization. There are certain approaches to choosing a single strategy.

The choice of strategy depends on the conduct of three issues related to the activities of the firm:

- * end a certain business;
- * continue certain business;
- * transition to a specific business.

The assessment of the selected strategy is carried out in the following areas:

Does the strategy lead to the achievement of the firm's goals? Does the selected strategy correspond to important circumstances and requirements?

Does the selected strategy match the potential and capabilities of the firm? Does the risk in the strategy justify itself?

The bottom line is that strategic management is complex in nature and requires many factors to be taken into account. At the same time, he anix some problems of the firm and the set of ways to solve them. To become a strategy, it is necessary to become a whole system.

6.3. Style of assessment of the strategic position of the company

On this topic, we will consider the methodology of the analysis of the company's condition.

It follows from the following questions:

Is the current strategy effective at the key level? What are the strengths and weaknesses of the company? Are company prices and expenses competitive?

The competitive position of the company is at the key level? What strategic challenges does the company face?

To answer these questions, 4 analytical criteria are used: SWOT analysis, value chain, cost estimation and competitiveness assessment.

SWOT-analysis

SWOT - Strengths, Weaknesses, Opportunities and Threats compiled from the words.

SWOT - the analysis will help you find answers to the following questions:

Does the company use its internal strengths or advantages in the strategy? If the company does not have any distinguishing advantages of itself, what potential strong traits of it can become such advantages?

Are the company's weak points the most sensitive in its competition? Do they not allow you to use certain convenient tokens? What weak aspects should be corrected in a strategically derived case?

What favorable conditions create an opportunity for the company to succeed? It should be noted that favorable opportunities without methods of use are nothing more than a mirage. The firm's strengths and weaknesses help it adapt better or worse to take advantage of favorable opportunities than other firms.

Factors to be considered in SWOT analysis

Potential internal fixations (S)	Potentially internal weak bugs (W)
Prestige, which is clearly manifested	Missing out on some influential aspects
Suitable financial resources	Lack of financial resources required to change the strategy
The height of the art of competitive struggle	Market skills below average
Good dream of consumers	Non-disclosure of consumer information
Recognized market leader	Weak market participant
Clearly expressed strategy	The absence of a clearly expressed strategy, the burden of consistency in its implementation
Saving from production laughter, price advantage	Higher product prices than the main competitors
The firm's own unique technology, the best	Outdated technology and equipment

production facilities	
Reliable tested management	Rich supply of teranity and flexibility in management
Reliable distribution network	Distribution network vulnerability
Art of high scientific technical progress and design work	Weakness of the positions of scientific technical progress and design work
The most effective advertising on the network	Weakness of promotion policy
Potential external favorable opportunities (O)	Potential internal tachycardia (T)
Possibility of serving additional groups of consumers as well	Slowdown in market growth, negative demographic changes in the penetration of new market segments
Expansion of the scale of possible goods	The increase in sales of positional goods, changes in the tastes and needs of buyers
Enthusiasm of competitors	Aggravation of competition
Decrease in trade barriers to access to foreign markets	The emergence of foreign raccoons with cheap goods
Positive shift in exchange rates	Negative exchange rate fluctuations
Abundance of resources	Increased requirements imposed by suppliers
Weakening of restrictive legislation	The fact that the price is controlled by law

Which threats should concern the manager the most?

-what strategic measures should be taken to organize the defense well?

The internal state of the company is expressed mainly in S and W, and the external environment in O and T indicators. Table 5 lists the main factors that are desirable to take into account in SWOT-analysis.

Strong aspects are especially important for the strategic perspective of the company. Because they form the foundation of the strategy, competitive advantages should be seen on the basis of these aspects. At the moment, a good strategy weak aspects, which also require consideration, the organizational strategy must be well adapted to the work that can be carried out. Of particular importance is the identification of specific aspects of the company.

This is important for strategy formulation because:

- unique opportunities allow the firm to take advantage of favorable market situations;
- creates competitive advantages in the market;
- the potential can form the basis of the strategy from scratch.

It is necessary to distinguish favorable opportunities in the network from favorable opportunities of the company. Priority in the network and the favorable

opportunities that kayta pay do are suitable for companies that have a competitive advantage or have head opportunities in the usish.

6.4. Strategic value analysis

One of the indicators that most accurately shows the situation that has arisen in the company is its price mavkes in relation to its own competitors. This product is compatible with low-differential networks, and the company should not lag behind its competitors in any conditions, otherwise it can burn by losing its competitive position from the Ashes. Differences in competitorscosts can be caused by:

- differences in prices for raw materials, materials, components, energy and similar factors;
- main technology, equipment differences;
- differences in internal costs due to the cumulative effect of production, the level of productivity of production, various tax conditions, the degree of Organization of production and the number of hokazos;
- we are strongly dependent on inflation and exchange rate fluctuations;
- differences in transport costs, differences in the cost of spending on maximot channels.

In strategic value analysis, the main focus is on the value position of the firm in relation to its uz competitors. Reflects the value landscape up to consumer prices. This table shows that in the chain of actions and costs there are three main areas in which competing firms differ the greatest from each other: the supply sector, advanced parts of distribution channels, the company's own internal activities. If a firm loses competitiveness from the lake in the back or front parts of the chain, it can change its internal behavior in order to restore competitiveness.

While the value gaps lie mainly at the back of the chain, the firm can carry out the following six different strategic behaviors:

- to agree with suppliers about favorable prices for himself;
- work with suppliers in order to reduce their costs;

- in-tegration of the back to control material costs;
- finding new sources of distribution, where prices are massif;
- can try to reduce the difference in exchange for savings on the spike parts of the chain.

If the reason for the loss of competitiveness in value lies in the internal areas of the chain, it is advisable to carry out the following:

- inspection of the internal items of the budget;
- an attempt to raise the labor productivity of workers and invaluable equipment;
- to study whether it is profitable to carry out some technological processes not on the firm itself, but on the sidelines;
- investing in resource-saving technological innovation;
- development of risk components of value and consideration of equipment as an object of new investment;
- update and xocazo in order to reduce the value of the product. Badening the strength of the firm's competitive position.

Strong and weak signs of a firm's competitive position

Signs of superiority	Signs of weakness
Important differentiating advantages	Lack of Real differentiating advantages
Market share size	Losses in relation to the main competitors in the market
Consistent or distinguishing strategy	Lack of clear strategy
Growth in the number of consumers and their loyalty	Decline in reputation before consumers
Being in the strategic group of leaders	Falling into a strategic group that is missing its positions
Concentration in rapidly growing market segments	Weakness in areas with the greatest market potential
Price advantage	Production of goods with a high cost
Earnings above average	The growth of income is below average
Marketing skills above average	There are few key factors to success in the market
Technological and innovative abilities are higher than average	Slowness in the production of products, poor quality
Initiative, entrepreneur approach to risks	Good in relation to emerging threats lack of position
Position to increase favorable opportunities	Losses against major opponents

In addition to assessing the value, competitive position, a general analysis of the competitive position and competitive strength of the company is required. He must answer the following questions:

- Is the firm's competitive position today so strong?
- How to expect a change in the competitive position when using today's strategy?
- What competitive advantages does the firm have?

In order to evaluate the competitive advantages of the firm, the main factors of success will be the use of the score Assessment Scale. In this case, such factors as the firm and its competitors are compared. General rule: the company must increase its strengths in competition and protect its weaknesses in competition. He must rely on his strong characteristics in his strategy and take measures to strengthen his weak points.

At the moment, the strong points of the opponents indicate to the rating that the attack is from the side of kaysi, and vice versa, the weak side of the opponents is in Kaer.

If it is the company that has strong competitors in competition, it is necessary to take measures to take advantage of this situation.

Base concepts

Strategic planning is an aspiration to look at the long-term on the basis of the organization's contribution, that is, to assess what changes are taking place in the territorial framework, as well as the behavior of competitors.

The word «strategy» comes from the word «strategos» Greg, which means «general's art».

Starategic control is aimed at determining to what extent the implementation of the strategy will lead to the achievement of the firm's goals.

The strategy of the organization is to solve the problem of how the company can be transported from its place of residence to the place where it is located.

Market entry strategy is the procedure for applying a marketing complex to introduce a new brand into a market.

A strategy for deeper absorption into the market is a marketing strategy aimed at selling an existing brand in an existing market.

The strategy for occupying the market is the procedure for applying a marketing complex in order to achieve the intended place and position in a specific market.

Questions for discussion:

1. Describe the modeling of the business activity of the firm and its features?
2. What is paid attention to when studying the system of organization and management of production, internal and external factors affecting business activities?
3. What are the main indicators that determine the activity or activity of a firm in the conditions of competitive struggle?
4. Say indicators about the update of the product range, the introduction of new technologies into production, the financial condition of the company?
5. What is the point of harm and methods for its detection, the need to analyze the point of harmlessness?
6. List the business plan of the enterprise and its components?
7. SWOT analysis in strategic planning, what is included in various payments?
8. What do you know about modern information technologies and special computer programs that are used in the development of a Marketing program?

CHAPTER 7. ANALYSIS OF THE ATTRACTIVENESS OF THE COMPETITIVE MARKET AND THE STUDY OF DEMAND

7.1. Features of the organization of marketing in small business enterprises

In foreign literature there are many types of definitions of business. The entire history of the development of human society in one way or another has always been associated with business. The word "business" is an English word, which is an entrepreneurial activity or, in other words, entrepreneurial activity aimed at making people profit. The word businessman (entrepreneur) first appeared in the English economy in the XVIII century, which means "owner of property". In particular, Adam Smith, describing an entrepreneur as a property owner, argues that he is the one who goes to economic risk in order to implement some kind of commercial idea in order to make a profit. The entrepreneur himself, plans his work, organizes production, sells the product and masters the income he receives himself. Business means first of all the organization of production, economic activity and relationships, and then the life itself means making money. Business is a foreign word. It is distributed throughout the world it is used in all countries. In Uzbek, the word business means entrepreneurship, and a businessman means entrepreneur. The word Uzbek corresponds to a foreign word, but gives it an

additional meaning. Behind these words lies the “work” that is, to engage in business or organize an enterprise. Thus, business means the organization of an enterprise (an industrial enterprise, a production enterprise, a trade store, a service enterprise, an audit office, a lawyer’s office, a bank). So, business is not about making money from what is not, but about organizing complex production or service. Entrepreneurship is always a selfless, knowledgeable person of his work. It is necessary to study for entrepreneurship, elegance is at the very beginning, but the entrepreneur must study for a lifetime, be in search. Entrepreneurship is an economic activity characteristic of a market economy. In other words, it is a conscious and purposeful economic activity of owners or their representatives on the organization of production and exchange of goods and services in order to achieve a certain socio-economic result. In the law “On entrepreneurship of the Republic of Uzbekistan“, entrepreneurship is defined as follows:” entrepreneurship is the provision of economic activity by initiative within the framework of existing laws on the basis of risk and property responsibility for the purpose of profit of property entities». One of the important bets of small business development is the widespread use of marketing in activities, the performance of its advanced innovative direction and tools, showing sufficient efficiency in practice. The concept of Marketing is associated with any activity of the market sphere, therefore, the translation and origin of the word marketing is brought (ing. Market – means market, ing-active, activity, action). Marketing is not only a philosophy, a way of thinking and a direction of economic thinking, but also a practice activity in some firms, companies, industries and the entire economy. The interaction of demand and supply is the process of self-satisfaction of the needs of individual individuals or groups. This process, in turn, is based on the interaction of such socio-economic categories, that is, they include Need, need (desire), demand, purchase (exchange, transaction) and consumption (use) of specific goods and services. These concepts make it possible to determine the concept, essence of marketing. Need is the feeling that a person lacks something. The need is the need

for a special form based on the cultural level of the individual. Demand is a need with purchasing power.

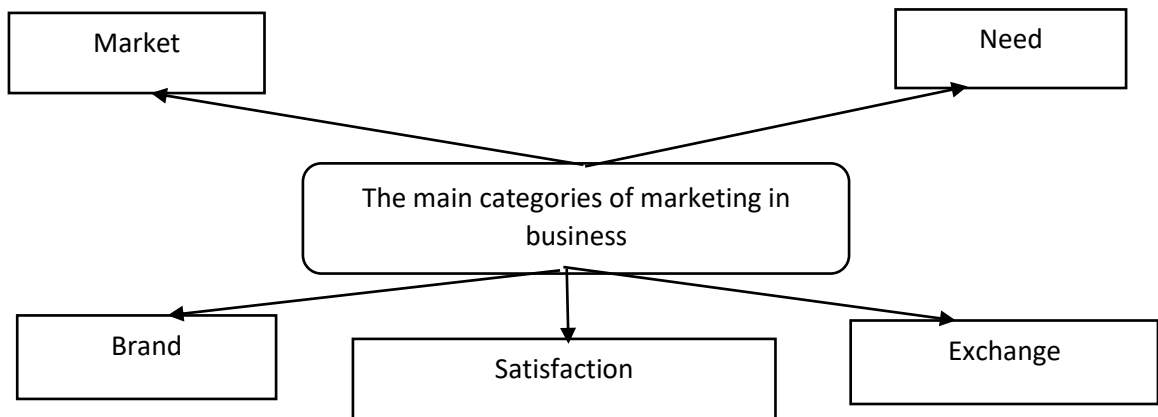


Figure 1. Main marketing categories

Demand is divided into existing, potential and desire-demand. Goods are all those that can satisfy a need or need and that are offered for the purpose of attracting attention to the market, buying, using or consuming. The essence of marketing is to design the production and service of the goods in accordance with consumer demand, as well as demand for it, production opportunities. The effective use of active marketing plays an important role in this.

It is quite natural that among the businessmen of our country there are questions about which of the marketing systems should be used, in what order the conditions, features of our republic should be considered. It is complex to find a complete answer to these questions, and it depends on some factors, namely the economic and financial situation of enterprises, the market economy in which they are being formed, the type of product produced, competition and improvement of products in accordance with changes in the market requirements of the Enterprise, etc. A distinctive feature of the organization of production and sales activities in small business activities is its influence on the process of applying marketing principles to this type of entrepreneurial sphere. The most important aspect of the application of the marketing system in small business activities is the need and opportunity of the enterprise to be involved in direct communication with consumers. Therefore, the marketing function in small business and private entrepreneurship will have its own character, starting from the organization of the

market, to the organization of received and after-sales services. Since small business activity is an enterprise of a productive nature, marketing absorbs all elements of activity, and among them the following are the main ones:

- study, forecast market situations and trends and identify the most effective market segments;
- scientific-research and experimental design discoveries and continuous improvement of Product Type, Organization of production on the basis of Consumer order;
- establish constant contact directly with buyers and check their payment ability;
- improving product sales methods and distribution channels;
- promotion of advertising and sales, organization of after-sales service for products delivered and so on.

Based on the level of implementation of marketing in small business activities, three types of marketing concept can be shown:

- firstly, in small business activities, not only the organization of the marketing service, but also the transformation of the management style and orientation of activities to marketing, which is considered the concept of full-fledged market management;

- secondly, some interrelated methods and resources of marketing activities in business and private entrepreneurship are the use of a complete set, that is, the implementation of the creation and production of products on the basis of the study of market conjuncture and demand, the organization of after - sales service and hokoza;

- thirdly, the implementation of certain elements of marketing in business and private in the conditions of current market relations, the effective use of the second type of marketing concepts mentioned above in the activities of small business and private entrepreneurship is considered appropriate, since we believe that due to the small scale of small business and private entrepreneurship, it is necessary to conduct effective marketing activities with low costs.

In the conditions of the Republic of Uzbekistan, a minority of consumer goods enterprises are engaged in marketing independently, that is, conduct market research and actively interact with buyers. On the contrary, small enterprises producing products of mass demand occupy the main place, and they need marketing services that are provided from the outside. Therefore, it is necessary to provide such enterprises with accurate information about products, market, consumer demand and price in a timely manner. Therefore, when the effectiveness of marketing is analyzed, the relative income that various channels, products, regions and other marketing objects bring is visible. The effectiveness of marketing at the enterprise or its subdivision depends on the 5 main organizational components of its direction, focusing on buyers, marketing integration, reliability of its information, strategic orientation and operational efficiency (fig.2)

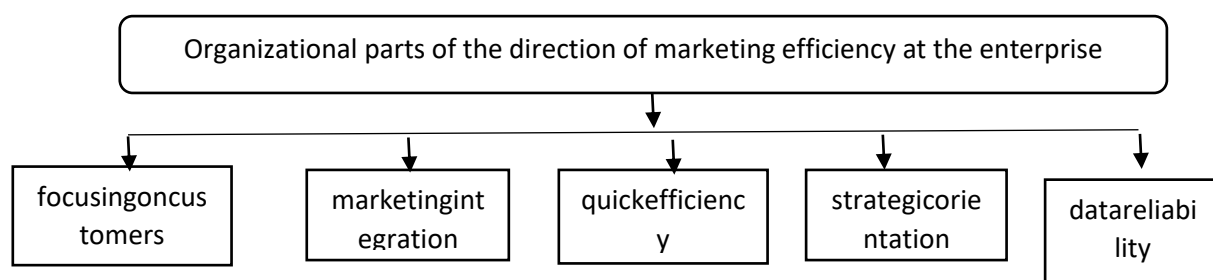


Figure 2. Organizational parts of the direction of marketing efficiency at the enterprise

Marketing is an effective tool and basis of small business and entrepreneurship in decision-making and development of small business and business activities and plays an important role in the management system of small business and business activities, its organization, planning and control. Marketing is a key factor in small business and entrepreneurship. This is not only fuel, but also a ship commander. Marketing is an effective tool and basis of small business and entrepreneurship in decision-making and development of small business and business activities and plays an important role in the management system of small business and business activities, its organization, planning and control. Chairman of the board of the Ay-si-ay concern, John Harvey Djons, describes the position of marketing in small business and entrepreneurship, that is, «Marketing is a key

factor in small business and entrepreneurship. It's not just fuel, it's the ship's team».

From the main areas of comprehensive market research on the basis of Marketing, it is necessary to indicate:

- study of demand;
- determination of market structure;
- commodity research;
- research of competitive conditions;
- analysis of the form and methods of sale.

Marketing teaches:

- market research;
- its distribution;
- placement of goods;
- conduct marketing policy;
- commodity policy;
- pricing policy;
- distribution policy;
- shift (redirect) policy;
- promotion, additional services (this can include brand, after-sales service, warranty and technical support, delivery, assortment, personal consumption, etc.).

Marketing is a set of methods, tools, procedures for organizing the creation, pricing, delivery, presentation, sale, service of goods, studying the style of operation of enterprises in the market, the methodology of the market and the wishes of consumers and their demand, creating goods corresponding to them. All this serves as the interaction of supply with demand with the first main goal. Marketing principles are the basis of marketing and the state, demand that reveals its essence. The essence of marketing is that the production and service of goods is necessarily aimed at the consumer, and demand production opportunities are always aimed at market demand. The following basic principles derive from the essence of Marketing.

Basic principles of marketing:

- know the market;
- adapt to it;
- influence the market.

In conclusion, the following basic principles derive from the essence and goals of marketing:

- consumer-oriented principle, that is, the consumer is the King;
- a perspective-oriented principle, that is, it is necessary that the activity of the subject is perspective-oriented;
- the principle aimed at achieving the ultimate indicator, that is, market contribution, profit increase, etc.

The content of the Marketing concept is solved by the implementation of its tasks. Marketing tasks are divided into the following groups:

- marketing research;
- development of the production sector of the product range;
- sales and distribution task;
- moving the goods;
- the task of organizing the price;
- Marketing-Management Task.

Marketing tasks are carried out along with other tasks of the firm, namely, the functions of production, personnel, material technical support, financial, accounting. The tasks of marketing differ from other tasks of economic entities in that marketing tasks are aimed at the implementation and organization of the exchange process between economic entities, its consumers, customers. That is why marketing tasks affect the formation, creation and development of a constantly changing need as well as demand. In small businesses operating in the conditions of market relations, the widespread use of marketing systems in practice in the above areas, the development of a marketing strategy suitable for the conditions of our country and its implementation will undoubtedly fully ensure the

business activities of small business entities and the development of economic structures.

7.2. The essence of market segmentation in ensuring product competitiveness in small business

Market segmentation is important in ensuring the competitiveness of products in small business enterprises it is considered to be the first stage in the study of demand in the market or, in the words of marketers, «consumer analysis» - analysis of the state of markets. It is divided into three components: market segmentation; study of the causes of consumer demand; identification of unmet needs. Market Segmentation a stratified approach to demand satisfaction is based on the application of various criteria in the grouping of consumers who make different demands according to the type, quality and quantity of goods, that is, the market is not taken in the form of a same-sex phenomenon, but in the form of a set of certain segments, in the form of In the market, the requirements of buyers for a particular brand are diverse, each buyer has his own taste. Information about the buyer's demand, desire, need, lifestyle, behavior in the purchase of goods creates opportunities for the development and implementation of effective marketing measures. That is, market segmentation ensures that the goods are offered and the demand for the goods is fixed in accordance with the demand of buyers. Hence, the division into groups, depending on the characteristics of buyers in their behavior, demand and attitude to goods when buying goods, is called Market Segmentation. The choice of criteria for segmentation depends in many respects on the type of goods or services, as well as on the issue that the enterprise wants to solve in market activities. The selection criteria for industrial goods and a wide range of consumer goods differ very sharply from each other. An optimal criterion that fits perfectly with planning needs may not coincide at all with the issues of positioning the goods on the market. If a particular criterion does not allow us to interpret the differences that have arisen between buyers, then it is necessary to introduce

another criterion and continue research until a clear identification of these differences.

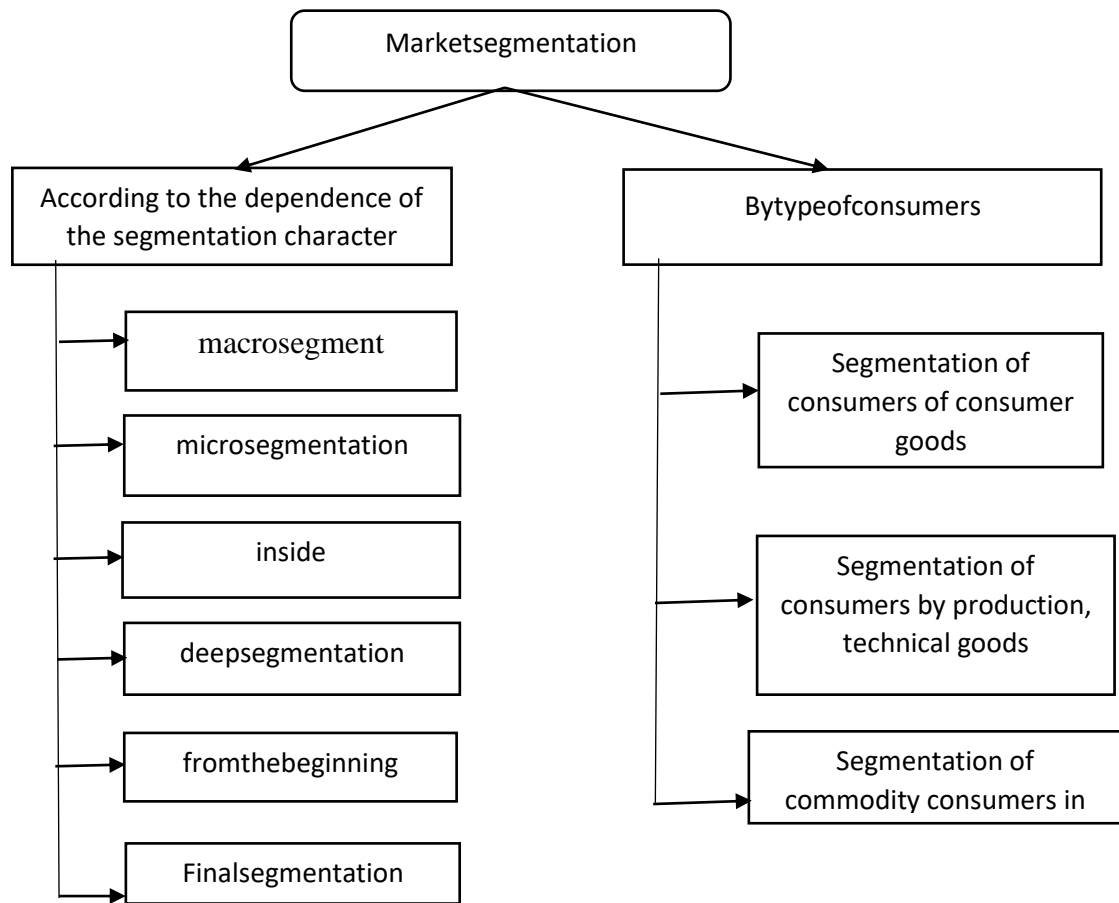


Figure 3. Types of market segmentation.

By segmenting the market, a small business entity pursues the following goals:

- maximum accounting of consumer desire and demand;
- ensuring the competitiveness of the Goods (Service) and the economic entity;
- optimization of the costs of an economic entity;
- improving the effectiveness of the marketing strategy of an economic entity;
- departure from competitors to unbiased segments.

The main purpose of segmentation is to study the behavior in the market, visualizing their image (model) and the requirements of the future need. The main condition for winning in the current competition has become the use of new, high-quality goods and complex service technical services, as well as effective sales

methods. Based on these requirements, the priority type of marketing research begins with consumer research and, in turn, Market Segmentation, since the market is not made up of the same subjects. Dividing the market into segments requires the most relevant knowledge of the requirements of buyers for the brand and customer descriptions.

Macrosegmentation provides for the division of markets by regions, countries depending on their industrialization. Microsegmentation, on the other hand, groups consumers of a country according to more detailed criteria. In Segmentation, the segmentation process begins with a wide range of consumer groups and then deepens gradually depending on whether the goods or services depend on the classification of their final consumers. Segmentation in the pit implies starting with narrow consumer groups (segments) and then expanding depending on the dependence of the goods from the sphere of Use and application. Pre-segmentation is the initial stage of marketing research, designed to study the maximum market segment.

The final segmentation is the final stage of the market analysis in the conditions of the market environment and the regulation of the firm's own capabilities. The figure below provides criteria for market segmentation. The principles of market segmentation are:

- geographical principle;
- psychographic principle;
- demographic principle;
- the principle of behavior;
- status principle.

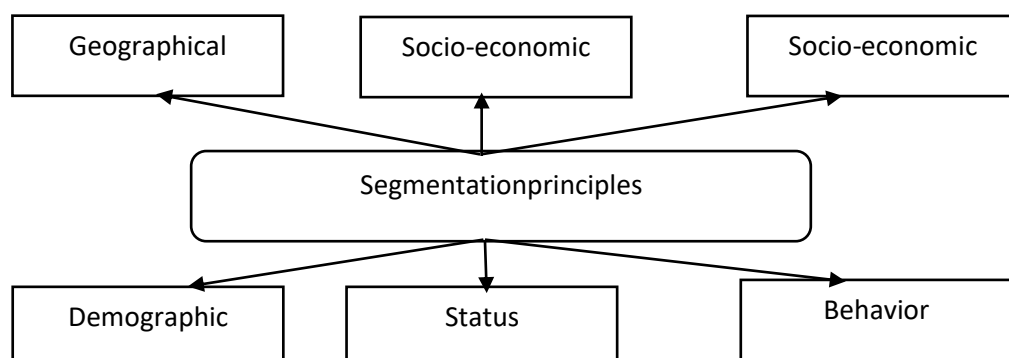


Figure 4. Criteria for market segmentation depending on buyers.

Through the geographical principle, the location of the market, the number and density of the population, the structure of commercial activity, the dynamics of regional development, the level of inflation, legal restrictions are taken into account. As a result of the psychographic principle, taking into account such aspects as lifestyle, type of personality, public status, the lifestyle is reflected in the personality's own activities, interests, behavior and attention. The type of personality, on the other hand, can be happy with life, melancholic, acting like others, selfish and other traits. The demographic principles take into account the number and quality composition of the family, the stage of the life cycle of the family, the level of profitability, the type of training, education, nationality, and are one of the main principles of market segmentation. Through the principle of behavior, the road to shopping is taken into account, the status of the user, the intensity of consumption, the degree of attachment, information about the Goods, his attitude to the goods. An important stage of the segmentation process is the choice of the target market segment. The problem of choosing a target segment is complex enough that for its solution it is recommended to stand on the following hoe:

- setting the segment size and the rate of its change (growth, reduction);
- research the structure of the segment's attractiveness
- determining the purpose of the segment being mastered and the resources of the organization.

Segment size is characterized by its quantitative dimensions and, above all, capacity. To determine the Segment capacity, it is necessary to determine the volume of goods, the total cost of their sale in this segment, the number of potential consumers of this commodity living in the district where the market is located. Based on the study of market capacity, the dynamics of its growth is assessed, which is calculated for the formation of production capacities and the basis for the structure of the distribution network for the sale of goods. It should be

taken into account that, that is, the application of the results of market activities, work in the market must guarantee the receipt of the planned profit, compensating for the associated costs. Segment attractiveness structure research includes the study of the level of competition, the competitiveness of existing products, the attitude towards buyers, the stability of the segment need for proposed and existing goods, the need and opportunity to market a mutlako new product that meets the needs of an existing buyer. The determination of the goals and resources of the organization necessary to achieve the goals of the segment being mastered is strategically important, necessary for the implementation of the organization with its current goals in accordance with its long-term goals, and, accordingly, to establish whether the potential opportunity resources are sufficient for work in the target market. For this, it is advisable to calculate the risk. To calculate the risks of the organization, it is possible to offer specialized marketing, consulting companies. When choosing target segments, the following strategies can be used:

- non-differentiated marketing strategy;
- differentiated marketing strategy;
- concentrated marketing strategy.

As practice shows, during the period of recovery and formation of market relations, many enterprises in the structure of entrepreneurship maintained a non-differentiated marketing strategy. This strategy pursues the commonality of the firm's interest in the needs of the buyer, rather than the diversity in the purchasing process and attitude to the goods and motivation of the firm. By developing such goods and marketing programs, a firm can achieve its goal by satisfying its average mass of buyers. An important factor in the success of firms using the strategy is standardization and the totality of commodity production. A non-differentiated marketing strategy provides low costs in the production and sale of products. X.However,as «Meffert noted», this strategy contrasts with modern marketing principles. In the modern concept of Marketing, two strategies are seen: differentiated and concentrated marketing strategy. In a differentiated marketing strategy, a small business enterprise requires its activities to have goods and

marketing programs designed specifically for them in several segments. This strategy is a marketing program that matches the motives and concepts of buyers and is consistent with the basic principle of marketing aimed at buyers. This strategy fully represents the position of the buyer in the market, therefore, as a rule, provides a high sales volume and a small level of risk compared to a concentrated marketing strategy. A differentiated marketing strategy requires high investment, production and management costs, so it is necessary for large enterprises.

Product differentiation is the next opportunity to enter different markets. It is based primarily on the fact that the distribution of goods leads a diversification strategy. A concentrated marketing strategy requires enterprises to focus on the profit segment of the market, that is, on one or more segments. This market segment is approached by the firm with one or more products as well as a targeted marketing program. In terms of its content, this strategy corresponds to the concept of a market pit, that is, it is necessary to work in such a market segment that the brand is more suitable for this firm and its supply capabilities. A concentrated marketing strategy is more suitable for small and medium-sized enterprises, since it is not required to have sufficient financial tools to work in all segments of the market.

The goals and objectives of marketing Research in ensuring product competitiveness and Quality Management in small business enterprises were determined by the main goal of Marketing Research, the objective reasons for its emergence, formation and development, the need, and its purpose is aimed at solving extremely broad and complex issues. It is to bring high profits to the enterprise, organizations that organize it, adapting production to the needs of the buyer, achieving a balance of supply and demand. To achieve this, marketing must solve the following important tasks: - to study the need of buyers (consumers); - to study the internal and external requirements for goods; - to adapt the activities of the enterprise to the needs of buyers; - to study the market based on the information received on supply and demand; - to organize advertising of goods, to increase the interest of buyers; - obtaining information about all services in the

release of goods to the market; - collecting information about complementary goods and substitute goods. It consists in promising the demand for goods, controlling their implementation.

G.L. Bagiev and others described it as "Modern marketing Research, the process of finding, collecting, processing and making current and strategic decisions in an entrepreneurial system». Systematic analysis of Marketing information allows you to develop an approximate calculation of supply and demand. And without it, it is impossible to establish an acceptable level of sales. At such a level, it is usually calculated in the minimum, maximum range. Advertising is also important in achieving the Marketing goal. The task of advertising is to strengthen the existing market segment, attract new buyers, organize new markets. The main feature of advertising in the Marketing system is a continuous impact and constant updating. At the same time, the psychology of the buyer also has the property (image) of being tied to the brand and the brand of the firm. One of the most important stages of Marketing Research is the development of a research plan. In this case, sources, methods, weapons, procedures and plans for conducting a competition are drawn up to collect the necessary information and information for the research. Information and resources on which the study is based can be used several times in the relevant fields, processing them. In Marketing research, observation, experiment, survey, group discussion is the most widely used methods. Each method presupposes the effective collection of information at the appropriate stages of research, its processing, effective use of technical means. For example, let's take a research to assess the initial demand for a mobile phone device and an on-board car. Through the observation method, it is possible to assess the relationship, skills of buyers in the current period and in the automotive market. And in the style of the survey, it is possible to assess the interests of a specific buyer in «new equipment», the requirements and desires that they impose on them. And in the style of experimentation, it is possible to track the cases of buyers by buying a small batch of cars in the test style on the market. When developing a Marketing research plan,

methodological interconnection, accuracy, non-repetition, periodic continuity should be ensured. The drawn up plan should essentially answer the following questions.

What information should be collected?

Who collects the data?

Who and what should be engaged in research?

What methods are used when collecting data?

In what form and for what deadlines will the data be presented?

When and where is data collection carried out?

What expenses are foreseen for data collection? Based on finding answers to these questions, the consistency, content and logical dependence of the research plan is ensured. This in turn prevents the occurrence of deficiencies and errors that can occur in the later stages of the study. In addition to the fact that the stage of data collection is carried out according to the approved plan, it also performs the task of their processing, appointment regulation using technical means. Because much attention is paid to where and when the data to be collected is carried out, to expand the possibilities of their effective use. In a narrow sense, the marketing program (business plan) is a document that expresses the principle of specific activity of the enterprise in the market. And in a broader sense, the Marketing program is considered as a process of analysis, planning and control aimed at adapting the capabilities of the enterprise to market requirements. Marketing programs will be short-term (up to a year), medium-term (up to 5 years) and long-term (up to 10 years or more). They can be in general form or intended for special activities of the enterprise. The Marketing program is a strategic recommendation for the creation of a directive plan for the activities of the enterprise as a whole and is the basis for decision-making for a higher management link. The main content of the Marketing program is the results of the enterprise's activities in the past period, which provide a brief analysis and forecast of the development of the target market, the main goal of the development of the firm, the strategic path of its behavior in the market, measures of commodity, price, sales and incentive policies,

the content of marketing Research, The Marketing program is created on the basis of research of the marketing complex and assessment of the capabilities of the firm. Although the program is of a recommendation nature, it is seen as a necessary stage in the strategic planning of the company. The marketing program of the activities of firms in modern conditions is necessary for making management decisions, based on the level of the company's top management link (current planning, directive plans, strategic programs, strategy selection). The strategic direction of the Marketing program, according to the link between its position in the market and the state of the Enterprise, includes various options. Strategies can be diversification, segmentation of entrepreneurial activity, offensive and chemo strategies.

CHAPTER 8. THE MAIN AREAS OF STUDY OF MARKET CONJUNCTURE IN BUSINESS

8.1. The essence and significance of market conjuncture.

What is the market? The market is a place where the desires and desires of consumers and sellers correspond and Exchange mutual goods and services at the cost of a certain value. Market (market) is a sphere of circulation in a broad sense

and is a set of relations and processes of Commodity Exchange. In this case, the sale and purchase relationship with the commodity is carried out on the basis of the laws of commodity production, Commodity Exchange and money circulation. Most often, in marketing, the customer is understood as a set of potential consumers who need certain network goods and are able to satisfy it. In marketing, the concept of 'market' refers to the existing and potential totality (totality) of buyers of goods or services. It refers to a group of consumers united by some common sign with a phrase. (for example, the market for buyers of high-quality goods). We can talk about the market of certain needs (consumers), the demographic market (it is formed, for example, by adolescents or older people), the geographical market (for example, the Uzbek market, the Russian market or the markets of Western Europe). In marketing, the market is always a completely clear situation. Each organization operates in a specific market (markets). For example, the Korean firm Samsung works on the world market of mobile phones, Gloria genders – on the Russian clothing market.

The market is the attitude of buyers and sellers of goods to the purchase and sale of the same goods using any agreements (contracts). Market (market) is an economic category of commodity economy and is an exchange established by the laws of commodity production and commodity circulation. In other words, the market includes the sum of all economic relations that occur between the seller (manufacturer) and the buyer (consumer).

Market relations and relations, as an act of sale and purchase, are fundamentally different from ordinary turnover. This is seen above all in the possibility and necessity of reproduction of commodity-money relations, as well as in the conditions of conducting a commodity economy. The market mechanism is a tool of economic management capable of meeting the demand of the buyer, being able to compensate for production actions, ensuring the usefulness of each enterprise that is working steadily, increasing production efficiency, generating interest and improving the quality of products.

The market is a state of development of supply and demand in specific sectors of the economy or in certain places. For example, a decrease in the price in the metal market or a lack of workers in the labor market, etc.

The market can be organized according to different objects with a certain value. For example, the consumer goods market, the securities market, the labor market, the capital market, the intellectual market, the show business market, etc. are among them. Depending on the type of consumer, markets are divided into the consumer market and the market of enterprises (organizations).

The consumer market is a set of individuals and families who buy goods and services for their own personal needs, characterized by mass consumer ownership, diversity of competition and a decentralized structure.

The market of enterprises (organizations), in turn, is divided into the market of products used for production and technical purposes and the market of state organizations.

The market of products used for production and technical purposes is understood as a set of enterprises and individuals purchasing goods and services used in the production of other goods. The market for products used for production and technical purposes is characterized by the fact that it has a small number of buyers, but the goods are sold in large quantities.

And the market of state organizations is understood as state organizations of all links that buy or rent goods and services for the conduct of their activities.

In order to find, select the market, to know their requirements, it is necessary to know well the essence of market concepts. The concept of » market « is central to the analysis of the distribution of resources using valuation.

The market is the totality of socio - economic relations in the sphere of realization, exchange of goods.

The market, which is one of the central elements in the system of commodity relations, arises as a decisive tool for establishing contacts between independent producers on the basis of the social division of Labor. The market economy appeared quite recently, while the market arose much earlier.

The market is a special place where buyers and sellers gather to carry out trade transactions. Stock exchanges are also market and act through intermediaries or maclers (dallol). There are many ways, forms of meeting sellers with buyers. In their meeting or in market relations, the valuation mechanism is central; it brings supply and demand into balance. The interaction of supply and demand, the satisfaction of the needs and demands of consumers is a continuous process. The main of the economic categories involved in this process are the following.

Need is the feeling of feeling the lack of something on the part of a person.

Necessity is a person's desire, which is formed on the basis of socio-economic origin, cultural, national, aesthetic, geographical displacement and the influence of other factors. Desire can be unlimited, but money is needed to satisfy this desire. Therefore, a person seeks to satisfy his desire, which is most important to him.

Demand is the satisfaction of the consumer's need for a concrete type of goods or services by providing them with money.

Shopping is the process of purchasing a certain good or service on the market. In this process, exchange and transaction operations are carried out.

A transaction is an operation between two parties to sell and buy goods and services necessary for them.

Exchange-two sides, between which they are told to carry out a trading operation by offering something else to the second. For example, to exchange 10 tons of potatoes per ton of sugar.

The study of the general state of the market is one of the principles of modern marketing. The main goal of market research is to assess its condition (conjuncture) in the current situation and develop a market development perspective, forecast. One of the main elements of market research in Marketing activities will be associated with the study of market conjuncture.

At the end of the 18th and beginning of the 19th centuries, the question of the balance between supply and demand was first studied by economist Jean BatistSey, who developed the Classical School of social product dependence on

market conjuncture. A comprehensive (complex) study of the market provides for the analysis of market conjuncture, determination of market capacity and its division into shares among market “participants” (players), analysis of needs, procurement demand and modeling of customer Circulation, study of a specific environment, analysis of the marketing complex (goods, prices, sales and moving forward).

Market conjuncture-a market situation formed during a certain period (price level, demand volume, availability of buyers, etc.).

Market conjuncture-the presence of certain circumstances in certain markets. Market conjuncture is characterized by the state of the market in a certain period, the presence or violation of the balance in the market (the ratio of supply and demand to each other). Accordingly, market conjuncture can be positive or negative, favorable or unfavorable. It is also approved that they give their critical opinion on its solution.

Market conjuncture is an economic situation that occurs in the market for a specific period of time, which characterizes the ratio between supply and demand, the level of prices, commodity stocks and other economic indicators.

And in marketing, market conjuncture is understood as a set of economic conditions that arise in the target market at the specified time. The need to study market conjuncture will depend on:

- usually, the capacity, segmentation and demand viscosity of the market change, so their monitoring should be carried out;
- due to the complex interaction of factors in the market, their separate study does not give a corresponding effect;
- market information is usually retrospective in nature, so special methods are required for planning.

In a comprehensive market study, it is based on:

Commodity research. The qualitative, competitiveness, novelty of the brand than the goods of competitors, the ability to meet the needs of current and future

buyers, customer demand, its compliance with the requirement of local legislation, procedures and regulations, modification based on government documents, etc.

Customer study. The main buyers of the brand and the methods of its use, what brands of the brand are forcing it to buy.

The study of competitors: the trademarks of competitors, the important qualities of the goods of competitors who have achieved a large share in the market, methods of Sales Promotion, Pricing Policy, commodity packaging, methods of sale, the reasons for profit and loss are studied.

When studying the general state of the market, attention is paid to the composition of goods and firms, competitive advantage, its size, geographical location.

Depending on who leads the market, markets are divided into «seller market» and «buyer market».

«Seller market» - a situation where demand exceeds supply is observed. Such a market is dominated by the seller, while the buyer has to be an active participant. In this case, «money runs after the goods». Seller market-in such conditions, of course, the firm selling its own company may not spend a lot of effort, change its production volumes, focus on product quality indicators, design. The lag of supply behind demand indicates the slowness of competition in the market.

«Buyer's market» - in such a market, the offer is more than demand, so buyers (consumers) have the opportunity to choose what they want from the offered goods and services. In such a market, buyers have an advantage and become the most active participants in the market (the buyer is determined by the price, its quality, design, usefulness) manufacturers and sellers. In this case, «the goods run after the money, which is characterized by the presence of a deposit. In this situation, it is necessary for the firm to in-depth study of consumers, develop new types of goods and services in a competitive environment using a wide range of marketing tools(instruments), studying the internal environment of the market, the range of goods, price. It is necessary to apply measures that stimulate sales.

It is referred to as a «balanced market» where supply and demand overlap in quantity and composition. The main ways to ensure a balanced market are the following: saturate the market by bringing production to the level of demand, build a sufficient supply of products, increase the cost of purchased products, and vice versa, reduce the cost of products for which demand is not yet available, etc. The fact that supply and demand are always appropriate, that is, the state of market equilibrium, is unrealistic. When market equilibrium occurs, the firm must maintain the quality indicators of its products, study the competitiveness of the product, and develop its own strategy based on them. It should be regularly engaged in innovative policy.

When the market situation is characterized by increased demand, it is convenient for the seller, since he buys the goods expensive and sees an excess of income. If the offer on the market is in excess, the conjuncture will be favorable for the buyer, taking the goods cheaply and enjoying it. Market conjuncture can also occur in relation to certain goods. Market conditions are different depending on the production of certain goods and the purchasing power of buyers, price, change in fashion.

The entire collected information is divided into three parts. To the first, the information described in the previous period of conjuncture entered, and now they have nothing to do. The latter refers to the current situation of the conjuncture, but it cannot influence the perspective. The third determines the future change in conjuncture. The analysis of conjuncture should be based not only on indicators that represent some side of the market, but on all information and statistics that describe its complex state.

The content and procedure for studying market conjuncture will depend on the objective pursued by the firm and are divided into three types: conjunctural bulletin, conjunctural analysis and conjunctural forecast.

Conjuncture Bulletin is an analytical form of conjuncture. This document embodies the laws of all factors affecting the state of the market, their interaction, as well as the general change in conjuncture.

Conjuncture analysis is a document that includes the analysis of factors that have brought conjuncture to an existing state. In practice, the analysis reflects the Special Research of the market conjuncture and serves to determine the range of influence of factors.

Determining the perspective as a whole means creating an image of the future state of a particular object on a scientific basis. An objective necessity is to be able to accurately assess and assess the changes in the world market in determining the internal economic situation of any country and the prospect of production, to employ scientific production factors corresponding to its progressive trends.

When determining the market prospect, the following requirements must be taken into account:

- a scientifically based, reliable and systematic approach to the consideration of factors affecting the market situation in the future;
- it is necessary to use several methods for determining the perspective, the results of which should be the same or Close;
- sufficient scientific basis of the methods used;
- the fact that the conclusions are worked out in a clear and fluent language, especially understandable to decision-makers;
- the prospect of market conjuncture can be determined in time and applied to the management of the work of the Enterprise, Association, Company and ministries.

Market research is carried out by types of goods. If the timing of the sale of goods on each consumer goods, the stratification of the population is studied, then the main task is to solve issues related to the storage of these goods, depending on the types of goods used or consumed daily and in certain periods. In the market of means of production lies the need to deeply study all the conditions associated with their sale. The sentence of these conditions includes the fact that production means are consumed a lot at once, the buyer is relatively small, mainly a lot of goods are delivered to one address, a lot of application of the wholesale form in sales, the magnitude of the importance of transport communication and types in the supply

of goods, etc. And the correct assessment of conditions depends on the perfection of the category of methods used in the study of market conditions.

Market research is associated with the conduct of activities in this market, implies the study of conditions. This study necessitates an assessment of the market's basic requirements: quality, price and capacity for service provision. Market conditions are a state of commodity-money relations and the process of buying and selling in the market, commodity-money relations imply an in-depth study of such processes as the types of goods, their quantity, the position of competing enterprises in the market, their capabilities, ways of Commodity Exchange. It should be noted that on the basis of commodity-money relations, the presence of economic relations in a particular market, the directions of their development, as well as the conditions for establishing such relations create conditions.

8.2. Factors that make up the conjuncture, the main indicators and methods of their analysis and perspective.

The presence of certain circumstances in certain markets means market conjuncture. Market conjuncture the market situation in a certain period is characterized by the presence or violation of equilibrium in the market. Accordingly, the market situation can be both positive and negative, favorable and unfavorable. If the market situation is characterized by an increase in demand, it is convenient for the seller, since he buys the goods expensive and sees an excess of income. If the offer on the market is overpriced, the concierge will be favorable for the buyer, taking the goods cheaply will benefit from it. Market conjuncture can also occur in relation to certain goods. Market conjuncture varies depending on the production of certain goods and the purchasing power of buyers, price, change in fashion. The future state of the market can be determined by the technical condition of production, the additional resources spent on it and the timing of their return, depending on the dynamics of commodity stocks, the trend of changes in Export-import, as well as in price. With this, the offer of goods is studied. The

demand for the amount and composition of the investment in the subject of Labor and the demand of enterprises, organizations, depending on the direction of money consumption, as well as taking into account the purchasing power of the population, the level of its supply of goods, are studied. The probability of market conjugation is determined in relation to national, regional and world markets, certain goods. Market conjuncture is a condition to know more than the previous one, to avoid economic tension, to ensure market balance. When studying the general state of the market, importance is given to the volume of its geographical location, the structure of goods and firms, the intensity of competition, the conjuncture and its prospects. A set of economic conditions that represent the possibility of selling goods and services in a given period indicates a market situation. It is clearly expressed by the balance of supply and demand of economic indicators, the level of prices, the volume of the market v , etc. Market conjuncture directly depends on the economic situation of the country. A comprehensive study of the market and, above all, the entire market situation is an important factor that, in the opinion of the business community, helps the businessman not to make mistakes, to reduce tavakalk in coming to a decision on economic issues. The study of economic conjuncture is aimed not only at the study of general laws, but also at a comprehensive in-depth analysis of the situation that has arisen in one or another commodity market, at a preliminary prediction of the situation that may occur in the fields of Commodity Exchange and the development of interaction with other stages of their reproduction process.

The commodity market in itself reflects, firstly, the system of economic relations between producers and consumers of a particular commodity, and secondly, within the producer and consumer groups. The first case is the main form of communication and is the purchase and sale. The second form is the self-sufficient form. According to the conditions for finding specific content and what factors the development of economic conjuncture is based on, national farms and commodity markets are considered to be extremely diverse. It is important for each market and each stage of its development how much it is able to combine certain

features and the use of long-term directions, which determine the transient and relatively lasting changes, as well as the factors that determine their place in determining the degree of interaction of the significance of these.

The methodology for the implementation of economic conjuncture necessitates the need to carry out the formation of markets. The practical focus of conjugal studies also determines how they should be approached and what style to use. In other words, the purpose of the studies determines what lies on the floor of the stay to be carried out.

Market conjuncture directly depends on the economic situation of the country. Therefore, the analysis of the commodity market can be carried out in the following two ways:

If it is intended to know the degree and trends of change of the conjuncture, then its established dynamics will be studied;

If it is necessary to know the condition of the conjuncture for a certain period, then the market Life Path of the commodity is studied, its specific stage is determined and analyzed.

The entire collected information is divided into three parts. To the first, the information described in the previous period of the conjuncture entered, and now they have nothing to do with it. The latter refers to the current situation of the conjunctiva, but it cannot influence the perspective. The third determines the future change in the conjuncture. The analysis of the conjuncture should be based not only on indicators that represent some side of the market, but on all information and statistics that describe its complex state.

Konyuktura Bulletin is an analytical form of konyuktura. This document contains the laws on all factors affecting the state of the market, their interaction, as well as those that characterize the general change in the conjuncture. The analysis of the conjuncture within the country's economic framework is based on the following indicators:

Macroeconomic indicators, gross domestic product, gross national income, agricultural investment, transport, indicators of commodity circulation, volume of

sales of goods in domestic and foreign markets, capital circulation of money circulation, price dynamics, unemployment and inflation levels. Microeconomic indicators include the state of commodity markets, supply and demand, assessment, the level of satisfaction of the Talb, commodity production, the construction of new enterprises, etc. The common thing about the above indicators is that they are related to each other, and when the state economy moves from one stage to another, a change occurs in them. Gross National Product, Personal Consumption, government orders, gross capital construction, export and import of goods and services include indicators. Even if inaccuracies occur in the calculation of these indicators, the volume of final demand always occupies an important place in assessing the state of the country's economy. The source of all the changes that occur in the country's economy is the production sectors. The higher the share of industry in the economy, the higher the importance of its indicators. The main indicator of industrial production.

8.3. Factors that shape conjuncture.

Conjuncture refers to short-term conditions that arise as a result of the influence of certain factors. Changes in factors lead to changes in conjuncture. Any situation in the market is characterized by the sum of indicators that change under the influence of various factors. In a market economy, external, and determining the trend in the activities of firms under the influence of internal factors, that is, determining its future development and position in the market, is one of the most important tasks of marketing activities.

The country's economy is the source of all the changes that occur in the conjuncture, and is the production sectors. The higher the share of industry in the economy, the higher the importance of its indicators. The analysis of conjuncture within the country's economic framework is based on the following indicators: macroeconomic indicators, gross national product, gross national income, agriculture, investment, transport, indicators of commodity circulation, volume of sales of goods in domestic and foreign markets, capital circulation of money

circulation, price dynamics, unemployment and inflation levels. Macroeconomic indicators include the state of commodity markets, supply and demand, price, level of satisfaction of demand, commodity production, construction of new enterprises, etc. The common thing about the above indicators is that they are interconnected, and when the state economy moves from one stage to another, a change occurs in them. Includes indicators of gross national product, personal consumption, state orders, gross capital construction, export and import of goods and services. Even if inaccuracies occur in the calculation of these indicators, the volume of final demand always has an important place in assessing the state of the country's economy. Foreign trade indicators have a specific place in the formation of the conjuncture of the domestic market. Market conjuncture directly depends on the economic situation of the country. Therefore, the analysis of the commodity market can be carried out in the following two ways:

If it is intended to know the degree and trends of change of conjuncture, then its dynamics in the specified period will be studied;

If it is necessary to know the condition of the conjuncture for a certain period, then the «life path» of the commodity on the market is studied, its specific stage is determined and analyzed.

At all times, economic conjuncture (universal or commodity situation) will depend on the relationship of supply and demand, which is formed under the influence of the conditions of competition and dynamics of prices in the market.

When developing development concepts of development of marketing system subjects, determining price changes, creating new products, technologies, studying the dependence of market conjuncture and consumer behavior on various factors, various perspective-setting methods are used. It should be taken into account that in the analysis and prognosis of conjuncture, more emphasis is placed on factors that affect the conjuncture, and not on its own. Therefore, it would be advisable to distinguish the factors that influence market conjuncture, the factors that determine any market conjuncture can be divided into two groups:

Macroeconomic factors;

Microeconomic factors, that is, Factors of supply, supply, price and competition in this market.

No separate commodity market can develop in isolation from the country's economy. Therefore, it is necessary to find answers to questions about the state of the economy, what is its role in the world market, to what extent national wealth is used.

As listed above, microeconomic factors include demand, supply, price and competition in this market.

In the analysis of market conjuncture, special attention is paid to the study of all aspects of demand. Including: it will be necessary to study the geographical distribution of demand, distribution of assortment by width and depth, consumption intensity, volume and other characteristics. When studying demand, attention is drawn first to the satisfied demand, and then to the unmet demand. By analyzing the structure of commodity circulation by groups and individual types of goods, the satisfied demand is studied, while the unmet demand is determined using the methods of studying the opinion of sellers and buyers.

The second factor affecting conjuncture is the brand offer. When studying the offer, first of all, attention is paid to commodity sources, the volume and composition of the goods offered for sale, commodity stocks. Analysis of commodity sources will consist in drawing up a list of enterprises that supply products to the trading system and studying their capabilities.

Manufacturers help determine the range of goods, delivery times and the composition of the offer. After that, commodity stocks in market participants are analyzed. The volume and composition of the Reserve, when it arose, the dynamics of the exchange of the Reserve and other indicators serve to determine the ratio of supply to demand. Data of the accounting system, inventory results and special research carried out in trade organizations are the basis for a comprehensive study of commodity stocks.

Another of the microeconomic factors is competition in this market. When analyzing competition in commodity markets, first the competition of enterprises is

studied, then the competition of goods and needs. The analysis of the competition of enterprises includes the number of sellers, specialization, product range, production volume, oriented target segment, etc.

The future state of the market can be determined by the technical condition of production, the additional resources spent on it and the timing of their return, the dynamics of commodity stocks, the trend of changes in exports and imports, as well as in price. It examines the supply of goods, the amount and composition of investment, the demand for the subject of Labor, the direction of money consumption of enterprises, organizations, the purchasing power of the population, the level of its supply of goods. The probability of market conjuncture is determined by national, regional and world markets for certain goods. Market conjuncture is a prerequisite for foresight, non-inflation of economic tension, ensuring market balance. A set of economic conditions that represent opportunities for the sale of goods and services in a given period indicates market conjuncture. It is expressed in the fact that specific economic indicators are characterized by the balance of supply and demand, the level of prices, the size of the market, etc. Market conjuncture directly depends on the economic situation of the country. The conjuncture of consumer goods in the world market changes every 9 months.

Much attention is paid to price analysis, taking into account the role of prices in market conjuncture and the features of their formation. In the study of prices, the following are taken as an object of analysis: price stability, the degree of change in prices within the range of goods, the application of variable systems by the seller in terms of prices, the application of seasonal prices, etc. Price is the most complex factor affecting market conjuncture. Several factors also influence him himself. Therefore, in price analysis, not only the method of checking documents is widely used, but also special methods.

8.4. Market conjuncture prediction styles

Market perspective can be developed in the form of export or import products, market prices, etc. They can be detected up to 3-5 years and for long periods. The method of determining the prospect depends on its purpose, the study

of the degree of vision of the prospect, information support and other conditions. It is provided with statistical data to determine the perspective.

Methods for determining the perspective are described by various criteria.

Depending on the form of giving results, perspective indicators can be quantitative and qualitative.

Depending on the term, there will be indicators of a short-term, medium-term, long-term perspective.

The prospect is general (the main indicators of the economy of the Republic) and private (for a separate network, for infrastructure, for a large company), depending on the size of the object being set.

Current effectiveness of the application of perspective setting methods - determining the size of the market, determining the influence of external factors on the indicators, allows you to study the influence of these factors on the dynamics of the market situation, the influence on conjuncture, an alternative analysis of perspective indicators. In economic forecasting, the method of expert assessment is often used, for example, the Delphi method. The essence of this method lies in the fact that a group of experts, on the basis of their correspondence, analysis, evaluates prospective indicators on this or that problem based on proof-of-evidence (argumentative fact). General opinions-expert opinions are made about the market, its condition, development, increased competition, the emergence of new market segments. Then the results of the expert conclusions are again analyzed using a special standard program (computer program). The results are available.

When predicting the future of the market situation, an expert method is used, in which the following tasks can be solved.

Mid-demand, and long-term, determination of measured volume

A wide range of products for short term demand size

Assessment of the formation of demand for new goods

Determination of the volume of demand that can be the attitude of consumers to new goods

Market competition assessment

Determining the position of the firm in the market, etc.

The expert method is relatively simple and can be used even in the absence of a complete information base. Another good thing about this method is that through it, quality indicators related to the market can also be identified, such as changes in the socio –political situation in the market, effects on the production of Ecology and the consumption of products, among others. Along with the advantages, this method also has the disadvantages of ya'niexpertsopinion subjectivity, which are the limitations of feedback. The conclusion of experts in the Delfi method is drawn from each expert in yazmaravish, after being taken in several stages. In forecasts for 1-3 years and a long period, the results made by this method justified themselves. From 10 to 150 experts can take part in this study. This of course depends on the imposition of the issue, on the large small size of the problem.

A technique widely used in the method of expert assessment is «brainstorming». The essence of this is that the problem is carried out on the basis of a discussion, discussion of experts, and one or another solution to the problem is accepted by voting. The discussion is based on a pre-compiled script. Scheme of Organization of assessment of prospects through examination. on the basis of» brainstorming «U. Gordon proposed a new method of «Synectics» in 1960. Its difference from» brainstorming «is that a group of experts of a certain composition (stable in quantity) accumulates certain experience» from attack to attack».

The conjunctural forecast includes a preview of the state of the market within a certain period and the determination of its main parameters. In this, the focus is on determining the characteristics of the factors that influence conjuncture in the near future.

The analysis of the competition of goods and needs is carried out mainly in the conjunctural forecast and is aimed at determining the mutual balance of competing goods, substitute goods and complementary goods. Market research methods of marketing are widely used to assess such competition.

The need for market conjuncture research for sellers and manufacturers is manifested in the fact that in the future there will be clear and reliable information

on the direction in which production capacities will be developed and in what direction to apply sales policies.

Conjuncture should therefore be studied and predicted that its knowledge will allow to sell and buy at the most profitable prices, rationally place (maneuver) available resources, expand or reduce the production of goods in accordance with the situation expected in the market. An analysis of the conjuncture of the commodity market is carried out in the following aspects. First of all, it is necessary to determine how the country's economy is in the cycle and give it a comprehensive description.

Then the production is analyzed. The dynamics of production of a specific commodity in the integrity of the world market by the main producing countries is considered, the main reason for the change in the issue of this commodity is studied. The main attention is paid to the influence of scientific and technological progress on the network and the market of goods under study.

The analysis of the dynamics of demand and consumption is carried out in a holistic way and fragmented by consumer countries. Also, the main factors affecting market capacity are studied, the situation in the field of commodity consumption is investigated and the degree of monopolization of the market, the form and methods of trade and their dynamics are determined. The influence of scientific and technological progress on the level of consumption of goods will definitely be studied.

The analysis of reserves provides for the study of the policy of the Reserve sector, the study of their actions, both in manufacturers and in trade and in consumers.

When analyzing world exports and imports of goods by whole and individual countries, issues of new forms of trade, customs tariff and currency system are considered. A forecast of the development of exports and imports of goods is drawn up.

Prices are the most important element of conjunctural analysis. Price dynamics are considered. The main reasons for price changes, their influence on

the emergence of new technologies, changes in the cost of raw materials and semi-factories, an increase in labor productivity, crisis prevention, exchange rate changes, methods and forms of trade, as well as their relationship are analyzed. The policies of competitors in the price sphere, the state in the formation of price are ensured.

Market capacity is one of the main aspects of market research. This indicator, in principle, demonstrates the possible volume of commodity trade and is determined by the volume that is realizable (in physical units or value expression) in it for a year or some time.

The capacity of the market is estimated in different ways. First, the following formula can be used in the state:

$$B = M * T * N$$

In this case, B is the capacity of the market, M is the number of customers who buy this type of product in the specific market; T is the number of purchases made by buyers for the time being studied; N is the average price of the product.

In the latter case, the formula is as follows:

$$B = MCh + Z + I - e$$

In this case, B - the capacity of the market, Mich- the remnants of commodity stocks in the warehouses of national production, Z - making enterprises, I-imports, e -exports.

For mutual control and correction of the results of the firm, both of these methods are usually used. However, these formulas for determining market capacity are extremely simple and more accurate, in order to obtain indicators that are closer to reality, it is necessary to make adjustments to the purchasing power of the population, the composition and habits of procurement, lifestyle stereotypes and many more factors, that is, the use of multi-factor economic models will be necessary.

Going to determine the market, capacity, we do not have the right to account for the fact that enterprises entering this market occupy its full amount, taking into account the participation and work of competing firms in the market. Therefore, it

is important to have information about the private share in this market, either (if the enterprises are participating in it) or to make a calculation of their share, which in the future may be an opportunity in the market, when entering a new market or calculating the results of its future activities.

The indicator of the company's share of the market in the competitive struggle allows him to understand what role he plays in the competitive struggle in this market and develop the right line of circulation in this market, a competitive strategy.

The share in the market is calculated by the following formula:

$Bu = BSh/U \times 100\%$, in this - the market shares of the enterprise; BSh-the volume of sales of the enterprise in the market, U-the total volume of sales of this commodity in this market.

For example, in 2016, the world sales of mobile phones amounted to 990.8 million. made up the grain. In it, Nokia's share was 36.2%, Motorola – 21.1%, Sumsung – 11.8%, Eroson -7.4%, LG – 6.3%, Benq – 2.4%, and the rest-14.8%.

On the basis of all the information obtained, a conjunctural forecast of market development is drawn up, the final task of which is to create a picture of the future, which is probably foreseen: to determine the opportunities that need to be used and the risks that need to be avoided.

Base concepts

The market is the attitude of buyers and sellers of goods to the purchase and sale of the same goods using any agreements (contracts).

The consumer market is a set of individuals and families who buy goods and services for their own personal needs, characterized by mass consumer ownership, diversity of competition and a decentralized structure.

The market of products used for production and technical purposes is understood as a set of enterprises and individuals purchasing goods and services used in the production of other goods.

And the market of state organizations is understood as state organizations of all links that buy or rent goods and services for the conduct of their activities.

Need is the feeling of feeling the lack of something on the part of a person.

Necessity is a person's desire, which is formed on the basis of socio-economic origin, cultural, national, aesthetic, geographical displacement and the influence of other factors. Desire can be unlimited, but money is needed to satisfy this desire. Therefore, a person seeks to satisfy his desire, which is most important to him.

Demand is the satisfaction of the consumer's need for a concrete type of goods or services by providing them with money.

Purchase is the sale of certain goods or services on the market. In this process, exchange and exchange operations are carried out.

A transaction is an operation between two parties to sell and purchase the goods and services necessary for them.

Exchange-two sides, between which they are told to carry out a trading operation by offering something else to the second. For example, to exchange 10 tons of potatoes per ton of sugar.

Market conjuncture is an economic situation that occurs in the market for a certain period of time, which characterizes the ratio between supply and demand, the level of prices, commodity stocks and other economic indicators.

Questions for discussion:

1. What is the role of conjuncture in a market economy?
2. What is market conjuncture?
3. State the factors that make up the conjuncture?
4. Highlight the indicator system of foreign market conjuncture research?
5. What are the peculiarities of researching the conjuncture of different markets?
6. What are the main approaches and principles used in the perspective of the commodity market?
7. What is the importance of information and statistical support in the implementation of conjunctural prospects?
8. What are the Universal conjuncture and specific methods of its study?

Chapter 8. CHOOSING A BUSINESS STRATEGY OF THE FIRM IN THE DOMESTIC AND FOREIGN MARKETS

8.1. Development of the company's marketing program

In a narrow sense, the marketing program (business plan) is a document that expresses the principle of specific activity of the enterprise in the market. In a broader sense, the Marketing program is considered to be the ja-Rayon of taxlil, planning and control, aimed at adapting the capabilities of the enterprise to market requirements. Marketing programs will be short-term (up to a year), medium-term (up to 5 years) and long-term (up to ten years and more). They can be intended in general form or for special activities of the enterprise.

Based on the method of a targeted approach to the development of Marketing programs, a system of resources and activities of the enterprise to achieve the intended goal and control its implementation is formed.

Sequence and main sections of the development of the Marketing program

1. Analysis of the capabilities of the enterprise (case analysis)

Activities, prerequisites, directions of achieving an effective result. Comparison of the internal and external environments of the enterprise.

2. Determination of development goals. (Marketing synthesis)

Determining the priority goals of production and social development and ways to achieve profit in the market.

3. Strategy development

Determination of the long-term goal (selection of market segments, marketing tool, market entry time, etc.), which is aimed at effective use in the material, labor and financial resources of the enterprise.

4. Development of the plan

A system for planning the costs and results of the implementation of production, finance, baxo, personnel, advertising, sales, etc.

5. Control

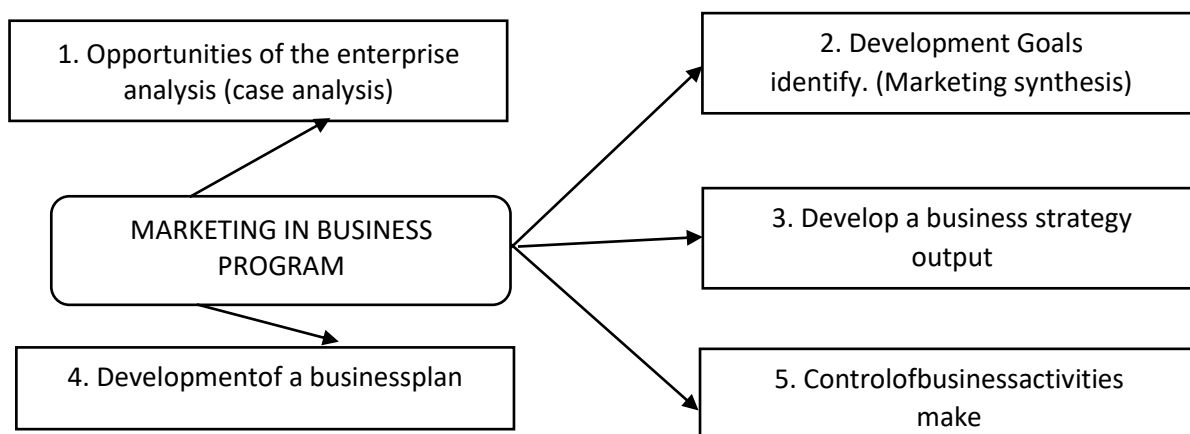


Figure 1. Marketing program in business.

Strategic control (compliance of the selected principle with the specific market situation). Annual control {implementation of activities and expenses in the plan), profit margin control.

When the capabilities of the enterprise are analyzed, a clear conclusion is made by collecting detailed information about the conditions (external environment) of the uniig market and its internal potential. For this, the methods of «comprehensive market research» and «Case Analysis» are used.

Comprehensive market research is the initial period and is the source for the enterprise to draw up a marketing program and plan. Situational analysis involves a specific audit of the firm’s activities and a thorough assessment. It aims to come to a decision by finding answers to the following questions:

- what segment (tier)of the market does the enterprise spoil with its products and what is their future?
- what is the market demand for an enterprise product?
- who and how is a competitor to the enterprise and its products?
- what economic, social, political, scientific and technical circumstances can influence the activities of the enterprise?
- the degree to which the firm’s long-term and near-term goals are interconnected?
- resource provision of goals born in the fall?
- Organization of marketng activity at the enterprise?
- * competitiveness of the brand?

- what is the pricing policy of the enterprise?
- the situation of the movement and trade of peacocks?
- what is the importance given to advertising and other sales promotion methods?

To find and analyze the answers to the above questions, information is collected through the study of internal and external indicators of the enterprise and through a special competition (survey, test) program.

8.2. Correlation of the functions of Production, Sales, Sales, Finance of the enterprise, directed towards the market.

On the basis of Marketing strategies, there are the following five requirements (principles), which can be taken into account in the activities of enterprises:

1. The market is not the same, it consists of specific classes (segments). The proposed brand or service does not correspond to the demand of all consumers.
2. An enterprise may refer to one or more segment requirements in the market. But always, when attracting selected market segments (segments), it is worth thinking about achieving greater success.
3. The firm can operate independently or in partnership with other businesses in the market.
4. When choosing a Marketing tool, it is important to consider hiring those who are more compatible with each other and who are filling each other with their mutual tasks. For example, it is recommended to use a commodity package (packaging) with a price, a place of sale with the movement of goods, contacts with consumers, adding them to advertising.
5. It requires a comprehensive accounting of the economic situation at the exit of the enterprise to the market. For example, the state of the general and trade conjuncture, its role with competitors, etc.

The most important problem in the development of Marketing strategy is the orientation of the enterprise to profit. In the world experience of finding its solution, there are the following approaches.

«Porter's general strategic model»

In doing so, the enterprise will focus all its capabilities on one segment in the market, in exchange for reducing the costs of producing goods, setting a low price for the product, attracting more consumers and increasing sales. In another case, the market, where there are no competitors, is occupied by a new assortment of goods.

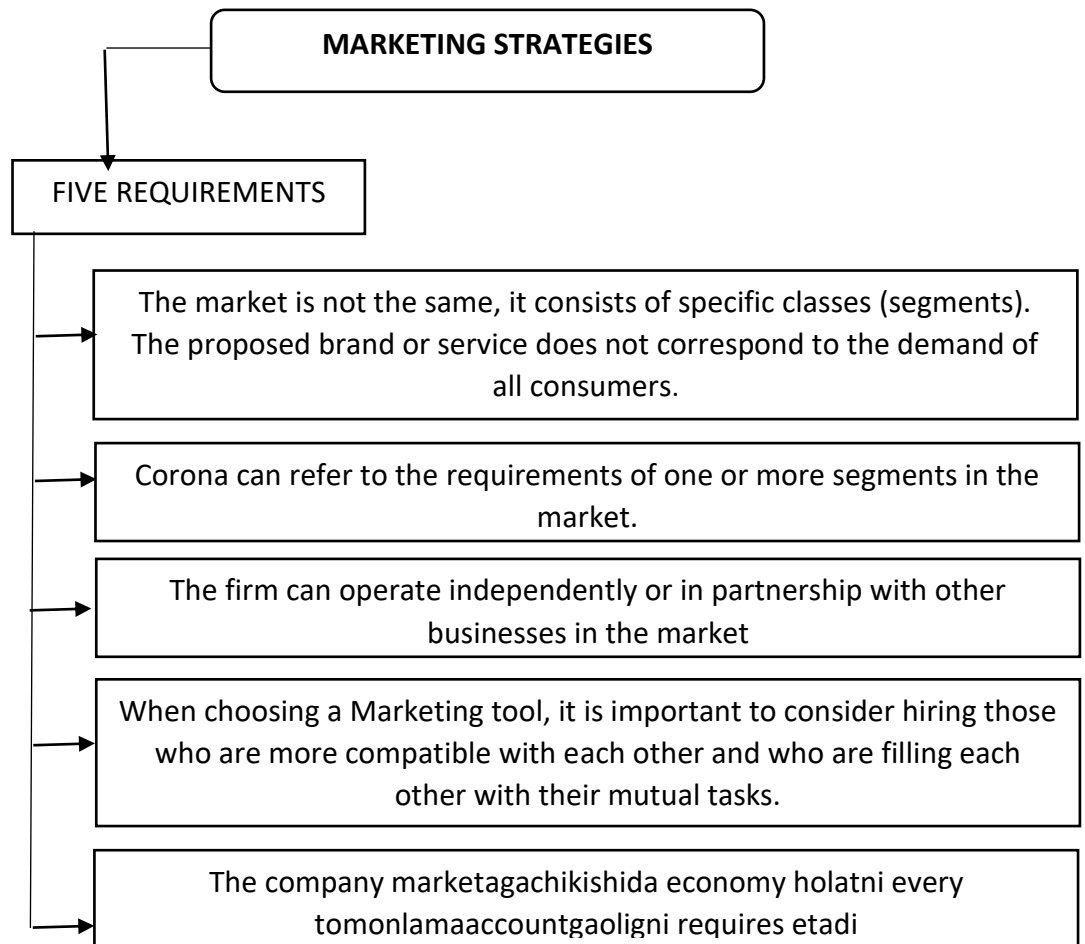


Figure 1. Marketing strategy

«Goods (market opportunity mold (Matrix))». Increase in profit in this approach firstly - expanding the market in a situation where the movement of goods has not changed; secondly - not yet satisfied demand, entering the markets; thirdly - changing the production or modification of new goods after the enterprise is well known in the market; Fourth-achieved by the production of new goods for new markets.

Marketing program

Strategic management of organizations from within modern firms is based on active marketing concepts. The realization of strategic plans provides for the creation of a system of tactical or operational plans of the General Directorate. For example, a production plan, a marketing plan, a financial plan, etc. A consolidated (aggregate) plan is formalized in most cases in the form of a business plan.

For a specific activity in the market, the enterprise applies the basis of the business plan – the marketing program. When creating a Marketing program, the character of management marketing plans (Marketing-Management) indicates that it is able to actively influence the market, and also includes activities that can form consumer requirements in accordance with the firm's own tasks and strategic goals, while not only ensuring adaptation to the changes that surround the market environment. The Marketing program helps to prevent and adequately meet many inevitable problems in the development of the business. He allows you to think over his behavior. It allows you to manage events according to a pre-prepared plan, and not just observation. When developing Marketing programs, a system of activities of the enterprise is reflected, such as an analysis of the capabilities (resources), determination of development goals, determination of strategies, plans for achieving the goal and control over its implementation.

In relation to other plans of the firm, The Business Plan (marketing program) has an external orientation, the sale of which becomes a specific commodity, which should bring the maximum possible success.

The Marketing program can be developed both for the new enterprise that is just being created, and for the next stage of development of the already existing organization. The level of a structured business plan will be an indicator of the reliability and seriousness of the entrepreneur and his work. As a rule, a business plan is the main point for the start of negotiations between an entrepreneur and a potential investor (for example, a bank). A business plan will be especially necessary when negotiating with foreign firms. Most many firms have an extreme need for external financing. However, not a single bank is an investment in a businessman who cannot justify his application, reliably proving that any foreign

investor can effectively use the loan, return it on time, with a percentage does not give.

A business plan for a beginner entrepreneur is a document in which he can attract the attention of investors. The business plan allows you to show the usefulness of the project being hypothesized. It can convince investors that attractive (attracting) opportunities for the development of production have been found, allowing them to successfully implement the intended ones, that the enterprise has an effective, realistic and consistent program for the implementation of the goals and objectives of the project. The Investor only puts his money in a project that guarantees him profit with sufficient confidence.

The Marketing program solves the following important problems:

- analytically clarifies the prospect of business in the form of quantitative and qualitative indicators of development;
- determines the levels of survival (prosperity) and future stability of the enterprise, reduces the risk of entrepreneurial activity;
- attracts attention and arouses interest, ensuring that the firm is supported by potential investors.

Unlike the traditional plan of the organization, the marketing program takes into account not only the internal goals of the organization, but also the external goals of individuals who can benefit in the new work. In addition to investors, individuals interested in the new business are potential consumers and suppliers of the firm's goods.

9.3. Sequence and main sections of the development of the Marketing program

There are no strictly defined forms and structures (structures) of the Marketing program (business plan). However, as a rule, the following main sections are envisaged in it:

- title sheet;
- resume or business plan summary;

- business history (if the enterprise exists and operates);
- definition of products (services);
- trade (transfer) market analysis;
- definition of competitors;
- evaluation and selection of competition strategies;
- production plan;
- marketing plan;
- organizational plan;
- financial plan and risk assessment;
- research and development;
- offers.

It seems that the main part of the activities of manufacturers is marketing in business planning. For example, the "Marketing Plan" section is devoted not only to marketing. Marketing in business planning is both a description of the product being designed and an analysis of the future sales market, and an analysis of competitors.

The concept of active marketing, which is based on the management of the enterprise, is well visible in the structure of the marketing program (business plan). A Marketing plan is the basis for the development of a business plan. It is added as a component in not one, but several sections of the business plan.

Definition of products (services). The most important part of the business plan is the section in which the goods and services that the enterprise plans to produce are described.

An enterprise, which has a high consumer value, needs to produce goods, that is, the profit from their sale must correspond to the expenses that the consumer makes to purchase it. Only in such cases will the consumer agree to pay for it.

The need to show a visual image of a brand is considered extremely important. It will be very difficult to get money under an idea that at least did not lead to the emergence of one new type of goods

The choice of goods and services, which should be the basis for the opening of a new page in the history of a business or firm, or the ability to attract buyers to relatively inexpensive goods with much lower costs compared to competitors, and specialization first of all, which requires high quality, and for which it is necessary to learn to stand out from

Entrepreneurs are very surprised by the bank's desire not only to get a general idea of the brand, but also to know in what case, how the product will be packaged, its design, the exact properties of the brand, the degree of its protection, the price on which it is based.

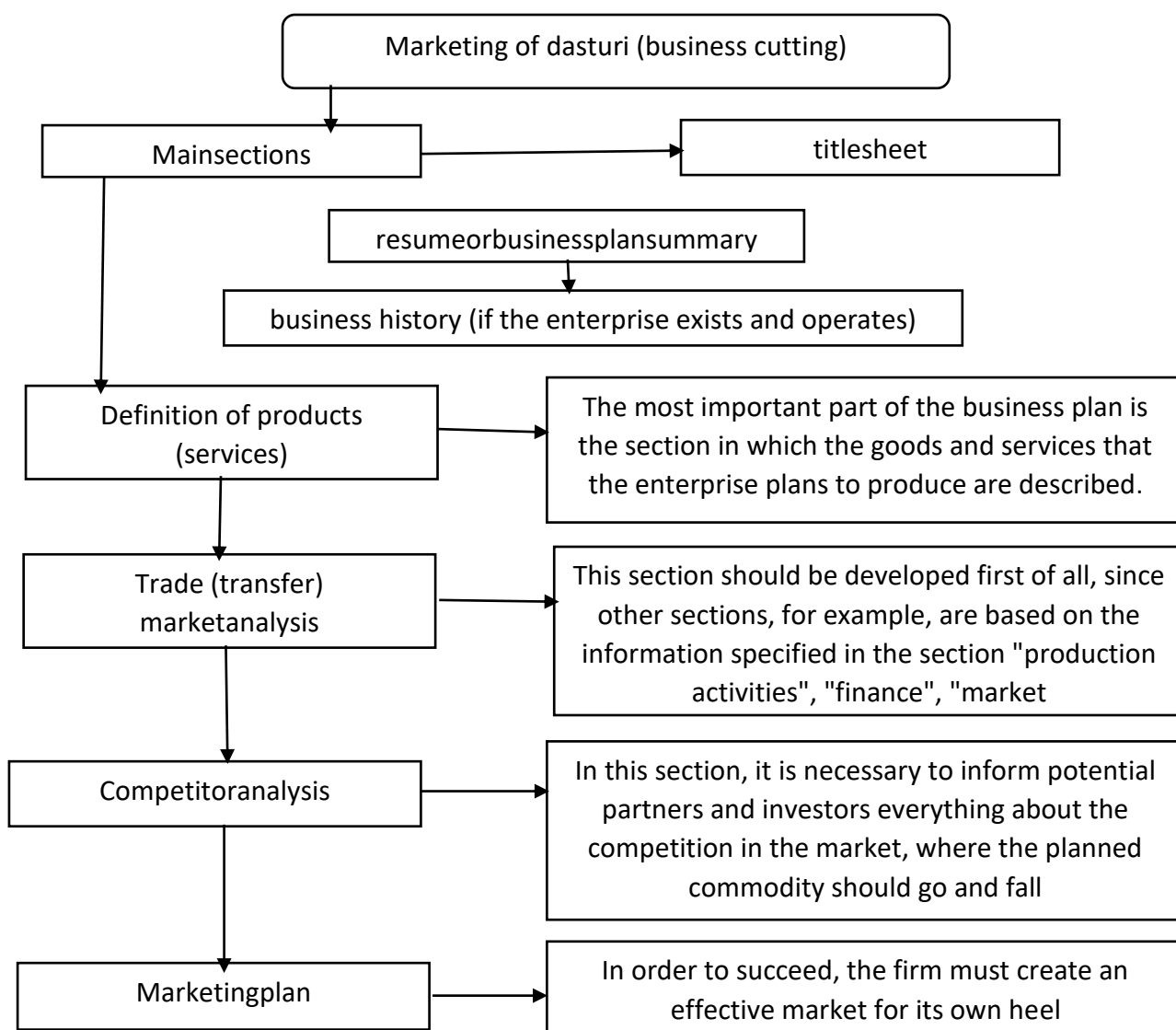


Figure 9.2. Marketing program (business plan)

For banking specialists, it is important to know about the quality of the commodity, and, consequently, its competitive potential, its consumer trends, as

these are the possibilities of introducing the commodity to the market and generating income.

The definition of the brand provides for the answer to the following questions:

The exact definition of the commodity and the methods of its application. In this case, the properties of the commodity should depend on the requirements of its potential buyers.

Trends in the application of the selected brand (will its consumption increase or decrease over time, can there be new ways to apply it?) In what condition does the firm see the life cycle of the commodity?

What is the diagnosis of similar goods offered by competitors? Does the selected brand have uniqueness when compared to the model of competitors, does the market (consumers) require that the brand be unique, specific characteristics?

What is the degree of protection of the brand, that is, does the entrepreneur have a patent, copyright, registered brand, etc.?

It is necessary to explain why buyers choose exactly this brand, and not the goods or services of competitors, that is, what competitive priority the proposed brand has. In this section of the program, it is possible to offer an approximate setting of prices, opportunities for after-sales maintenance.

If the properties of a commodity determine vibrations- (changes)of certain sizes in its sale – periodicity, seasonality, this should be mentioned separately (for example, cars – periodic, children’s sleigh – seasonal goods).

Trade (transfer) market analysis. This section should be developed first of all, since it is based on the information specified in other sections, for example, in the section “production activities”, “Finance”, “Market”.

Analysis of the future market of trade – from the most important stages of the preparation of a business plan, one should not spare either funds or strength. Experiments show that the reason for most commercial projects, whose time has come and has collapsed, was associated with a sluggish study of the market and the inability to assess its capacity well.

When assessing the attractiveness (attractiveness) of the market, it is important to indicate:

- the territory where the realization of goods (services) of the enterprise is carried out;

- the capacity of the market, expressed in the form of natural and value;

- is this market prone to growth or stagnation?

- dimensions of the main market segments;

- diversified market;

- influence of the market on prices, level of service, changes in external factors;

- tendency to periodicity;

- tendency to seasonality;

- influence of suppliers on the nature of the transactions to be made. The analysis of the strategic situation of your firm provides for the following definitions:

- competitors;

- share of the market occupied by competitors;

- estimated market share;

- coverage of key market segments;

- character of relations with suppliers;

- forecast of sales of the planned product.

When compiling this section of the program, the entrepreneur must be extremely objective, based on reliable information obtained as a result of marketing Research, the conclusions of which were made about the state of the market. Experts emphasize excessive optimism in the developers of the marketing program (business plan) in relation to the opportunities of the sales (holding) market, sales forecasts. When potential investors are asked to evaluate the trading market, they are often given a standard answer, “the trading market is not limited.”

” The value of the proposed commodity is extremely high, it is bought by the production of the enterprise, « the belief is deeply rooted. And for the manufacturer, it remains only to list a pleasant concern – profit.”

Such self-confidence is a sad mess in our recent past, when everything is extremely deficient. Since then, a lot has changed and trading opportunities have deteriorated significantly. Consumer and resource market research shows that the economy has entered the characteristic classic crisis line with a serious decline in demand for Re-production, which means that the amount of network markets will also narrow.

There is another reason for the priority assessment of the market by entrepreneurs: this is their trick on the way to extremely embellishing the state of things, the likely prospect of a business. But this is a situation that is harmful, serves to lose confidence.

Competitor analysis. In this section, it is necessary to inform potential partners and investors everything about the competition in the market, where the planned commodity should go and fall. The authors of the Marketing program (business plan) should be able to accurately answer the following questions:

Who is the largest producer of similar goods?

How is their work on sales volumes, revenues, introduction of new models, technical services?

Are they investing a lot of attention and money in advertising their products?

What do their products represent in themselves: basic descriptions, quality, design level, customer feedback?

What is the price level for competitor’s products? What is their pricing policy, albeit from the general side?

It is necessary to go to answer these questions and make a serious mistake in drawing up a business plan, to paint the truth: to stay without telling something about the success of competitors or simply to tell them on the go, but be careful about their real or existing shortcomings. Having received a loan from any organization and not being able to correctly assess the state of competitors, the

entrepreneur “falls” to the detriment. In this, the creditor also loses his money, while the businessman receives the name bad leader. Naturally, after that, he will not have the opportunity to take a new loan or investment at all, or will cost much more. Therefore, it is necessary to evaluate competitors as objectively as possible. It is necessary not to be afraid of them, but to indicate their qualitative characteristics, spaces that must be filled, which will open a real opportunity to achieve success in their strategies or goods. That’s when the respect of investors and the high chances of getting funds will be guaranteed. In the struggle for competition with our country, and especially with foreign companies, our country, whose enterprises have not lived up to improvised recipes and age (outdated) imaginations, tested in the international practice of competitive strategies, including, first of all, professor Porter proposed: leadership in costs, specialization (defferentiation), focus (concentration) should be applied. In the intra-network competition of firms moving in one market, it is necessary to choose one of four competitive strategies: commutants, patents, violents or experiments. At the same time, if serious efforts are made, it can ensure its competitiveness in the fight even with the most powerful foreign firms. In one of the books about Marketing, an interesting history of a large Indian firm that produces metal products is described. He unexpectedly faced competition with a Japanese firm that began exporting goods to India similar to uningtovari, while choosing the price competition of the market advance and offering its goods 15% cheaper than the Indian price. At first, the Indian firm also did not find any commercial tactics other than to reduce the price of its products by 15% so as not to lose its customers. However, the Japanese immediately reduced the cost of their products by another 15%, while the Indian firm could not “chase” them, since they did not have a high production efficiency at this level. They were the losers in the game. However, it was then that the leaders of the Indian firm fell into action, finally beginning to seek an alternative competitive strategy. This strategy turned out to be a quality competition, comprehensible in a broad sense, not price-related.

The fact is that the Indian firm had two serious priorities in front of its Japanese competitors. First, they will be able to carry out the delivery of their manufactured goods faster than their competitors behind the sea, while the Japanese will bring their goods by sea, the arrival of which depends on the schedule of ships arriving in India, since they did not even have warehouses that would store them. And secondly, the Indians could also lead any small batch of metal products inside the country, having the opportunity to form them in enterprises or private warehouses. The Japanese, on the other hand, were trying to sell standard batches much larger than they did not have warehouses, using heavy-duty ships that supplied their goods to customers. The speed and small batch of deliveries are so significant that they justify even a much higher price level for Indians compared to Japanese goods. As a result, the Indian firm will not only go into a competitive struggle with the Japanese, but will also increase its sales. Therefore, going to analyze the activities of competitors, you should try to take into account all the factors that affect buyers, and also understand what is important for your future customers, and satisfy these needs as soon as possible with great benefits for your business, without limiting yourself only to conspicuous parameters – price and basic quality characteristics.

In the Marketing program, the selected strategies and their exact application must be described. After choosing a competitive strategy, the entrepreneur must make a number of decisions.

How to better realize the chosen strategy? What should be the financial structure necessary for the implementation of strategies?

Is it necessary to leave the traditional market (if it is about the operating enterprise)?

Is it possible to increase profits without changing the current competitive position of the firm (this is also a question of the enterprise that is already developing)?

If an entrepreneur has seriously decided to change his strategy or is just entering a competitive market, he should consider the likely response actions of the competition:

The answer is the degree of presence of actions.

The likelihood that they will affect the firm.

When can this happen?

How aggressive will he be?

Is there a chance to deviate from extremely aggressive influences?

Marketing plan. In order to succeed, the firm must create an effective market for its own heel. The main steps in creating such markets are described by the marketing Department of the business plan.

A Marketing plan is to achieve the intended sales volume and get the maximum profit by conquering buyers. Attracting people to the goods is done by offering them products (services) that are suitable for their needs and also meet the price. Therefore, in this section it is necessary to follow a clear marketing direction for the consumer. The marketing plan of the enterprise is necessarily drawn up based on all information related to the product, the advantages of competitors, the goals of the firm in marketing. A Marketing plan is considered an important document and answers the question of Who, What, When, and how should fulfill the tasks of the firm's goals. The Marketing plan consists of the following sections.

Enterprise plan

Product size and production times

Financial plan

Sales and logistics plan

Communication promotion

Prospective collaborators plan to work with.

Evaluation of the performance control and audit of the Marketing plan provides a basis on what the firm will do in the future, according to the uningstrategictrivation plan.

The sales distribution process is very complex, during which it is necessary to carry out an analysis of such indicators as the current situation in the market, the situation in the market, its capacity, the volume of sales of the current product. Trade industry fairs, demonstration of the nature of new goods, preferential sales, promotion activities that accelerate the process of sales.

Marketing process after sales: 1-to work with the customer, 2-to work with the consumer.

The study of demand, the study of the behavior of the buyer, the identification of factors affecting his decision on the purchase of a good buyer's financing functions. The consumer research phase is associated with the study of his behavior in the market, the study of his attitude to the products of the firm, the identification of the advantage (superior) aspects of his competitor. Marketing plan based on the analysis of information application.

Summarizing, the marketing process is based on the principles (principles) of marketing laws and.

The main legality of marketing is the periodicity of business activity, the fact that the competitive movement is a targeted position.

The Marketing plan is the sum of all the elements of the marketing complex that the entrepreneur wants to use for his target market: measures such as goods, prices, methods of distribution (sales), promotion of the brand, which must be followed. The following questions are answered here.

What are the main characteristics of buyers who form the target market (segment) of the enterprise in terms of income level, gender, age, occupation, lifestyle, marital status, etc.?

Going to establish its position in the market, can the firm push competitors by offering similar goods, or will it try to find its place?

Commodity policy is based on the fact that the products produced by the firm increase their competitiveness, first of all, improving the quality description to the extent that it meets the requirements of the final consumers, the pricing policy provides for the definition of the methodology for calculating prices for the firm's

goods, the interaction of price and quality, the system of Here the selected level of price is indicated the same net income that the firm provides. Trade policy how to organize an optimal sales network for the effective sale of manufactured products – including the creation of networks directly through the consumer or through intermediaries, wholesale and retail stores to store in the range warehouses, service centers, marking the directions of movement of goods, supply, loading into transport, transportation, cargo handling work and so on. shows such as Organization. Provides for measures to create new goods (innovation policy), optimize their assortment (assortment policy), extend the life cycle of the goods. Shift policy (communication policy) how to solve an active issue on demand formation and promotion of commodity trade (FOSSTIS).

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EXPLANATORY DICTIONARY - GLOSSARY

Namangan – 2023

Joint-stock company - a commercial organization whose authorized fund (authorized capital) is divided into a certain number of shares confirming the rights of shareholders to the joint-stock company

Bank margin (eng. margin, fr. marge - difference; advantage) - the difference between loan rates for different categories of borrowers. Bankruptcy (economic insolvency) is the inability of the debtor to fully satisfy the demands of creditors regarding monetary obligations and (or) to fully fulfill his obligations regarding mandatory payments, recognized by the commercial court.

A **barter** contract is a contract that provides for the exchange of an agreed amount of one commodity for another commodity without making mutual payments in currency.

Business (English - business) is an entrepreneurial economic activity carried out at the expense of private or borrowed funds under the risk and own responsibility, the main goal of which is to make a profit and develop one's own activity.

Duty-free trade store - where goods are kept under customs control and sold without the use of duties, taxes and economic policy measures in the places determined by the customs authorities of the customs territory in accordance with the Customs Code.

Customs warehouse - storage of imported goods under customs control without import duty, taxes and economic policy measures during the storage period.

Processing in the customs territory - goods are brought to the customs territory of the Republic of Uzbekistan for processing under customs control without payment of import duties, taxes and economic policy measures, and then the processing products are exported or they are placed under a different regime.

Processing outside the customs territory - goods are exported for processing without payment of export duties, taxes and economic policy measures, and then import of processing products under the regime of free circulation.

A **market** is any institution or mechanism that brings together sellers and buyers of certain goods or services in one place.

Temporary import (export) - allowing the use of goods in the customs territory or outside it with full or partial exemption from duties and taxes and without applying economic policy measures to the goods.

Temporary storage - temporary storage of imported goods and vehicles from the moment they are presented to the customs body until they are allowed to export them in the customs warehouse without applying duties, taxes and economic policy measures in accordance with the selected regime.

The collateral register is a record of the rights of creditors in relation to the property given by debtors as a means of ensuring the fulfillment of their obligations, as well as the restrictions imposed by law on the debtor's rights to dispose of and use the property, and other requirements related to the debtor's ensuring the proper fulfillment of his obligations. a single information base of the information it contains.

A public association is a voluntary association of citizens united in accordance with the procedure established by law on the basis of common interests to satisfy spiritual or other immaterial needs.

Public fund is a non-governmental non-profit organization without membership, established on the basis of voluntary property contributions by citizens and (or) legal entities, pursuing charitable, social, cultural, educational or other socially useful goals.

Import - the permanent stay of goods brought into the customs territory without the obligation to take them out of this territory.

Production cooperative is a voluntary association of citizens on the basis of membership for joint production or other economic activities based on personal participation and pooling of contributions of members (participants) combined with property.

A settlement agreement is an agreement between the parties to settle a court dispute on the basis of mutual concession.

Credit (lat. creditum - to trust) is money, goods and other valuables temporarily given to another person on the basis of the terms of maturity, repayment and payment in the form of interest for use.

Credit information - information about the status of the credit agreement, the fulfillment of obligations regarding the security provided (pledge, guarantee, guarantee, insurance of the risk of non-payment of the loan and other types of security), as well as the creditworthiness, financial condition, solvency, payment discipline of the subject of credit information and other information that helps to identify the other qualities.

A credit line (revolver) is a loan that can be re-appropriated within the term and limit specified in the credit agreement.

Proper fulfillment of obligations - fulfillment of obligations in accordance with the terms of the contract and requirements of legal documents, and in the absence of such conditions and requirements - in accordance with business practices or other requirements that are usually imposed.

A limited liability company is a company established by one or more persons, whose charter fund (charter capital) is divided into shares in the amounts determined by the founding documents.

A microcredit is money given to a borrower for business activities in an amount not exceeding one thousand times the minimum wage based on terms of repayment, term and repayment.

A microcredit organization is a legal entity that provides services in the field of microcredit, microloans, microleasing and other microfinance services.

Family enterprise - is organized by its participants on a voluntary basis for the production (performance of work, provision of services) and realization of goods, on the basis of common property owned by the participants of the family enterprise, as well as on the basis of the property of each of the participants of the family enterprise. small business entity.

Reimport - re-importation of Uzbek goods taken out of the customs territory in the export regime without paying import duties and taxes, as well as without applying economic policy measures to them.

Re-export - export of foreign goods from the customs territory. Syndicated lending is joint lending of large investment projects by several banks.

A court administrator is a person appointed by a commercial court to conduct bankruptcy proceedings.

Judicial reorganization is a bankruptcy procedure applied by a commercial court to a debtor legal entity without transferring the authority to manage the debtor's affairs to the liquidator in order to restore its solvency and cancel its debt to creditors.

Pre-trial rehabilitation - founders (participants) of a debtor legal entity or owners of its property, creditors and measures taken by other persons in order to restore the debtor's solvency and prevent bankruptcy.

Entrepreneurial (business) law is a set of legal rules that regulate the relations between entrepreneurial (business) subjects related to entrepreneurial activity and determine measures of the state to manage the economy in market conditions.

Entrepreneurship (business) subjects are legal and natural persons who have passed state registration in the prescribed manner and are carrying out entrepreneurial activities.

Entrepreneurial activity is an entrepreneurial activity aimed at obtaining income (profit) at one's own risk and under one's own property responsibility, carried out by business entities in accordance with legal documents.

A business contract is a mutual agreement between two or more business entities related to the implementation of business activities with the aim of making a profit, establishing, changing and canceling the rights and obligations.

The subject of a business contract is a product to be delivered, work to be performed, or services to be rendered, which are the result of actions to be taken by one party to fulfill obligations for the benefit of the other party.

The parties to the business contract are the persons who, by signing the contract or in any other way, have the rights and undertake the obligation(s) in connection with the contract, as well as the person whose name is recognized as a party in the contract.

External management is a bankruptcy procedure applied by a commercial court to a debtor legal entity, transferring the authority to manage the debtor's affairs to an external administrator in order to restore its solvency.

A non-profit organization is a legal entity whose purpose is not to make a profit.

A commercial organization is a legal entity that makes profit as the main goal of its activity.

Transit - transportation of goods between two customs bodies of the Republic of Uzbekistan, including through the territory of a foreign country, under customs control without the collection of duties and taxes, as well as without the application of economic policy measures to goods.

Liquidation proceedings are bankruptcy proceedings applied by a commercial court to a debtor who has been declared bankrupt in order to proportionately satisfy the demands of creditors and to declare the debtor free from debts.

Factoring is the transfer by the supplier (customer) to the bank (financial agent) without the right of recourse of the payment accepted by the payer for the delivered goods, performed works or rendered services, but the fee has not been paid according to the payment requests.

Force majeure - admission to the parties due to natural phenomena (earthquake, landslide, storm, drought, etc.) or socio-economic conditions (state of war, siege, prohibition of import and export in the interests of the state, etc.) that are not dependent on the will and activities of the parties. are extraordinary, unavoidable and unforeseen circumstances that do not allow the fulfillment of obligations.

Business companies and societies are commercial organizations with authorized capital (authorized capital) divided into shares (contributions) or shares of founders (participants).

A private enterprise is a commercial organization created and managed by a single individual owner.

Terms of the contract - method of determining mutual rights and obligations, rules.

Export - export of goods outside the customs territory without the obligation to bring them back to this territory. Glossary

Free customs zone and free warehouse - placement and use of foreign goods in certain regions and places without the application of duties, taxes and economic policy measures.

A legal entity is a legal entity that has separate assets in its ownership, management or operational management and is responsible for its obligations with these assets, an organization that can acquire and exercise property or personal non-property rights, fulfill obligations, be a claimant and be liable in court.

Sole entrepreneurship - implementation of business activities by a natural person (individual entrepreneur) without establishing a legal entity.

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"BUSINESS RESEARCH METHODS" SCIENCE

TESTS

Namangan – 2023

1. Where did the term "business" first appear?

In France in the XVII century

In Spain in the 18th century

#In England in the eighteenth century

In Italy in the seventeenth century

2. Business is:

the most basic element of entrepreneurship;

#fixed, means to earn money, income by engaging in activities that bring pleasure to members of society;

work aimed at making personal wealth, profit;

is to bring money out of money;

3. Entrepreneurship is:

entrepreneurial activity aimed at generating income in accordance with the legislation;

is the main subject of economic activity in a market economy;

with the event, the one who acts carefully;

entrepreneurial activity carried out by legal entities and individuals under their own property responsibility, taking risks through the production (service) of products

4. Businessman-this:

#business person

business organization

a person who rents land and earns money through rent

a person who puts money in a bank and earns money through interest

5. The entrepreneur is:

a person engaged in entrepreneurship on a permanent basis as a legal entity

#an individual engaged in entrepreneurship on a permanent basis without a legal entity

someone who does business carefully with entrepreneurship

6. The answers are all correct

Purpose of doing business:

it is to make a profit and increase it steadily

to earn more than cost

business development and social needs satisfaction

Answers # A and B are correct

7. Which of the ones mentioned below are considered non-legal ways to do business?

fraud and extortion

bribery and theft

making money doing drugs

#all answers are correct

8. Which of the above is considered the principles of entrepreneurship?

ownership

economic freedom and responsibility

economic risk

#all answers are correct

9. The secret of entrepreneurship refers to the entrepreneur's:

it is understood to Away one's own reputation

it is understood by the people their desire to be respected

it is understood to keep the application of the new technology confidential

it is understood to honor the name of the firm, not to stain it

10. Entrepreneurship prestige means entrepreneurship:

the preservation of mystery in the creation of a new brand is understood

it is understood to have a reputation within entrepreneurship

price setting is understood

the secret of concluding a contract is understood

11. When was the law of the Republic of Uzbekistan on the promotion of the development of "small and private" entrepreneurship adopted

February 15, 1991

December 21, 1995

August 29, 1998

April 9, 1998

12. In what answer is the time of change introduced into the law of the Republic of Uzbekistan on the promotion of the development of "small and private" entrepreneurship correctly given?

A. February 15, 1991

B. December 21, 1995

V. August 29, 1998

#April 9, 1998

13. When was the law of the Republic of Uzbekistan "on entrepreneurship" adopted?

February 15, 1991

December 21, 1995

August 29, 1998

April 9, 1998

14. Which of the ways to earn money mentioned below is not part of entrepreneurship?

earn money by hiring

earn money through rent by renting land

put money in the bank and earn through interest

#all answers are correct

15. Which of the answers mentioned below are the advantages of small business and private entrepreneurship?

flexibility and ability to make quick decisions

quick skill generation to local conditions

the opportunity to achieve material success with speed

#all answers are correct

16. Which of the answers mentioned below concerns the shortcomings of small business and private entrepreneurship?

the fact that the entrepreneur is sole responsibility

the opportunity to carry out several professions with the addition of

#less involvement of labor resources

flexibility opportunity

17. According to the laws of the Republic of Uzbekistan, the category of small enterprises in industry and construction usually includes enterprises whose average number of employees in them during the reporting period does not exceed the following limit:

Up to 100 people

Up to 75 people

#Up to 50 people

Up to 25 people

18. According to the laws of the Republic of Uzbekistan, the category of small enterprises in the non-production sector usually includes enterprises whose average number of employees in them during the reporting period does not exceed the following limit:

Up to 50 people

Up to 25 people

Up to 15 people

#Up to 10 people

18. According to the laws of the Republic of Uzbekistan, the category of small enterprises in retail trade usually includes enterprises whose average number of employees in them during the reporting period does not exceed the following limit:

Up to 15 people

Up to 5 people

#Up to 10 people

Up to 7 people

19. In which cases is the following the entrepreneur subject to property liability?

when an entrepreneur is found bankrupt

#if the entrepreneur is engaged in activities prohibited by law

when producing its product with the appearance and decoration of the goods of foreign manufacturers

if entrepreneurial activity requiring a special license is carried out without such permission

20. In which of the following cases is the activities of the entrepreneur suspended through the court?

#when the current legislation is violated

if it is grossly broken despite multiple warnings and other types of punishment being applied

when the right of the owner of private property or other subjects is respected

when tax and credit obligations are not fulfilled

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«Approved by»

Vice-rector for academic affairs

_____ D. Xolmatov

« ___ » _____ 2023

**CURRICULUM OF BUSINESS RESEARCH
METHODS**

For the 2023/2024 academic year, master's degree, 1st year students'

Field of knowledge: information	300000	- Social sciences, journalism and
Field of Education:	310000	- Social and behavioral sciences
Course of Study:	70310102	- Economics (industries and sectors)

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Science / module code BUSRM	Academic year 202 3/ 202 4	Semester 1	EKTS-Credits 6
Subject/module type <u>Mandatory</u>	Language of education <u>Uzbek</u>		Class hours per week <u>1st semester</u> <u>6 hours</u>
The name of the subject	Audience training (hour)	Independent study (hours)	Total load (hours)
Business research methods	90	90	180
<p>I. The content of science</p> <p>The purpose of teaching the subject is to explain to students various competitive processes, economic changes, organization of business environment, modeling of consumer behavior, product quality, to ensure its competitiveness, to form knowledge, skills and competences in accordance with the company's direction profile for the correct choice of strategies in the market.</p> <p>The task of science is to teach students the specific features of ensuring healthy competition among producers, the ways and methods of analyzing the market situation, the ways of performing analysis and forecasting using various economic mathematical models, It is to analyze various situations that may arise in the market of consumers and producers through logical heuristics and economic mathematical models, and to teach decision-making and analysis of various situations regarding the choice of the company's market strategy.</p> <p>II. The main theoretical part (lecture sessions)</p> <p>II.1. The subject includes the following topics</p> <p>Topic 1. " Business research methods" f anin in g subject and tasks</p> <p>" Business research methods" - as a science and a course of study. The structure of the course and its place in the system of economic sciences and its connection with other academic subjects. Tasks of the course specific to the conditions of the market economy and the demand for reforms. Laws, decrees and regulations on business development in Uzbekistan. Modernization and modernization of the country's economy and consistent continuation of modernization are the specific and appropriate tasks of science.</p> <p>Topic 2. Organization of business research</p> <p>Maintaining high and consistent growth rates in the economy and further strengthening macroeconomic stability are the most important priorities set in the business sector. Scientific and practical approaches to business research. Principles of scientific research. Business Research Concept and Hypothesis Formulation. Methodological foundations of scientific research. Organizational features of business research. Idea generation, planning, stages and processes. Assessment of scientific and practical effectiveness of business process research, preparation of reports, decision-making.</p> <p>3rd topic. Choosing business research methods</p> <p>Advantages and disadvantages of using different models in business analysis and</p>			

forecasting, their features. Description of analysis and forecasting methods. The object and subject of forecasting business activity, stages of its implementation. Logical-heuristic and economic mathematical methods. Analytical methods of market analysis and forecasting in business activities. Methods of studying the wishes of consumers. Questionnaires, observation, experiments, "focus groups", "hall tests" and other methods. Methods of forecasting the wishes and demands of consumers. Description of consumers. Different ways to make a decision when buying a new product. Individual differences of consumers in assimilation of product innovations.

Topic 4 The concept of providing competitive advantage in business

Competitive advantage in business, ways to achieve competitive advantage. Business environment and business environment indicators. Determining the attractiveness of the business. Valuation and definition of the base market segment of the business. The concept of competitive advantages. Development of technological innovations. Structure of international competition as a result of globalization of business. The main directions of determining competitive advantages. Leadership strategy through cost savings. The goal of differentiation strategy. Specialized strategy.

Topic 5. Information systems in business process analysis

business management. Organization and management of information systems. The nature and importance of information systems in business research methods. Information as a resource of the enterprise. Evolution of information systems, technologies and information management. Formation of business information systems. Global information systems. Types of information systems and their requirements and the process of their organization. Integrated systems of business process management. Requirements for cooperative information systems. New trends in the cooperative information systems market.

Topic 6. Strategic planning of the company's business activities

of the firm's business activity and its characteristics. Study of production organization and management system, internal and external factors affecting business activity. Key indicators that determine the company's activity or activity in the competitive environment. Updating the product range, introducing new technologies into production, indicators of the company's financial condition. Break-even point and methods of determining it, necessity of break-even point analysis. Enterprise business plan and its components. Financial indicators, debt funds, bank interest, profit margin, SWOT analysis, various fees. Modern information technologies and special computer programs used in marketing program development .

Topic 7. Analysis of competitive market attractiveness and demand study

Determination of the absolute and current capacity of the competitive market. Cultural and social factors influencing market capacity. Environmental protection, consumer behavior research, factors affecting them. Development of small businesses, the importance of marketing-mix measures in them. Basic principles of demand research and forecasting. Primary and secondary demand. The firm's market share and measures taken to maintain it. Demand for means of production and methods of its determination. Specific features of demand for services, its research and forecasting.

<p align="center">Topic 8. The main directions of studying the market situation in business</p> <p>The nature and importance of market conditions. Factors forming the business cycle, main indicators and methods of their analysis and perspective. Macro and micro environment of the foreign market. SWOT analysis and its essence. The system of indicators for researching the foreign market situation and their selection criteria. Peculiarities of researching the conjuncture of different markets. The market of raw materials, the market of machinery and equipment, the market of finished products, etc. The main approaches and principles used in the prospecting of the commodity market. Importance of information-statistical supply in the implementation of business prospects. General economic conjuncture and specific methods of its research. Seasonal and permanent influencing factors and principles of their separation.</p> <p align="center">Topic 9. Selection of the company's business strategy in the domestic and foreign markets</p> <p>Analysis of the market launch of new goods. System of financial flows. The process of creating a new product and the specifics of their research. Stages of project analysis and their selection. It's time to put the product on the market . Sales forecasting. Expert evaluation method, opportunity analysis, market research and trial sales organization. Development of the company's marketing program. Stages and criteria for choosing a marketing strategy. Choosing a marketing strategy for the company's line of business. Boston Consulting Group (BKG) matrix, its advantages and disadvantages. GE and M. Porter model.</p>		
II . 2 . Distribution of lecture topics		
No	topics	Hour
1- Semester		
1	" <i>Business research methods</i> " f anin in g subject and tasks	2
2	Organization of business research	4
3	Choosing business research methods	4
4	The concept of providing a competitive advantage in business	4
5	Information systems in business process analysis	4
6	Strategic planning of the company's business activities	4
7	Analysis of competitive market attractiveness and demand study	6
8	The main directions of studying the market situation in business	6
9	business strategy in the domestic and foreign markets	6
	Total:	40
	Total Hours:	40 hours
		=
III. Practical training		
<p align="center">Topic 1. The subject and tasks of the subject " <i>Methods of business research</i>".</p> <p>" <i>Methods of business research</i>" - as a science and a course of study. The structure of the course and its place in the system of economic sciences and its connection with other academic subjects. Tasks of the course specific to the conditions of the market economy and the demand for reforms. Laws, decrees and regulations on business development in Uzbekistan. Modernization and modernization of the country's</p>		

economy and consistent continuation of modernization are the specific and appropriate tasks of science.

Topic 2. Organization of business research

Maintaining high and consistent growth rates in the economy and further strengthening macroeconomic stability are the most important priorities set in the business sector. Scientific and practical approaches to business research. Principles of scientific research. Business Research Concept and Hypothesis Formulation. Methodological foundations of scientific research. Organizational features of business research. Idea generation, planning, stages and processes. Assessment of scientific and practical effectiveness of business process research, preparation of reports, decision-making.

Topic 3. Choosing business research methods

Advantages and disadvantages of using different models in business analysis and forecasting, their features. Description of analysis and forecasting methods. The object and subject of forecasting business activity, stages of its implementation. Logical-heuristic and economic mathematical methods. Analytical methods of market analysis and forecasting in business activities. Methods of studying the wishes of consumers. Questionnaires, observation, experiments, "focus groups", "hall tests" and other methods. Methods of forecasting the wishes and demands of consumers. Description of consumers. Different ways to make a decision when buying a new product. Individual differences of consumers in assimilation of product innovations.

Topic 4 The concept of providing competitive advantage in business

Competitive advantage in business, ways to achieve competitive advantage. Business environment and business environment indicators. Determining the attractiveness of the business. Valuation and definition of the base market segment of the business. The concept of competitive advantages. Development of technological innovations. Structure of international competition as a result of globalization of business. The main directions of determining competitive advantages. Leadership strategy through cost savings. The goal of differentiation strategy. Specialized strategy.

Topic 5. Information systems in business process analysis

business management. Organization and management of information systems. The nature and importance of information systems in business research methods. Information as a resource of the enterprise. Evolution of information systems, technologies and information management. Formation of business information systems. Global information systems. Types of information systems and their requirements and the process of their organization. Integrated systems of business process management. Requirements for cooperative information systems. New trends in the cooperative information systems market.

Topic 6. Strategic planning of the company's business activities

of the firm's business activity and its characteristics. Study of production organization and management system, internal and external factors affecting business activity. Key indicators that determine the company's activity or activity in the competitive environment. Updating the product range, introducing new technologies into production, indicators of the company's financial condition. Break-even point and

methods of determining it, necessity of break-even point analysis. Enterprise business plan and its components. Financial indicators, debt funds, bank interest, profit margin, SWOT analysis, various fees. Modern information technologies and special computer programs used in marketing program development .

Topic 7. Analysis of competitive market attractiveness and demand study

Determination of the absolute and current capacity of the competitive market. Cultural and social factors influencing market capacity. Environmental protection, consumer behavior research, factors affecting them. Development of small businesses, the importance of marketing-mix measures in them. Basic principles of demand research and forecasting. Primary and secondary demand. The firm's market share and measures taken to maintain it. Demand for means of production and methods of its determination. Specific features of demand for services, its research and forecasting.

Topic 8. The main directions of studying the market situation in business

The nature and importance of market conditions. Factors forming the business cycle, main indicators and methods of their analysis and perspective. Macro and micro environment of the foreign market. SWOT analysis and its essence. The system of indicators for researching the foreign market situation and their selection criteria. Peculiarities of researching the conjuncture of different markets. The market of raw materials, the market of machinery and equipment, the market of finished products, etc. The main approaches and principles used in the prospecting of the commodity market. Importance of information-statistical supply in the implementation of business prospects. General economic conjuncture and specific methods of its research. Seasonal and permanent influencing factors and principles of their separation.

Topic 9. Selection of the company's business strategy in the domestic and foreign markets

Analysis of the market launch of new goods. System of financial flows. The process of creating a new product and the specifics of their research. Stages of project analysis and their selection. It's time to put the product on the market . Sales forecasting. Expert evaluation method, opportunity analysis, market research and trial sales organization. Development of the company's marketing program. Stages and criteria for choosing a marketing strategy. Choosing a marketing strategy for the company's line of business. Boston Consulting Group (BKG) matrix, its advantages and disadvantages. GE and M. Porter model.

III.2 . Distribution of practical training topics

No	Topics of practical training	Hour
1- Semester		
1	" Business research methods" f anin in g subject and tasks	2
2	Organization of business research	4
3	Choosing business research methods	4
4	The concept of providing a competitive advantage in business	6
5	Information systems in business process analysis	6
6	Strategic planning of the company's business activities	6
7	Analysis of competitive market attractiveness and demand study	6
8	The main directions of studying the market situation in business	8
9	business strategy in the domestic and foreign markets	8

	Total:	50
	Grand total	50 hours
IV. Independent education and independent work		
1st semester		
No	Independent study topics	
1	The content and essence of priority tasks aimed at further development and liberalization of the economy in the Action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021.	
2	<i>Business Research Methods</i> " subject and tasks of science .	
3	The role of the state in business development in Uzbekistan.	
4	Organization of business research.	
5	Choosing business research methods.	
6	Logical-heuristic and economic mathematical methods.	
7	Analytical methods of market analysis and forecasting in business activities.	
8	Decision making process in business.	
9	in business .	
10	Structure of international competition as a result of globalization of business.	
11	Information systems in business process analysis .	
12	New trends in the cooperative information systems market.	
13	Strategic planning of the company's business activities .	
14	Enterprise business plan and its components.	
15	Analysis of competitive market attractiveness and demand study.	
16	The main directions of studying the market situation in business.	
17	business strategy in the domestic and foreign markets .	
18	Variable sources of income: impact on industry, corporate and business units.	
<p style="text-align: center;">V. Results of science education (competencies to be formed)</p> <p>As a result of mastering the subject, the student:</p> <ul style="list-style-type: none"> • theoretical and methodological foundations of business process analysis; business research models; methods of empirical analysis of the business process; international and domestic market segmentation, price formation and customer service strategies; business process forecasting; <i>to have an idea and knowledge</i> about the possibilities of expanding the sale of goods and services and the methods and ways to withstand competition ; • development of management strategies based on the modern concept of business research; be able to use the methods of assessment and analysis of business processes; determination of the limits of business activity, taking into account business risks; use of analytical methods in choosing new modern business strategies; <i>to have the skills of</i> researching the market and competitive environment, using business forecasting methods ; • a systematic approach to analyzing business problems, applying economic analysis methods to study the behavior of consumers, producers, resource owners, suppliers, and the state, to be able to use decision-making methods, forecasting and analysis of marketing activities ; to be able to use financial analysis methods, to use modern methods of studying human capital, to apply methods of development to the standards of ethics in business; consider business risks; analysis of the competitive 		

	environment, selection of business forecasting methods; should <i>have the skills</i> to perform investment analysis and use the results .
	<p>VI. Educational technologies and methods</p> <ul style="list-style-type: none"> - lectures; - interactive case studies; - seminars (logical thinking, quick questions and answers); - work in groups; - individual projects - projects for teamwork and protection
	<p>VII. Students to receive loans</p> <p>Credits allocated to science are provided to students in case of positive results in each semester.</p> <p>Intermediate (ON) and final (YaN) control types are used to assess students' knowledge of science. Evaluation by control types: 5 - "excellent", 4 - "good", 3 - "satisfactory", 2 - "unsatisfactory" assessment criteria.</p> <p>Midterm control is conducted in the form of written work once in the academic semester .</p> <p>regularly evaluated and graded on each subject in practical (seminar) classes . In this case, the student's timely and complete completion of practical (seminar) training and independent educational tasks, and his activity in training are taken into account.</p> <p>In addition, the grades received for practical (seminar) training and independent educational tasks are taken into account in the assessment of the type of interim control. In this case, the average of the grades obtained during each intermediate control type is re-averaged with the grade obtained from the intermediate control type .</p> <p>The grade obtained from the intermediate controls is recorded in the record as the result of the intermediate control .</p> <p>The final control type is conducted at the end of the semester in the form of written work according to the approved schedule .</p> <p>In intermediate and fina control types :</p> <p>A student makes independent conclusions and decisions, can think creatively, observes independently, can apply the acquired knowledge in practice, understands the essence of science (topic), knows, can express, tell, and is considered to have an idea about science (topic) - <u>5 (excellent) grades</u> ;</p> <p>When the student conducts independent observation, can apply the acquired knowledge in practice, understands the essence of the science (subject), knows, can express, tell and has an idea about the science (subject) - <u>4 (good) grade</u> ;</p> <p>When the student is able to apply the acquired knowledge in practice, understands the essence of science (topic), knows, can express, tell and has an idea about science (topic) - <u>3 (satisfactory) grade</u> ;</p> <p>When it is considered that the student has not mastered the science program, does not understand the essence of the science (topic) and does not have an idea about the science (topic), he is evaluated with <u>a grade of 2 (unsatisfactory)</u> .</p>
	<p style="text-align: center;">Basic literature</p> <ol style="list-style-type: none"> 1. Schindler, PS Business research methods (13th ed.). New York, NY: McGraw-Hill Irwin. (ISBN: 9781260672145). 2019. 2. Zikmund Babin, Carr Griffin. Business Research methods, 8th Edition, Tata McGraw Hill, New Delhi, 2014. 3. D.Rasulova, I.Xotamov, X.Asatullayev. Biznesni tadqiq etish usullari. T.: Moliya,

	<p>2019 y.</p> <p style="text-align: center;">Additional literature</p> <ol style="list-style-type: none"> 1. Mirziyoev SH.M. Buyuk kelajagimizni mard va olijanob xalqimiz bilan birga quramiz. – T.: O‘zbekiston, 2017. – 488 b. 2. O‘zbekiston Respublikasi Prezidentining 2017 yil 7 fevraldagi PF-4947-sonli “O‘zbekiston Respublikasini yanada rivojlantirish bo‘yicha harakatlar strategiyasi to‘g‘risida”gi Farmoni. www.lex.uz. 3. Uma Sekaran and Roger Bougie. Research methods for business: a skill-building approach / Seventh edition. ISBN 9781119165552 (pbk.). 2016. 4. Joe Martelli, Sue Greener. An introduction to Business Research Methods. 2018. 5. Naval Bajpai. Business Research Methods. Copyright © 2011 Dorling Kindersley (India) Pvt. Ltd Licensees of Pearson Education in South Asia. <p>Axborot manbaalari</p> <ol style="list-style-type: none"> 1. www.gov.uz- O‘zbekiston Respublikasi Hukumat portali. 2. www.lex.uz - O‘zbekiston Respublikasi Qonun hujjatlari ma’lumotlari milliy bazasi. 3. www.mineconomy.uz - O‘zbekiston Respublikasi Iqtisodiyot va sanoat vazirligi sayti. 4. www.mf.uz - O‘zbekiston Respublikasi Moliya vazirligi sayti. 5. www.stat.uz - O‘zbekiston Respublikasi Davlat statistika qo‘mitasi sayti.
	<p style="text-align: center;">Developed and approved by Namangan State University</p> <p>- It was discussed and recommended for approval at the meeting of the " Economics " department in " ____ " _____, 2023.</p> <p>- It was approved and recommended for approval at the meeting of the " Economics " faculty council in 2023, " ____ " _____.</p> <p>- NamDU curriculum was discussed and approved at the ____ session of the Council of 2023, " ____ " _____.</p>
	<p style="text-align: center;">Reviewers:</p> <p>K.I.Sirojiddinov - head of the Department of Economics of Namangan State University, associate professor, i. fn</p>

List of used literature

Main literature

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2. O‘zbekiston Respublikasi Prezidentining 2015 yil 15 maydagi —Xususiy mulk, kichik biznes va xususiy tadbirkorlikni ishonchli himoya qilishni ta‘minlash, ularni jadal rivojlantirish yo‘lidagi to‘siqlarni bartaraf etish chora-tadbirlari to‘g‘risidagi 4725-sonli Farmoni
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5. O‘zbekiston Respublikasi Prezidentining 2012 yil 26 martdagi —Eksport qiluvchi korxonalarni rag‘batlantirishni kuchaytirish va raqobatbardosh mahsulotlarni eksportga etkazib berishni kengaytirish haborasida qo‘shimcha chora-tadbirlar to‘g‘risidagi PQ-1731-sonli Qarori.
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32. www.soliq.uz – O'zbekiston Respublikasi Davlat Soliq qo'mitasi rasmiy sayti.
33. www.stat.uz – O'zbekiston Respublikasi Davlat Statistika qo'mitasining rasmiy sayti.