

WAYS OF IMPROVING BUSINESS COMPETITIVE STRATEGY IN THE CONDITIONS OF INNOVATIVE DEVELOPMENT

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Abstract: *In this article, the advantages of the competitive market system, the efficient distribution of resources, in other words, the production of goods and services, that is, the production of new types of goods and services.*

Keywords: *Innovation. competition, enterprise, goods, services, production.*

Today, in the Republic of Uzbekistan, deep reforms are being implemented in every field. A number of reforms are consistently implemented in all sectors of the economy, as in any other field. The essence of the economic reforms carried out by our state is to further improve and strengthen the socially oriented market economy based on healthy competition in our country. Of course, the effective functioning and functioning of the market economy is directly dependent on the effective functioning of market mechanisms. Competition is the main mechanism of the market economy, without which there is no question of a market economy.

One of the advantages of the competitive market system in the conditions of innovative development is the efficient allocation of resources. In other words, resources are "properly" or optimally allocated in the production of each type of goods and services. At the same time, there are hidden flaws in the efficient allocation of resources in a competitive market. That is, there will be additional efficiency in the production or consumption of various types of goods and services. As a result of antitrust policies, laws and specific taxes were in place to prevent the disproportionate distribution of resources.

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The decision "On measures to improve the efficiency of work with privatized enterprises" was announced. Also, during the independent development of the country, more than 30,000 state objects, including 6,500 large and medium-sized enterprises, were sold as private property within the framework of systematic work on privatization and expropriation of property.

As a result, more than 81% of the gross domestic product, 94% of industrial production and more than 82% of all employed people are now in the non-state sector. Therefore, the competitiveness of operating firms, enterprises, organizations and corporations depends on the effective functioning of the country's anti-monopoly system and improvement of the competitive environment. At the same time, the competitiveness of the national economy depends on the level of development of private ownership,

In the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, as an important task in the further development and liberalization of the economy, strengthening the priority role of private property and creating favorable conditions for the development of private entrepreneurship on the basis of privatized objects is defined.

According to it, deepening of structural changes, increasing its competitiveness due to modernization and diversification of leading sectors of the national economy, that is, formation of an effective competitive environment for economic sectors and gradual reduction of monopoly in the market of products and services.

The strengthening of the role of market mechanisms in regulating the activities of economic agents, the elimination of administrative barriers to market entry, and the formation of competitive conditions for all subjects of the economy should be considered as the results of the implementation of measures for the development of competition. An important strategic goal in the development of competition is to create an opportunity for the consumer to receive quality social services at economically reasonable prices.

Increasing the competitiveness of the national economy is closely related to the activation of innovation processes. These are the introduction of high technologies in production, the expansion of the production of innovative products that have the best consumer characteristics and can successfully compete with foreign similar products in the domestic and foreign markets. Therefore, issues related to the systematic management of innovation activity at the micro level, including the level of decision-making on increasing innovation activity, are extremely relevant.

Such a desire of each subject participating in market relations lays the foundation for the emergence and further development of a competitive environment between them. Therefore, an important aspect of the development of the country's economy, along with creating a competitive environment, is the main issue of opening a broad path to the competitiveness of production and goods.

Competitiveness refers to consumption, quality and price indicators of goods and services regardless of whether they are intended for the foreign or domestic market.

is to raise the level of world standards, and the advantage of enterprises in the economic struggle with competitors is largely due to the economic conditions in the country, the four main signs of competitive advantages: the presence of competitive and auxiliary industries in the world market of factor conditions, the demand for products and services, the strategy of the enterprise and the composition of its competition in the domestic market and is determined by the content.

In order to create a competitive environment, in order to maintain the high competitiveness of local products both in the domestic market and in the foreign market, it is necessary to solve the following tasks: to create equal competitive opportunities for all producers of goods in the domestic market and to support national producers in foreign markets. At the current stage of economic development, the state should develop a long-term competitive strategy based on national interests and taking into account the global situation.

In short, the state policy aimed at improving business conditions, creating a favorable business environment, and the struggle in the country's existing full-fledged competitive environment encourages national enterprises to modernize production and technical rearmament in order to achieve superiority in terms of quality and price. In this way, the rapid introduction of innovative technologies and modern scientific achievements into production, the diversification of the production structure is achieved. The company, which has gained in the competition in the domestic market, uses its experience in the international market, where the competition is stronger. The harder the internal struggle, the greater the chances of success in the international market.

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