

## THEORETICAL APPROACHES TO ASSESSING THE COMPETITIVENESS OF COMMERCIAL ENTERPRISES

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**Abstract.** *The article analyzes the methodology for assessing the competitiveness of commercial enterprises based on the technical level of the enterprise, the level of labor organization, assessment of the range, management efficiency, the state and qualifications of labor resources.*

**Key words:** *commercial enterprise, trade services, competitiveness, competitive advantage, assessment criteria, concordance coefficient.*

**Relevance of the research topic.** Globalization of economic relations, expansion of foreign trade activities, and at the same time additional demands of consumers for the quality of goods and services in domestic markets also lead to increased competition in the field of trade services. In our republic, conditions are being created for further improvement of trade mechanisms, development of a healthy competitive environment in the goods market, as well as for increasing the efficiency of business entities and reducing their costs, ensuring the competitiveness of their products. At the same time, it is assumed that the specific aspects of competitiveness, the level of influence, the character, are different compared to other industries, that market activity has a complex effect on efficiency indicators, and researching the competitiveness factors of the subjects operating in the trade sector is important for them not only in the foreign market, but also in the domestic market. causes the need to study as one of the urgent issues of evaluation and improvement.

**Review of literature on the subject.** M. Porter, paying special attention to the competitiveness of industrial sectors, emphasizes that they have primarily resource and technological competitive advantages<sup>12</sup>.

F.B. Abdukarimov in his scientific works "... one of the main tasks of trade is to serve consumers and a special service area that ensures the life of the population"<sup>13</sup> interpreted.

<sup>12</sup> 2.Портер, М. Конкурентная стратегия: методика анализа отраслей и конкурентов / М. Портер ; пер. с англ. – 2-е изд. – М. : Альпина Бизнес Букс, 2006. – 454 с

<sup>13</sup> Ф.Б. Абдукаримов. Савдода бозор механизмини такомиллаштириш ва самарадорлигини ошириш йўллари (Самарқанд вилояти мисолида). Иқтисодиёт фанлари номзоди илмий даражасини олиш учун ёзилган диссертация. Самарқанд: СамИСИ, 2011, 156 б

B.A. Abdukarimov defined the concept of "trade service" in a broad sense as "trade is a special type of service that serves producers on the one hand, consumers on the other hand, and the State on the third hand, and fourthly, it provides services to other sectors and industries of the economy, which uses their services as a consumer and interacts with them"<sup>14</sup> interpreted.

In K.M.Ibodov's researches, it is explained that "Competitiveness of an enterprise or business entity is an economic category, the ability of enterprises to effectively use production resources, gain profit and other advantages in order to meet the needs of society, as well as the ability to increase their capital over a long period of time"<sup>15</sup>.

In the scientific literature, there are widespread methods of evaluating the competitiveness of enterprises according to the product they produce, the type of activity, the efficiency of their economic activity, or the extent to which they have launched marketing activities. Various definitions of competitiveness have been given by the scientists of our country, most of them are understood as having characteristics that create advantages for the subject of economic competition. In addition, there are a number of scientific studies on the development of a complete methodology for evaluating the competitiveness of a retail trade enterprise, but there is still no conclusion in this regard.

**Ways to solve the problem.** Trade services sector is considered one of the important sectors of the economy of our republic, and it is distinguished by the fact that a unique favorable business environment has been formed for the sustainable development of the sector. Competitive advantages can be different types of products, enterprises and organizations or their groups, leadership in different areas of economic relations, and finally, individual countries or their associations (regional, political, ethnic-cultural).

The competitiveness of objects is determined in relation to a certain market or a certain group of consumers formed according to the signs of strategic market segmentation.

In today's conditions of market relations, competitiveness is one of the success factors of economic activity.

It is recommended to distinguish the following components of the competitiveness of the enterprise as its integral feature:

- the competitiveness of the enterprise's market offer;

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<sup>14</sup> Абдукаримов Б.А. ва бошқ. Савдо иқтисодиёти муаммолари. Ўқув қўлланма.-Т.: Иқтисод-молия, 2016, 504 б.

<sup>15</sup> К.М.Ибодов. Монополияга қарши бошқарув назарияси. Ўқув қўлланма.Т.: "ИQTISOD-MOLIYA" нашриёти, 2020 йил. – 308 бет

- competitiveness of enterprise resources;
- competitiveness of management;
- competitiveness of the business idea.

The main aspect of competitiveness is the relativity and dynamic nature of indicators. Relativity means that comparing the enterprise and competitors allows us to talk about competitive advantages over one or the other. The dynamic nature of competition determines its constant changes.

In order to achieve a competitive object in the market and to constantly support it, it is necessary to preserve the acquired competitive advantages, search for and implement new ones.

The competitiveness of a commercial enterprise can be explained from different points of view:

- it is the possibility for consumers to satisfy their needs through the goods and services realized by the trading company compared to rival companies. That is, competitiveness is expressed through product competitiveness;

- it is represented by the potential of establishing the sale of goods and services that can meet the requirements of the internal and external market for competing enterprises and systematically developing their competitive advantage;

- for investors, it is represented by the extent to which the commercial enterprise can effectively use the existing material and economic resources and the possibility of increasing the market value in the future;

- it is the potential of the enterprise to realize competitive products for market entities and to demonstrate innovative growth patterns and factors by effectively using existing opportunities.

Based on the above, we consider it appropriate not to deviate from the generally accepted category of "competitiveness" in defining the competitiveness of the enterprise explained by K.M. Ibodov. Accordingly, competitiveness is applied to the selected object (business, product, enterprise, region, country) in any conditions. "Competitiveness of a commercial enterprise is understood as a relative indicator explained by its position in the market of goods and services compared to rival enterprises, the ability to withstand competition, and the stability of these conditions and opportunities." On this basis, the competitive advantage of a commercial enterprise is the level of competitiveness that can be maintained for a long time.

In our opinion, it is appropriate to classify competitiveness as indicators of competitiveness based on internal factors and competitiveness based on

external factors. This classification makes it possible to use and achieve competitive advantages of entities providing trade services in the future (Table 1).

**Table 1**

**Classification of enterprise competitiveness factors <sup>16</sup>**

<b>Type of benefits</b>	<b>Approaches to creating privileges</b>
A group of external factors	Customer relations;
	increase in the number of loyal customers
	Legal aspects
	Local laws that prevent new competitors from entering the market
	Tax benefits
	Address
A group of internal factors	partnership relations
	Exclusive product
	low prices due to economies of scale;
	assortment width;
	Convenient purchase conditions

The most important goal of competitiveness assessment is to increase the economic efficiency of the enterprise. It is important for competitive enterprises to have a strong position in the market.

The criteria describing the competitiveness of a commercial enterprise should be based on the following:

- reflecting the final target results of the enterprise's economic activity;
- determining the level of enterprise expenses to achieve the set goals;
- comparison with similar criteria of other enterprises;
- analysis of indicators to be able to be separated into more detailed indicators in the future;
- consideration of the time factor.

The competitiveness of a commercial enterprise can be assessed using several criteria at the same time.

In the conditions of the acceleration of digital economic relations, we suggest to fill in the competitiveness of the trading company based on the criteria and indicators in Table 2 below.

**Table 2**

**Criteria and indicators for evaluating the competitiveness of a commercial enterprise <sup>17</sup>**

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<sup>16</sup> Suggested by the author

<b>Competitive criteria</b>	<b>Competitive indicators</b>
Criteria for evaluating the technical level of the enterprise	automation of sales activities and the level of implementation of digital technologies
Criteria for the level of labor organization	scientific organization of work and equipping workplaces with digital technologies
Criteria for evaluating the range of goods	market share status and dynamics of the enterprise
Demand Stimulation Effectiveness Criteria	sales volume and dynamics of the enterprise
Management efficiency criteria	size and level of minimization of management costs
Status and qualification criteria of labor resources	professional qualification of sales staff;

The listed criteria of competitiveness are closely related to each other. A change in the indicator of each of them leads to an inevitable change in other indicators. This situation should be taken into account by the management of the company when making changes to adapt the trading company to the external environment. At the same time, taking into account the fact that competitiveness is often evaluated by experts based on survey results, profitability and economic potential indicators that are widely used in practice are based on the analysis of the company's financial documents, and aspects related to commercial secrets prevent independent research. can be effectively used in evaluating the quality of services and competitiveness of the given trading company from the point of view of customers.

Competitiveness criteria and indicators offered by us allow to develop the most effective measures to achieve competitive advantage based on improving the quality of services in trade enterprises.

conclusion. We consider it appropriate to implement the following in order to increase the competitiveness of trade enterprises:

- increase the level of automation of trade activities and the use of digital technologies;
- maintaining stable dynamics of sales volume. To do this, use modern sales methods and wide introduction of effective marketing technologies;

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<sup>17</sup> Suggested by the author.

- acceleration of the recurrence of funds by achieving a regular decrease in management costs;
- development of an effective system of motivating sales staff.

Implementation of these proposals in practice will ensure the competitiveness of trade enterprises and maintain their stability in the future.

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