

STRATEGIC DIRECTIONS FOR INCREASING THE EFFICIENCY OF BUSINESS ACTIVITY IN ECONOMIC DEVELOPMENT

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Abstract

This article highlights the issues of entrepreneurship, development and implementation of strategic management activities that are important in the economy of our country. The article develops proposals for improving the effectiveness of strategic directions for improving the efficiency of entrepreneurial activity in the context of the globalization of the modern economy.

Key words: economic resources, business, management, entrepreneurship, effective management, investments, effective activity

Introduction. In our republic, small business and entrepreneurial activity are aimed at developing the country's economy at a faster pace, meeting the growing needs of the country's population, providing jobs for the temporarily unemployed population, and accelerating the development of all industries and sectors of the economy. rapidly remains one of the urgent problems. The new development strategy of Uzbekistan for 2022-2026, adopted in our country, is aimed at ensuring the rapid development of the national economy and high growth rates. With stable high growth rates in the sectors of the economy, in the next five years, gross domestic product per capita will increase by 1.6 times, and by 2030, per capita income will increase from \$ 4,000, which will create the basis for joining the ranks of "countries with above average income.[1]

In the current period, in the development of business enterprises operating in our country, and in increasing their efficiency, it is very important for them to choose future development strategies and implement these strategies. A well-defined strategy creates resources for development and leads to a clear understanding of the future potential of the productive resources used in the activity and an increase in the efficiency of their use. Today, some commercial enterprises are trying to use such strategies. There are many examples in this direction. For example, clothing and footwear companies develop their own strategies. their strategies are mainly focused on increasing the volume of exports. Enterprises such as Istiklol Design, Ideal and Dambog are improving their efficiency as a result of such strategies. At the same time, in many commercial enterprises, activities are mainly carried out within the framework of today. Instead of defining the future and creating strategies, determining their effectiveness and using them in their activities, many enterprises are now looking for the necessary production resources. Nowadays, businesses established in the textile, clothing and food industries are often forced to close their operations due to lack of production resources. Ensuring the efficient use of production resources remains a challenge unless continuous operations are in place. Only enterprises that carry out their activities without interruption ensure efficient operation.[3]

Determining strategic directions for improving the efficiency of economic activity is the main way to optimize their production program and effectively use the existing economic potential. By determining the strategic directions for improving the efficiency of economic activity, the impact of qualitative changes embedded in the production process on the use of resources is studied and the directions of use are determined in advance.

The strategies and directions adopted by them are an important factor in optimizing the production program

and the effective use of their economic potential at enterprises engaged in entrepreneurial activities. The preparation and selection of strategies used in activities depends on a number of factors. In order to achieve the full use of the economic potential of entrepreneurial production enterprises, it is necessary to ensure the uninterrupted operation of these enterprises and improve production processes. In this case, the strategy of continuous development is effective. In this strategy of managing the effective use of economic potential, technical and economic regulation of the effective use of economic potential is created. The creation of technical and economic regulation of the effective use of economic potential largely depends on the movement of production resources in economic enterprises. In entrepreneurial enterprises, productive resources are in motion until they turn into a finished product, passing through several stages of production.[4]

The movement of production resources has a decisive influence on the level of employment of machine tools, on the process of operational planning of production, and determines the duration of production.

There are various breaks and stops in the movement of production resources at enterprises. As a result of these shutdowns and various interruptions, there is a decrease in the efficiency of the use of workbenches and materials. The effective organization of the production process largely depends on the organization of the process at each stage, the size, and ensuring the effective movement of raw materials.

The choice of directions for improving the efficiency of economic enterprises depends on the introduction of various management systems in them, and the establishment of communications between them. Such actions ultimately ensure the effective use of the economic potential of enterprises. Therefore, one of the ways to improve the efficiency of activities is the development of management activities and the introduction of modern management. Management of the use of economic potential in commercial enterprises leads to the production of competitive products in the conditions of developing market relations. For example, in the conditions of market relations, it is necessary to be able to withstand competition so that commercial enterprises can survive.

Discussion. The problem of effective use of economic potential is solved by a systematic approach to the relationship between management systems and economic potential in business enterprises in a highly competitive environment. For example, the full employment of looms in enterprises engaged in textile activities is largely dependent on thread breaks in technological processes. To reduce thread breaks in the process, it is necessary to coordinate actions at each stage. The volume of work

performed, the cost of labor, fuel, electricity, and the amount of waste should be determined. At the same time, the throughput, performance and compatibility of each machine with other machines are determined. When coordinating workshops, efforts are made to ensure two situations:

1. Achieve full carving workbenches.

2. Preventing workbenches from being overloaded, providing the next stage workbench with continuous raw materials.

Strategic planning is one of the main factors for the effective management of the existing economic potential of enterprises in the context of economic globalization.

In the context of globalization, it is very important to create a number of strategies to improve business performance and choose the most effective one.

In conclusion, we can say that different economic enterprises have their own characteristics, and as a result, the level of use of production resources in them can affect the system of economic indicators in different ways, and taking this into account in their activities serves as the basis for obtaining a high level of efficiency.

We recommend using different strategies in the process of using production resources in enterprises.

Enterprises choose a strategy for the use of production resources by regularly analyzing their activities. It is important that they take into account changing market supply and demand, the state of competitors, consumer income, changes in suppliers.

Conclusion. In order to establish strategic directions for improving the efficiency of economic activity and maintain it for a long time, we propose the following:

- effective use of broader freedoms granted to entrepreneurship, small and private businesses in the use of production resources;

- organization of training systems for entrepreneurs in order to increase the efficiency of their use of production resources;

- creation of opportunities for the acquisition of products developed by small businesses;

- selection of the most necessary indicators for monitoring production processes with the help of information technologies and tools in economic activity;

- giving more importance to product quality management in production and the desire to increase competitiveness;

- organization of maintenance of means of production and uninterrupted supply of production with raw materials, as well as inventory management;

- creation of a new product for the market by organizing various exhibitions, advertising, sending information to customers;

The effective implementation of these measures will lead to an increase in the efficiency of strategic business activities in our country.

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