



## THE STATE OF PRODUCTION AND THEIR COMPETITIVENESS IN THE ENTERPRISES OF THE AGRO-INDUSTRIAL COMPLEX

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### ANNOTATION

This article deals with the state of agricultural products grown in agro-industrial enterprises of the country. It also covers the competitive situation and opportunities of enterprises in this area. Today, our government is carrying out reforms to increase its competitiveness in the agricultural sector, as well as in any other sector.

**Key words:** *products, agro-industrial complex, competitiveness, marketing, foods.*

The cultivation of fruits, vegetables and grapes plays a special role in ensuring the well-being of the population and food security of the country.

In recent years, consistent measures have been taken to reform agriculture and introduce market mechanisms in the sector.

In particular, the cluster method of agricultural production has been established, the volume of agricultural land allocated to the clusters is 67% in cotton and textiles, 8% in animal husbandry and 7.5% in fruit and vegetable growing.

Extensive work is being carried out in the country to ensure a stable supply of food products to the population, to fully meet consumer demand at the expense of fruits, vegetables, melons, grapes and potatoes grown in our country. A number of targeted measures aimed at increasing the production of fruits, vegetables, melons, potatoes and grapes, increasing the capacity of processing enterprises and export volumes while fully satisfying the domestic market, the establishment of intensive orchards and new vineyards on the basis of modern technologies positive results have been achieved as a result of the implementation of the programs.

In particular, in accordance with the Resolution of the First President of the Republic of Uzbekistan dated December 29, 2015 "On measures to further reform and develop agriculture in 2016-2020" in 2016, cotton fields were reduced by 30.5 thousand hectares. fruits and vegetables were planted. In addition, a new intensive garden on 8.2 thousand hectares, vineyards on 5.2 thousand hectares, a garden on 6 thousand hectares and a vineyard on 3.5 thousand hectares were restored, 9.9 thousand modern greenhouses were built on 532 hectares.

Today, more than 80 types of agricultural products grown in our country are exported to 66 countries around the world. In 2010, cotton fiber accounted for 11.3% of exports, but by 2018 this figure had dropped to 1.6%.

At the same time, the lack of systematic effective market mechanisms, especially in the development of fruit and vegetable growing and viticulture in the industry, the lack of a scientific approach leads to underutilization of the existing potential of the industry.

According to estimates, there is an opportunity to earn 7 times more from grapes, 6 times more from cherries and 5 times more from walnuts than from raw cotton grown on 1 hectare.

We know that the production processes in the ASM fruit and vegetable subsystem are under the influence of various conditions and organizational, technical, economic and social factors, which require scientific generalization. The production process should be based on the classification of the factors that characterize its most important features.

The analysis of the competitive position of the industry involves identifying the strengths and weaknesses of the enterprises included in it, as well as factors that to some extent affect the attitude of buyers to the enterprise and ultimately its share in sales in a particular commodity market. The interdependence and integration of the activities of agricultural processing enterprises and production infrastructure is of great importance in the operation of the fruit and vegetable sub-complex, and all their activities should be subordinated to the common goal - production and delivery to the consumer.

Enterprise competitiveness is the ability to run a business while making a profit in a highly competitive environment. Competitiveness also implies an enterprise's ability to communicate effectively with consumers, suppliers, and competitors.

Interaction with consumers through the purchase and sale of goods, with suppliers - through the purchase and sale of resources needed for production, through interaction with partners, through sales services, and finally through interaction with competitors, the current and future activities of the enterprise in a competitive environment through a system of organizational measures. The competitiveness of the enterprise is reflected in every period of its activity, in every form.

The competitiveness of an enterprise can be described as a potential trait that includes:

The ability of the enterprise to realistically assess the expectations of the target group of consumers and to monitor trends in consumer behavior. In other words, the enterprise must be able to assess consumer demand in a timely, objective and accurate manner, as well as to predict its future changes. Such an assessment can only be made on the basis of a scientific model of the target consumer group, which should be developed on the basis of modern sociology and marketing methods, taking into account the economic, socio-cultural and psychological factors of these consumers.

The ability to organize production in such a way that the results of production meet the expectations of the target group of consumers as the highest value in terms of price and quality. When we talk about results, we mean not only the consumer characteristics of the product, but also its marketing features (price, warranty, after-sales service, etc.).

Ability to pursue an effective current marketing policy.

Factors of unit production - the ability to create conditions for reducing capital, labor, raw materials and supplies, energy costs.

An effective strategy in the field of production and marketing based on innovation ability to plan, organize and conduct.

The realization of the qualities listed above will allow the company to have a real advantage over competitors for a long time. These advantages will be in the form of an increase in the market value of the enterprise, the strengthening of its brand, the strengthening of additional tolerance to the adverse effects of the external environment, including the attack of competitors.

All this together expands the capabilities of the enterprise and reduces the share of its costs in financial, raw materials and other markets. This is reflected in the price of the product and the benefits it brings.

The following strengths and weaknesses of the fruit and vegetable industry of the Republic ASM have been identified:

Strengths (internal factors):

high share of higher education among the population;  
availability of unique natural and recreational potential;  
good state of ecology;

favorable soil and climatic conditions for the organization of modern manufacturing enterprises with deep processing of products in high demand in domestic and foreign markets;

large hydropower potential of rivers in the republic;  
availability of free and cheap labor;

Weaknesses (internal factors):

natural-climatic changes in the volume of production, the dependence of soil fertility;  
relatively low labor productivity;

low competitiveness of agricultural products of agricultural enterprises in the country;  
low investment activity;

high investment and entrepreneurial risks;

lack of sources of investment resources for enterprises and organizations in the country;

the incomplete implementation of international standards in the export of products reduces the competitiveness of small businesses.

In general, the cultivation of fruits and vegetables is a safe industry in the country. Except for years when the weather and climatic conditions are extremely unfavorable (spring cold snaps, heavy rains during flowering and fruiting).

The integral links of the fruit and vegetable and viticulture sectors with the processing industry and wholesale trade have long existed, as required by the specifics of fruit and grape growing, which are perishable and less transportable. But such ties were only related to sales and were mainly guarantees of fast delivery of the product. Nowadays, as the demand for goods is determined more by the quality of the product, it has become an objective necessity to have a single and effective control at all stages of production and sales.

Only when there is an integral economic relationship between the supplier (agriculture) and the consumer (industry and trade) is it possible to meet the high quality requirements of the market, and hence to ensure the efficiency and profitability of production.

To increase the efficiency of fruit and vegetable growing and viticulture, it is necessary to develop and implement a set of organizational and economic measures that require significant investment by both the state and the farms themselves.

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