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Classification Of Competition In The Market Of Light Industrial Goods And The Factors That Shape It

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ABSTRACT

The concept of “competitiveness” is the main category of economic sciences, including marketing. Competitiveness is defined by the value of a commodity, the value of consumption, and a number of other factors relative to similar goods in the market, and it is expressed differently in different markets as a relative concept.

KEYWORDS

Market, business, manufacture, scientific, improve, complex, active, methodology.

INTRODUCTION

In marketing, competition in the market for goods and services is studied more. Countries, regions, cities and districts, enterprises, in general, all business entities have their own market activities, and of course there is

competition between them. Competition is a struggle between independent producers (enterprises) to produce goods on favorable terms and sell them at a good price, to strengthen their position in the economy as a

whole, and represents a complex relationship between all market participants. In other words, the struggle between a manufacturer of the same product or service to occupy the market and ensure its active movement is competition.

Competition and its theory have been studied by many economists around the world, and its scientific and methodological foundations are being improved. The first complete theoretical rules about the theoretical foundations of competition and the driving forces of it appeared in the middle of the eighteenth century. The scientific researches of A.Smith, D.Ricardo, F.Kene, A.Marshall, P.Buagelberg, J.Keins, V.Leontev, Y.Shumpeter, M.Porter and others played an important role in this.

Theoretically, Adam Smith argued that “competition is an activity that benefits society as a whole,” while François Kene promoted the concept of “natural order” and endorsed the emerging concept of capitalism, arguing that its development was based on “free competition” spontaneous change, and supported the denial of state interference in the process.

In our view, M. Porter’s five strengths of competition, Yu.B. Rubin’s theories of enterprise competitiveness are theories specific to a highly formed market economy. M. Porter is better known as the promoter of the economic “cluster” concept, arguing that the competitiveness of an enterprise is related to the economic environment. The economic environment, in turn, is determined by key conditions (total resource, demand) and competition in the cluster. M. Porter developed a recognized method of competitive analysis, arguing that the competitiveness of the national economy develops from the stage of “primary factors” such as cheap labor to innovation-based competition and the final stage - wealth-based competition. According to Porter, “the more competitive the country and the higher the demand from customers”, the more likely it is

that companies in this country will succeed in the international market.

THE MAIN FINDINGS AND RESULTS

Yu.B. Rubin considers the theory of enterprise competitiveness as a “systematic unit of business”. He developed the theoretical foundations of the competitive factor, nature, superiority in business. According to him, “competition is the main driving force of business management” and “like a natural biological process - in the process of continuous development.” In his theoretical views, the means by which market relations develop are competition.

The concept of “competitiveness” is the main category of economic sciences, including marketing. Competitiveness is defined by the value of a commodity, the value of consumption, and a number of other factors relative to similar goods in the market, and it is expressed differently in different markets as a relative concept. Competitiveness is an economic incentive for producers to gain a foothold in the market, increase the share of sales of their goods and be in constant motion. Competition is a factor that socially improves the quality of life, shapes the social protection system and creates innovations.

When considering the described approaches to the description of competition and competitiveness, it is worthwhile to dwell on a number of opinions expressed by economists of the republic in this regard. While M. Boltabaev’s research acknowledges that “competitiveness is the ability to compete with similar goods in certain market conditions,” Nazarov said that “competitiveness is the level of development, according to which the region effectively uses its natural and economic potential, competitive advantages and institutional opportunities. It will ensure a steady increase in living standards and quality of life. ”

In our view, brand competitiveness refers to the ability of a product to attract consumers relative to competing goods.

Competitiveness of enterprises means the manifestation of business opportunities in the market and the ability to have a higher market share and more marketing tools than other entities.

Network competitiveness is a marketing environment that reflects the market opportunities created in a particular industry and the processes of their effective use.

Given that the competitiveness of the enterprise and the state of competition in the market in which it operates depends on the business environment created in this market, it is appropriate to justify the closeness of the concepts of "competitive environment" and "business environment".

Business environment is a guaranteed situation in which all types of business are created to create their own profits, to ensure free movement and activity in the market, and to create market opportunities and conditions that are suitable for their activities.

The concept of competitive environment (konkurentnaya sreda, competitive environment) is a set of economic, legal, organizational and political conditions that provide equal opportunities for market participants in business. Competitive environment is understood as the provision of equal rights of market participants in the market, the existence of economic freedom, the unilateral action of various administrative agencies in their market activities, and the creation and implementation of laws and regulations in accordance with them.

According to the above considerations, the content and essence of the concepts of business environment, business environment and competitive environment are close to each other and all of them complement each other in content.

CONCLUSION

The study of the competitive environment between industries, the role of enterprises in the development of market activities, the impact of competition on the market, the level of perfection of conditions based on the characteristics of each industry, as well as the principles of competitiveness are still insufficiently studied by scientists. not done. Therefore, taking into account the specifics of the light industry of Uzbekistan, it is important to define the essence of theories of competition-based theories of competition.

Although the nature, level of impact, nature of competitive factors in the light industry are different from other industries, its marketing activities have a complex impact on performance indicators. Therefore, the study of the mechanisms of influence of factors requires, first of all, their systematic classification.

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