



PROBLEMS OF COMPETITIVENESS OF BUSINESS STRUCTURES IN THE UZBEK MARKET OF TEXTILE PRODUCTS

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Abstract: In the modern economy, competition in the textile market is becoming more intense and unpredictable. Due to globalization and the rapid development of technology, Uzbek enterprises face a number of difficulties that hinder their successful operation and development. The purpose of this work is to analyze the main problems affecting the competitiveness of Uzbek textile enterprises and propose solutions to overcome them.

Key words: textile industry, competitiveness, development.

In the modern world, the textile industry occupies an important place in the economy of Uzbekistan. However, entrepreneurs operating in this industry face certain challenges that make it difficult for them to operate successfully and compete in the market. The importance of this topic is due to the need to develop this industry both within the country and on the world stage.

The purpose of this study is to analyze the problems affecting the competitiveness of entrepreneurs in the Uzbek textile market. Studying the main reasons that hinder effective work in this area will help determine the main directions for improving the situation and developing recommendations for increasing the competitiveness of the textile business in Uzbekistan.

1. One of the key problems is the low innovative activity in the textile industry. This is due to insufficient access to modern technologies, lack of funding and lack of qualified personnel. To increase competitiveness, it is necessary to stimulate the innovative activities of enterprises, introduce new technologies and train employees.

2. Low quality products. Quality is one of the key factors for success in the market, so it is necessary to pay special attention to it. Quality problems may be due to poor production controls, poor quality standards, and a lack of qualified personnel. To improve product quality, enterprises should focus on improving production processes and quality control systems.

3. High production costs. High production costs of textile products can negatively affect the competitiveness of enterprises. Costs can be high due to poor resource management, high taxes, expensive energy, and a crowded market. To reduce costs, enterprises need to optimize production processes, reduce production costs and look for alternative energy sources.

Recommendations for solving problems of competitiveness of business structures in the Uzbek textile market

1. Stimulating innovation activities. The state can provide financial support for the introduction of innovations, organize educational programs for entrepreneurs and create conditions for the development of an innovative environment.

2. Product quality control. Enterprises need to implement product quality control systems, train staff to comply with quality standards and improve production processes.

3. Optimization of production costs. Businesses can reduce production costs by increasing energy efficiency, reducing transportation costs and using resources more efficiently.



Conclusion

To increase competitiveness in the Uzbek textile market, entrepreneurs should intensify innovation activities, focus on improving the quality of goods and optimizing production costs. The state can support business by creating favorable conditions for the development of the textile industry in Uzbekistan.

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