



DIRECTIONS FOR INCREASING THE COMPETITIVENESS OF FOOD INDUSTRY ENTERPRISES.

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Abstract: The food industries sector plays a crucial role in the global economy, providing food, raw materials, and employment opportunities. However, increasing competition, market volatility, and changing consumer demands have made it increasingly challenging for food industries enterprises to maintain their competitiveness. This article explores various strategies and directions that can help these enterprises enhance their competitiveness and ensure sustainable growth. The key areas discussed include the adoption of innovative technologies, development of human resources, improvement of supply chain management, focus on environmental sustainability, and investment in research and development.

Keywords: innovative technologies, global economy, enterprises.

The food industry sector is a critical component of the global economy, responsible for providing the world's population with essential food and raw materials, as well as generating significant employment opportunities. It plays a vital role in supporting rural economies, ensuring food security, and contributing to socio-economic development across the globe. However, the sector faces various challenges, including increasing competition, market volatility, changing consumer demands, and the need to address environmental concerns. Climate change, global trade dynamics, and evolving government policies further compound these challenges, making it increasingly difficult for food industry enterprises to thrive and maintain their market position.

In light of these challenges, it is crucial for agro-industrial enterprises to adapt and evolve by enhancing their competitiveness through innovative strategies and approaches. By doing so, they can not only maintain their market share but also contribute to the broader goals of food security, environmental protection, and socio-economic development. Achieving competitiveness in the agro-industrial sector requires a holistic approach, taking into account the complex interplay of factors, such as technology, human resources, supply chain management, sustainability, and research and development.

The competitiveness of agro-industrial enterprises has been a subject of significant interest and research, as these enterprises play a critical role in global food security, rural development, and environmental sustainability. This literature review will focus on the research related to the factors influencing the competitiveness of agro-industrial enterprises, as well as the strategies and approaches that have been proposed and implemented to enhance their competitiveness.

One of the earliest works examining the competitiveness of agro-industrial enterprises is Porter's seminal study on competitive advantage. Porter's work, while not specifically focused on the agro-industrial sector, provides a useful framework for understanding the determinants of competitiveness in this context. His model identifies four main determinants of competitiveness: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry.

Adoption of Innovative Technologies



The rapid advancements in technology offer significant opportunities for agro-industrial enterprises to improve their productivity and efficiency, ultimately increasing their competitiveness. The integration of technologies, such as precision agriculture, automation, and digitalization, can enable enterprises to optimize their production processes, minimize waste, and reduce costs.

Precision agriculture involves the use of technologies, such as satellite imagery, drones, and sensors, to collect real-time data on crop health, soil conditions, and weather patterns. This data can be used to make informed decisions about crop management, fertilization, and irrigation, resulting in higher crop yields and improved resource efficiency.

Development of Human Resources

A skilled and knowledgeable workforce is critical for the success of any enterprise, including those in the agro-industrial sector. Investing in the development of human resources can help agro-industrial enterprises attract and retain talented employees, foster innovation, and improve overall competitiveness.

Improvement of Supply Chain Management

Effective supply chain management is essential for agro-industrial enterprises to maintain their competitiveness in an increasingly globalized market. By optimizing their supply chains, these enterprises can reduce costs, improve efficiency, and enhance their ability to respond to changes in market conditions.

Improving supply chain management can involve various strategies, such as implementing just-in-time inventory management, fostering collaboration and information-sharing among supply chain partners, and utilizing technology to track and analyze supply chain data. These approaches can help agro-industrial enterprises minimize inventory and storage costs, reduce lead times, and ensure the timely delivery of products to customers.

Focus on Environmental Sustainability

Environmental sustainability is becoming increasingly important for agro-industrial enterprises, as consumers and regulators demand more environmentally-friendly products and practices. By adopting sustainable practices and reducing their environmental impact, agro-industrial enterprises can enhance their competitiveness, while also contributing to global efforts to address climate change and other environmental challenges.

In conclusion, the competitiveness of agro-industrial enterprises is essential for their long-term success and sustainability in a rapidly evolving global market. By focusing on the adoption of innovative technologies, development of human resources, improvement of supply chain management, emphasis on environmental sustainability, and investment in research and development, these enterprises can strengthen their competitiveness and ensure continued growth. Implementing these strategies can help agro-industrial enterprises overcome the challenges they face and contribute to a more sustainable and resilient global food system.

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