

## ANALYSIS AND WAYS TO IMPROVE THE COMPETITIVENESS OF THE ENTERPRISE

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### ANNOTATION:

**The issue of competitiveness has been relevant for many years. The growth of business activity and the emergence of strategic surprises currently lead to an aggravation of the need to find a promising direction for the development of the enterprise. The main reason for the great interest of many scientists and practitioners in this issue is that competitiveness has a significant impact on the achievement of the main strategic goal of the enterprise, namely the increase in sales of goods, services and, accordingly, the maximum possible increase in profits.**

**Keywords: competitiveness, increase in sales of goods, services, increase in profits, management of the competitiveness of the enterprise.**

### RELEVANCE OF THE TOPIC:

In the scientific developments of domestic and foreign authors, a significant place is given to the problems of creating competitive advantages, assessing the competitiveness of enterprises, as well as methods for improving it. The study of these problems is very significant, despite this fact, the assessment of competitiveness in many cases is subjective and does not give its quantitative value.

As you know, competition is one of the main features of a market economy, so there is a need to adapt to the competitive conditions of enterprises in all sectors of the national economy. The environment in which the firm operates is commonly referred to as the firm's

marketing environment. In the marketing system, a firm operating in the market is not considered separately from other firms, but taking into account the totality of relationships and information flows that connect it with other market entities.

Any company has an ultimate goal, most often, it is a victory in the competition. It is very important to win not a one-time and not accidental victory, the victory should be a logical result of timely, constant, as well as competent efforts of the company.

Today there is a high competition in the trade industry. This is reflected not only in the growth of the service market, the number of factories and stores being opened, but also in the positive dynamics of customer requirements for trade enterprises, people are becoming more and more picky about the quality and quantity of services offered in this area. That is why, for the commercial success of a trade enterprise, it is necessary to have high competitiveness.

The purpose of the study is to analyze the competitiveness of the "Domino" LLC trade enterprise and develop strategies based on it that help increase the company's competitiveness.

In accordance with the goal of the article, the following tasks are solved:

- Define competitiveness;
- Consider the features of the competitiveness of trade enterprises;
- Identify methods for assessing competitiveness;

Describe the activities of the enterprise OOO "Domino"

- Analyze the financial and economic activities of "Domino" LLC;
- Using the methods and criteria for assessing competitiveness to assess the competitiveness of "Domino" LLC in the trade market;
- Based on the analysis, develop measures to improve the competitiveness of "Domino" LLC.

**The object of the study** is the organization LLC "Domino".

**The subject of the study** is the competitiveness of the enterprise LLC "Domino".

**The methodological basis of the study** was educational, methodological literature and monographs of such authors as: Egorova L.S., Kotler F., Kryukov A.F., Magomedov Sh.Sh., Fatkhutdinov R.A., Shapovalov V.A. and others; Articles in specialized periodicals: "Marketing in Russia and abroad", "Competitiveness management of an enterprise" and others. Accounting and financial documentation of "Domino" LLC.

#### RESEARCH METHODS:

The study and analysis of theoretical literature on this topic, analyses, surveys, observation, questionnaires and interviews, the method of expert assessments, a systematic approach, statistical methods for processing data and testing hypotheses, analytical and other modern methods of cognition.

Competition and competition are the main content of the functioning of the economic system based on market mechanisms, the key categories in the general scheme of the categories of the market economy.

#### Market competition ensures:

- The best coordination of production plans for products (services) of manufacturers with the needs of potential buyers;

- The most efficient use of various types of resources used in the production of finished products (rendering services);

- Distribution of income (profit) between commodity producers in accordance with their final economic and financial results of entrepreneurial (commercial) activity.

It is known from general economic theory that any market, depending on its ownership, operates on the basis of three fundamental categories:

- Price of goods (services);
- Interaction of supply and demand (market conditions);
- Competition.

Competition is defined as a situation in which anyone who wants to buy or sell something can choose between different suppliers or buyers. Another interpretation of the term "competition" proposes to understand competition as "a process in which firms compete with each other for consumers of their products."

The high competitiveness of the enterprise is determined by the presence of the following three features:

- Consumers were satisfied and ready to re-purchase the products of this company;
- Society, shareholders, partners are satisfied with the company and have no claims against it;
- Employees are proud of their participation in the activities of the company, and outsiders consider it an honor to be an employee of this company.

The development of production forces, production relations, the increase in production volumes, and the expansion of exchange contributed to the emergence of economic analysis as an independent branch of science.

Economic analysis is a scientific way of understanding the essence of economic phenomena and processes, based on the dismemberment of their constituent parts and

the study of them in all the variety of connections and dependencies.

Evaluation of the economic performance of the enterprise is carried out to obtain data on the level of development of the enterprise, its efficiency. Based on these data, conclusions are drawn about the presence of a problematic situation in the organization under consideration and about possible ways to improve the work of the enterprise and increase its efficiency.

We will analyze the economic performance of "Domino" LLC. Let us consider a set of interrelated values that characterize from all sides the property and financial position of "Domino" LLC, its activities and performance results.

As of the end of 2020, foreign-made products dominated the Uzbek clothing market: 96% of the Uzbek market is imported, about 4% is Uzbek production. Even domestic clothing retail chains produce 80% of their products in China. Other incomes in the enterprise also take place, but their share in the total income is insignificant, it does not exceed 0.2% for the period under review.

Table 1 Let's analyze how the dynamics affected the profit, we analyze the data from the 1C report on the results of financial activities.

Indicator	2018	2019	2020	Absolute deviation (+, -) 2020 to 2018	
				million sum	%
1. Revenue (net) from product sales	154825	144913	134109	-20716	86,6
2. Cost of goods sold, products	122633	122904	108072	-14561	88,1
3. Gross profit	32192	22009	26037	-6155	88,8
4. Selling expenses	24628	21256	15615	-9013	63,4
5. Profit (loss) from sales	7564	7530	10421	+2857	137,7
6. Other income	129	42	162	+33	125,5
7. other expenses	127	112	78	-49	61,4
8. income taxes	1748845	2514650	1632512	-116333	93,3
- property tax	211	122	104	-107	49,2
- income tax	728461	960073	604951	-123510	83
- value added tax	1020173	1554455	1027457	+7284	100,7
9. Net profit	6053	5460	8404	+2351	138,8

After analyzing the financial condition of "Domino" LLC, we conclude that in 2020 the company received sales revenue less than in 2018 by 20,716 million soums, or 13.4%, and in relation to 2019 it decreased by 10,804 million sum, or by 8%.

The cost of goods in relation to 2018 decreased by 14,561 million soums, or 13.5%, and in relation to 2019, the decrease occurred by 14,832 million soums, or by 13.7%.

The percentage of cost increase below the proceeds from the sale of products by 1.9% (13.5-15.4) compared to 2018, and by 8.6 (13.7-8.1) compared to 2019. This fact had a positive impact on the profit from sales, which increased by 2,857 million soums over the period under review.

So, we can conclude that in 2020 the company's financial performance was better than in the previous one, this is clearly reflected in the net profit indicator in table 1.

Consider another indicator of economic efficiency - return on sales. Return on sales is an important indicator of a company's performance. Having calculated the profitability of sales, we will see what percentage of the net profit received from the sale of products covers the costs of acquiring these products.

This indicator helps to estimate how much profit from the sale the company receives from each sum of products sold. In other words, how much remains with the company after covering the cost of production. The indicator of profitability of sales is calculated according to the formula (1):

$$Pi = Ps/R*100, \quad (1)$$

where Ps is the profit from sales, R is the amount of revenue.

In Table 2, we evaluate the return on sales realized by "Domino" LLC for the period from 2019 to 2020.

Table 2 Return on sales 2019-2020, %

Year	Profit, million soums	Sales revenue, million soums	Profitability, %
2018	7564	154825	4
2019	7530	144913	0,5
2020	10421	134109	7,7

According to table 2, it can be seen that in 2020 the profitability of sales increased significantly. We observe an increase in profits in relation to 2018 by 2857 million soums or by 27.4%, and in relation to 2019 by 2890 million soums or by 26.7%. The profitability of goods increased in relation to 2018 by 3.7%, and by 2019 by 7.2%.

Thus, we will conclude from the analysis of the economic performance of "Domino" LLC: the analysis of income showed that in the dynamics for the period 2019-2020, the net profit of the enterprise increased by 2,857 million soums or 27.4%, while revenue from products , decreased compared to 2018 by 10,716 million soums or 15.4%, but income tax also decreased, in 2020 the organization paid less by 123,510 million soums or 20%, this is due to a decrease in revenue from the main activities. We tracked the dynamics of turnover, in which we also saw changes, the company for 2020 increased demand for products by 1,006,091.1 million soums or 11%, so the average decrease in turnover for 2020 was 7.5%.

## CONCLUSION:

Based on the study of the theoretical and methodological foundations of managing the competitiveness of an enterprise, the following conclusions can be drawn. The competitiveness of an enterprise is its advantage over other firms that produce similar products. As you know, the determination of the level of competitiveness occurs in the management process. Today, management plays a huge role

in all spheres of life. The term management refers to the process of planning, organization, motivation, and control necessary to formulate and achieve the goals of the organization. Any organization needs competent and effective management of competitiveness. The quality of managing the competitiveness of an enterprise largely determines the long-term success in the industry. There are various tools for managing competitiveness. There are also many methods for managing and evaluating competitiveness. All of them have their advantages and disadvantages. Determining the effectiveness of applying a particular method of analysis will depend on the market environment in which the company operates.

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