

THE ESSENCE AND ASSESSMENT METHODS OF MANAGING THE COMPETITIVENESS OF CONSTRUCTION PRODUCTS

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Abstract

Ensuring the competitiveness of construction products is critical in a rapidly evolving market economy. However, many companies face a knowledge gap in effectively assessing and managing competitiveness due to the multifactorial nature of construction products, which include quality, price, and compliance with standards. This study reviews theoretical perspectives and practical models—such as the Rosenberg and Grebneva models—and identifies key internal and external factors influencing competitiveness. The methodology includes comparative analysis and expert evaluation of pricing, quality indicators, and market positioning. Findings highlight the importance of comprehensive competitiveness management, integrating marketing strategies, innovation, and consumer needs. Results demonstrate that adopting multidimensional evaluation tools significantly enhances product positioning and market penetration. The study implies that a structured assessment framework is essential for strategic planning and sustainable development in the construction sector.

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As the market develops, it is of strategic importance for any construction company to ensure the competitiveness of its products and services. The competitiveness of construction products includes a number of strategic and tactical marketing and management approaches. This, first of all, consists of the following areas of activity of construction companies in market conditions:

- study and understand consumer demands and the laws of their development;
- assess the capabilities of competitors and analyze their actions;
- examine the market situation;
- study and develop the environment and analyze it;
- It is very important to develop and distribute products in such a way that consumers are convinced that they are actually the products of their competitors.

The main approach of developing countries is to improve the quality of life of the population, achieved by using the most important advantages of competitiveness. Competitiveness is a multifaceted and abstract concept, which serves as a catalyst for increasing the economic and export potential of a

company, as well as its investment and innovation efficiency. In general, it is recognized as a crucial element in increasing competitiveness, in particular in the development of a firm.

There are many misconceptions when assessing the competitiveness of a product. Some of them are:

“Customer satisfaction is determined by the level of competitiveness demonstrated by the objects.” (S.G. Svetunkov).

“The competitiveness of a product is a decisive characteristic of the market. A product that has demonstrated its competitiveness improves its position in the market” (E.V. Minko, M.L. Krishevsky).

“Product competitiveness means the level of competition in a certain market category, determined by the essential characteristics of the market.” (E.V. Minko, M.L. Krishevsky).

“Product competitiveness is understood as the uniqueness of a product or service in relation to other similar objects, as well as its ability to satisfy specific needs and satisfy customers at an acceptable price.” (V. Gribov, V. Yeruzinov).

In our opinion, the above points about product competitiveness are mutually reinforcing. In addition, there is an urgent need to define a definition of competitiveness in order to build products that are based on theoretical and practical points of view.

Although the determination of the competitiveness of a product has encountered difficulties in its development process, there are also unresolved problems in its various manifestations. Thus, the following explanations are given about the competitiveness of construction products: The competitiveness of construction products is understood as their ability to meet the quality standards required by a particular consumer in the construction market, taking into account the initial cost of purchase and the ongoing costs associated with their use. It includes the specific characteristics of construction products, the degree of conformity to meet a specific need in comparison with competing products, and their cost-effectiveness.

The main factor of competitiveness in the construction products industry is the combination of product quality and price. At the same time, various aspects can serve as the basis for the success or failure of construction projects.

The first inhabitant of our people I.A. Karimov emphasized the importance of competition in a market economy, saying: “It is impossible to establish a market economy without competition.” the main principle regulating it, it is emphasized 1.

Competition is considered the most important factor ensuring the development of the economy of all countries.

Competitiveness is determined by various elements, which, according to their characteristics, can be classified as external or corporate factors.

For example, S.L. Garbasevich defines external factors as institutional factors (for example, political, economic and legal factors), environmental conditions and the level of competition in markets. These factors include the forms and methods of state regulation of economic processes, aggregate supply and demand parameters, the development of specific features of price formation. Business aspects are selected based on consumer requirements and preferences. Factors that should be considered include price, level of workmanship, construction period and availability of warranty services.

A. Trubilina in his article “Competitiveness is the main factor of effective work” singled out seven factors:

- “- external factors of formation are understood as influences and circumstances that affect the development of the economy and the market. These elements include changes in customer composition, competitor composition, and the firm's reputation and image.

- product quality requirements - specifications, determined in accordance with current standards, regulations and recommendations, containing guarantees of product safety;
- Economic indicators - indicators that help determine the price and cost of the product.

Thus, the competitiveness of firms largely depends on the high quality of their construction products. Other elements include the cost of the construction product, the costs associated with its consumption, the expected service life and the quality of service offered for the construction product.

R.A. Fathutdinov emphasizes the importance of categorizing the aspects that determine the competitiveness of the product. The author not only provided a list of factors, but also showed the impact of these elements on the competitiveness of the product.

Consequently, by increasing the competitiveness of products manufactured in our country, promoting the development of industry, increasing the competitiveness of products manufactured in organizations and enterprises in the region, strengthening competition between competitors and suppliers of raw materials, organizing production in a system and increasing the level of production, the competitiveness of employees will increase. Due to the increase in advanced technical and technological processes in the supply chain, increasing the rates of tariffed goods, scientific approaches, research and the use of modern methods, the products of enterprises are becoming more competitive.

R.A. Fatkhutdinova noted that growing consumer demands and preferences have increased the level of competition between manufactured products.

Although the criteria proposed by the authors are currently effective, the main factors of global competitiveness in the construction industry remain product quality and price.

The main attribute of construction objects is their quality, which includes stability, reliability, accuracy, ease of use and maintenance, as well as other important aspects, such as flawless operation and compliance with demanding standards. However, this is not enough.

To strengthen competitiveness management in the construction industry, it is necessary to create an innovative product evaluation system. This is very important, since the evaluation of company products is indispensable for effective management. This approach offers a method for assessing the competitiveness of building materials in the market by using unique measures to assess the competitiveness of construction products.

In the field of analytics, in particular, in the Rosenberg model, products are evaluated based on their ability to meet consumer needs. When calculating the competitiveness index, the index is determined taking into account the integral indicators of the product, as well as the main and benchmark indicators or indicators of similar products offered by competitors. It is determined by the comparison process. When assessing competitiveness by sales volume, the competitiveness of the product is assessed by determining the relative market share of the competitor in relation to the product being sold. In a model developed on the basis of specific indicators, a distinctive feature of the model is that it includes a very broad description of the product.

The competitiveness of a product is determined by its level of penetration, regardless of its relative modesty compared to its actual size. The Grebneva model assesses the competitiveness of a product by analyzing and calculating the relative indicators of quality and price in relation to similar products offered by competitors. If the competitiveness coefficient is less than one, this indicates that the company offers an uncompetitive product on the market. Its technological and economic elements need to be changed. To achieve success in the market, it is not enough to exceed this value by only 10-20%. However, if this indicator falls below the range of 30-50%, then Akomraniya is in a very difficult position. If the percentage is above 50-70%, the market will consistently move in the indicated direction.

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The compatibility between enterprises and their competitors, as well as the location of competitors in the market and the safety of maintaining a distance between the location of the enterprise and its competitors.

The study of data provides confidence in the correctness of the chosen course of action for firms in the market, as well as its potential for substitution.

The Porter matrix is based on a clear concept of competitive strategy: in it, the company's main focus is not only on satisfying customer desires, but also on existing competitive market conditions. M. Porter developed a competitive matrix based on the criteria that determine the company's position in the market.

1. Cost management: the company's policy is aimed at minimizing costs. All other characteristics are of lesser importance.
2. Unique strategy: the company's product should have unique qualities that distinguish it from similar products offered by competitors that are accepted by consumers.
3. Segment targeting refers to the act of focusing on one or more specific parts of the market with the aim of achieving economic efficiency, establishing a unique position, or both.

The inherent disadvantage of the Porter matrix is the inability to identify the means of achieving a clear market position for the firm in relation to competitors. Determining the level of competitiveness of construction products cannot be achieved by a single method. This requires analyzing a group of factors and drawing conclusions based on the data obtained. In addition, subjective assessments of experts are taken into account. The complexity of construction and the unpredictable nature of labor make it difficult to accurately determine the full level of competitiveness. Therefore, practical use is the only effective approach.

Thus, we emphasize that when assessing the competitiveness of these products, it is necessary to use a thorough methodology that allows you to correctly assess the level of competitiveness of the product and formulate a strategy for managing its competitiveness.

Adabiyotlar ro'yxati.

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