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DEVELOPMENT OF ORGANIZATIONAL AND ECONOMIC MECHANISMS TO INCREASE THE CAPACITY OF TEXTILE ENTERPRISES

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Abstract:

In article questions perfection of mechanisms of management of business activity of the enterprises of the textile industry are considered.

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In recent years, the volume of production in the textile industry has been growing rapidly, and its share in the country's GDP is growing significantly. However, in general, the existing potential and resources of the textile industry of Uzbekistan are not fully used. This further increases the relevance of in-depth scientific and practical research of the resources and potential of textile enterprises.

It is known that today a lot of research has been conducted on the concept of potential of industrial enterprises, their components, indicators of its evaluation. However, almost no research has been conducted that fully covers the specific development characteristics of the real sector of the economy and based on it, scientifically and practically based proposals on the concept of potential of enterprises, its evaluation indicators and capacity building mechanisms. Research in this area has largely covered the issue of economic potential [1,2,3,4]. A study of the definitions of the term "economic potential" leads to the conclusion that these definitions are aimed in two directions:

1. Economic potential is a set of available resources;
2. Economic potential is the ability of productive forces to achieve certain results.

In the first case, the concept of "economic potential" is approached only in terms of resources. This does not allow for a full disclosure of the comprehensive economic nature of economic potential. In the second case, the main focus is only on the results of the use of economic potential.

Such a description of economic potential as either the state of resources, or the ability to use resources, does not fully reveal its economic essence. In our opinion, it would be expedient to approach the concept of economic potential of textile enterprises by combining the above directions.

Production of enterprises of the textile and clothing industry - an important role in improving the organizational and economic mechanisms to assess the potential of its founders (production, marketing, innovation, investment, management, finance) and increase the efficiency of its management, taking into account the specifics of management holds.

The economic mechanism includes relations, forms, methods and means that support the implementation of plans of socio-economic development of the subjects using economic methods and

ensure the interests of their interaction.

Today, in the context of increasing competition in the consumer market, the priorities for improving the organizational and economic mechanisms to increase the capacity of textile enterprises through the production of a system that is adaptable to external factors and ensure competitive advantage should be:

- rational use of existing raw material resources to increase the production capacity of existing textile enterprises, create new types of raw materials and alternate their composition, increase the volume of exports and fill the domestic market by launching the production of competitive high value-added products using modern techniques and technologies loading; to launch the production of components and fittings that are currently in demand through imports;
- creation of new types of goods, development of new markets, further improvement of fashion and design activities in order to increase innovative potential;
- study the demand for textile products in order to increase marketing capacity and identify prospects for sales promotion, conduct regular marketing research in foreign and domestic markets, organize effective marketing management, ensure the successful movement of textile products by searching for promising market segments;
- attracting foreign direct investment, construction of new textile enterprises, technical re-equipment and modernization of existing ones, further increase the attractiveness of the investment climate in order to introduce modern technologies in production to ensure investment potential;
- regularly monitor the movement of funds to increase financial capacity, prevent bankruptcy, increase profits by reducing the cost of production or increasing the cost of production, sharply reduce the amount of all assets relative to revenue, increase product profitability, accelerate asset turnover.

To solve such a wide range of tasks, it is necessary to improve the management system and develop and implement measures to increase the capacity of textile enterprises.

Therefore, in the course of the research, the main directions and measures for improving the capacity management of enterprises in the textile and garment industry were identified and developed.

Its evaluation is important in finding ways to effectively use the existing potential of the textile industry. An analysis of the research conducted in this area shows that many methods of assessing the capacity of the enterprise describe only some areas of its activities: only the state and availability of available resources and the effectiveness of the use of these resources.

Therefore, it is advisable to use a number of methods in assessing the potential of a complex enterprise.

One of the distinguishing features of textile enterprises is that the consumption of raw materials in the structure of production costs in these enterprises is quite high (85-90 percent). Therefore, in the process of assessing the potential of these enterprises, it is necessary to pay sufficient attention to this situation.

Based on this, based on the existing methods of assessing the capacity of the textile enterprise, we have developed a model method of assessing the capacity of the textile enterprise based on the distinguishing features of its production.

The model of capacity assessment of a textile enterprise is formed as follows: the potential of the textile enterprise under study is determined by comparing it with a "clear model" or the enterprise with the highest performance in the industry. Its implementation includes the following steps:

Step 1. Selection and grouping of indicators for assessing the potential of the textile enterprise.

Phase 2. Conduct research to study the potential indicators and factors of the studied textile and competitive enterprises.

Step 3. Identify a management entity or a conditional “specific sample” entity.

Step 4. Normalization of capacity indicators will be carried out in relation to the performance of the "clear model" enterprise.

Step 5. Determining the level of importance (share ratio) of the unit indicator and group of indicators in order to ensure an objective assessment of the potential of the textile enterprise. The level of significance of the group and indicators (share ratio) can be determined using the expert assessment method.

Step 6. Determining the aggregate group indicators of the potential of comparable textile enterprises.

Step 7. Forecasting key factors of capacity building and forecasting the level of capacity of comparable textile enterprises.

Step 8. Categorization of textile enterprises on the basis of integral indicators.

Step 9. Analysis of primary, aggregate and integral indicators of the potential of the textile enterprise.

The potential indicator of a textile enterprise can theoretically be in the form of a coefficient from 0 to 1 or in the form of a percentage from 0 to 100 percent.

The current situation in the textile industry of Uzbekistan can be described as a very complex and problematic situation. Low efficiency in the textile industry (according to experts, this figure ranges from 40% to 50%) is due to a number of factors (low product quality and productivity, use of obsolete equipment and technology), ie the lack of a clearly defined marketing strategy, national and foreign textile products. due to factors such as insufficient study of market conditions [5].

It is necessary to create a research base for a systematic study of the state of the world commodity market and marketing of the activities of exporters. It is necessary to involve in this work trade and economic missions, foreign branches of the Embassy of Uzbekistan, representatives of various local financial and industrial structures, specialized research institutes and educational institutions, the Chamber of Commerce and Industry of Uzbekistan. There is a need for state and regional programs, Uzbek legislation, a system of foreign trade data on the activities of Uzbek trade representatives abroad.

It is necessary to open a network of presentation centers abroad, assist in the establishment of joint chambers of commerce and industry and business councils.

It is necessary to improve the support system for local producers. Import-related raw materials, which are not produced in our country or imported in small quantities, should be encouraged by setting low or "zero" rates for domestic production, which depends on the materials.

In order to improve the management of foreign economic activity through existing legislation, it would be expedient to carry out the following interrelated activities:

- it is necessary to develop and legally establish a single comprehensive program for the management of foreign economic activity through tariffs and without tariffs;
- due to the fact that a large number of introduced laws and by-laws complicate the activities of foreign economic activity, it is necessary to prepare a single regulatory act for the management of foreign exchange accounts;
- development of a strategy to protect the Uzbek market and local producers through the principles of liberalization of foreign economic activity and the rational combination of protectionist policies;
- it is necessary to implement a policy of diversification of foreign economic relations in order to eliminate the full dependence of Uzbekistan on other countries;
- it is necessary to change the existing legislation on foreign economic relations, primarily in order to attract foreign investment. It is important to keep in mind that a foreign investor may actually feel

better about domestic producers than in well-protected countries. It is necessary to encourage the inflow of foreign capital into Uzbekistan, to establish guarantees for the protection of such investments in practice.

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