

METHODS OF ASSESSING COMPETITIVENESS IN A CHANGING ECONOMY

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Abstract:The rapidly changing economy in the process of globalization creates some obstacles and difficulties in assessing the competitiveness of companies. The evaluation methods developed for evaluation using different methods and their implementation in practice are compared with problematic situations, they are discussed a lot, and alternative directions are also proposed by scientists.

Key words:Level of competitiveness, assessment methods, enterprise management strategy, external factors, scientific research, increasing competitiveness.

Introduction:Competition is an integral part of free enterprise. Current in the conditions of market economy, one of the most urgent problems is to raise the quality of goods and turn them into competitive goods in order to strengthen and develop the economic potential of our country, to take part in the world market.

Competitiveness assessment method:Ensuring the competitiveness of the product at the required level implies the need for its quantitative assessment. There are several methods of determining product competitiveness, which have been developed for different market participants.

I. Evaluation of product competitiveness in manufacturing enterprises. The basis of the method is the comparison of the new product with the reference product, sample or the most competitive of the existing products. This methodology consists of the following steps:

1. Market analysis, selection of the most competitive product to determine the level of competitiveness of the new product and as a basis for comparison. For the purpose of comparison, it is necessary that the analyzed new product belongs to the group it belongs to, is specific and appropriate for this market, and deserves a lot of attention from consumers (in the case of DV - these are generic products produced by different companies, are analogues).
2. Determination of comparable indicators.

The competitiveness of any product is determined by the sum of properties that are of interest to the consumer and serve to satisfy a specific need. For this reason, at the second stage of collecting competitiveness indicators (consumption and economic), indicators related to the analyzed product are selected - they are comparative indicators.

After determining the consumer indicators of comparison, they are placed (a hierarchy is established), in which indicators of great importance to the consumer are brought to the fore. This process is carried out by a specially selected group of experts who have reliable and accurate information in the fields of production and application of this product.

Indicators of greatest interest are carefully studied. However, it is also necessary to take into account secondary indicators, because it is they that can be decisive for success in the market. (Even the smallest opportunity to increase product competitiveness cannot be missed).

Economic (price) indicators are also placed on the same chart. The method of evaluating the competitiveness of drugs. The need for a special methodological approach to assessing the competitiveness of DV in wholesale and retail organizations is explained by the fact that the participants of the consumer market face the problem of choosing those that meet the specific needs of patients from a large number of DV.

Strategic planning of competitiveness

Reliable level of competitiveness of services (organization).

more than the following among the many methodological approaches to defining used:

- A set of service features, including customer requirements

Integral competitiveness based on the assessment of the level of satisfaction

building an indicator;

Development of a list of the main parameters of the service

coloring and expert assessment;

- Conducting surveys among clients and experts;
- Comparison with potential;
- Construction of profiles of graphoanalytic methods;
- Foreign methods of strategic marketing.

We will consider the method of assessing competitiveness based on the construction of an integrated indicator proposed in the official documents on the provision of transport and forwarding services (R 3112178-0393 - 2000 "Organization of business activities in automobile transport").

Summary: It is known that the most important factor in increasing the competitiveness of enterprises is the conditions, and the results of scientific researches have proved it. In other words, the condition means first of all the level of provision of sufficient resources, their use and evaluation. It should be noted that resources are not only capital, but also company employees, management,

marketing system and others are understood. Each company resource identified in this way

can be evaluated with an appropriate quantitative or qualitative indicator. So variable

the competitiveness of the company in the economy itself is a separate aspect of economic activity -

as a sum of individual performance indicators

appears.

To sum up, the changing economic environment in our modern life has created a lot of diversity, and it covers a lot of methods in assessing the competitiveness of enterprises. But being able to evaluate it correctly is recognized by the method chosen by the enterprise itself, that is, it is inextricably linked with the type of activity, plans and strategic directions of the enterprise.

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