IMPROVING THE METHOD OF ASSESSING THE LEVEL OF USE OF THE EXPORT CAPACITY OF TEXTILE INDUSTRY ENTERPRISES

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Annotation. The article examines the issues of improving the method of assessing the level of use of the export potential, which is adaptable to changes in the market situation, in the enterprises of the sewing and knitting industry of the Republic of Uzbekistan.

Key words: sewing and knitting enterprise, export, potential, method, assessment method, industry.

INTRODUCTION

The role of the textile industry in further increasing the export potential of New Uzbekistan is incomparable. The republic has accumulated rich historical experience in the development of this sector, and there are sufficient conditions, raw material base and labor resources. In the new development strategy of Uzbekistan for 2022-2026, the task "to double the production volume of textile industry products" is defined [1]. Ensuring the effective performance of these tasks requires improvement of the method of assessing the level of utilization of the export potential of republican sewing and knitting enterprises.

LITERATURE REVIEW

The economic essence of the definition of "export potential" does not depend on the scope of the enterprise's activity. However, the formation of the export potential of the enterprise has a number of characteristics in comparison with enterprises in other sectors of the economy. These features are primarily related to the special type of product, which these enterprises supply to the foreign market.

In a series of works by R. Hausmann and B. Klinger [2], the impact of export on the development of the economy of rapidly developing countries is studied.

Russian scientist I.A.Rusakov implemented an approach in the evaluation of export potential from the point of view of its formation elements and proposed an evaluation method

based on the study of their influence on export potential based on the interrelationship of financial, production, labor, market and investment potentials [3].

Another Russian researcher M.S.Sychev said that in order to evaluate the export potential of an industrial enterprise, first of all, it is necessary to analyze the internal capabilities of the enterprise and the external market conditions, as well as to calculate the integral indicator of the competitiveness of the enterprise. will be [4].

Another Russian researcher L.V. Davydova proposed a method of evaluating the export potential of the enterprise based on the systematization of technical, technological, organizational and socio-economic factors describing the activity of the enterprise according to the indicators and criteria that describe each of them [5].

The works of Uzbek scientists M.R. Boltaboev [6], Yo. Karieva [7], Z. Adylova [8], R.A. Isaev [9], N.M. Muminova [10] develop export potential and strategies of the textile enterprise. devoted to the study of development problems.

RESEARCH METHODOLOGY. The methodology of scientific research is the dialectic method, and methods such as statistical, selective observation, comparison, and classification were used in the research process.

ANALYSIS AND RESULTS

Today, the textile industry of the Republic of Uzbekistan is increasing its export potential by effectively using its existing capabilities. It should be noted that in order to be a full-fledged member of the world market of textile products, in order to carry out successful export activities, it is necessary to constantly increase the competitiveness of the manufactured products. At the same time, the increasing competition in this market and the emergence of new market segments for textile industry enterprises of our republic, in turn, require improvement of the method of assessing the level of export potential utilization of textile industry enterprises.

Recognizing the importance of this issue, the study of existing scientific research in this field leads to the conclusion that until now the essence of the economic category "export potential" has not been fully revealed by researchers, and there is no single scientifically based approach to its evaluation. and makes it somewhat difficult to form a system of indicators.

Entering the foreign market requires a preliminary assessment of the export potential in order to determine the potential opportunities of the enterprise to supply and promote competitive products to the foreign market or to provide competitive services in the required amount in a certain period.

Another of the main problems in the evaluation of the export potential is the insufficient information base and the lack of unity of some indicators.

In this regard, one of the goals of this research work is to develop an alternative methodology for evaluating the export potential of an industrial enterprise.

Based on the existing methods of assessing the state of utilization of the export potential of a textile enterprise, we have developed a method of calculating the state of utilization of export potential in the form of a model and the stages of its implementation, depending on the distinguishing features of the production of all textile enterprises.

Based on the effective use of innovation-investment activity in the strategic development of textile enterprises, the analysis of the state of export activity of the textile enterprise was carried out at the first stage of the assessment of the export potential of the industry.

The second stage. Selection of a group of experts consisting of mature specialists of the network and research institutions. At this stage, a group of experts will be selected from among the management staff of local and regional executive authorities and specialists of enterprises, scientific institutions and specialized bodies, and information material on the results of the export activity of the studied objects will be selected. A group of 26 experts was selected as experts, consisting of leading specialists and scientists who know the production and export activities of the textile industry.

At the third stage, experts selected indicators and criteria for evaluating the effectiveness of using the export potential of the textile enterprise. This group of experts was initially asked to select the indicators necessary for evaluating the efficiency of using the export potential of the enterprise and to group them (by quantitative and qualitative characteristics).

At the fourth stage, the method of evaluating the effectiveness of using the export potential of the textile enterprise was developed. In contrast to the existing methods of evaluating the efficiency of the use of export potential by enterprises, the evaluation method proposed by us, in the evaluation of the efficiency of the use of export potential, divides indicators into groups such as quantity and quality, unlike the existing methods, and ensures an increase in the level of reliability of the evaluation result.

In accordance with the quality goals (S), the primary integral indicator of the efficiency of using the export potential of the textile enterprise is determined as follows:

$$\text{K}_s = \sqrt[9]{F_{meh_s} * F_{ich_s} * F_{inves_s} * F_{m_s} * F_{innov_s} * F_{mar_s} * F_{ekol_s} * F_{ij_s} * F_{bs_s}} \quad (1)$$

here, F_{meh_s} – primary multiplier in accordance with quality goals of labor potential;

F_{ich_s} - primary multiplier of production capacity according to quality goals;

F_{inves_s} - primary multiplier in accordance with quality goals of investment potential;

F_{m_s} - primary multiplier in accordance with quality goals of financial potential;

F_{innov_s}- primary multiplier of innovation potential according to quality goals;

F_{mar_s}- primary multiplier of marketing potential according to quality goals;

F_{ekol_s}- primary multiplier of ecological potential according to quality goals;

F_{ij_s} - primary multiplier in accordance with quality goals of social potential;

F_{bs_s} - primary multiplier according to the quality objectives of the market potential.

In accordance with the quantitative goals (M), the primary integral indicator of the efficiency of using the export potential of the textile enterprise is determined as follows:

$$К_m = \sqrt[9]{F_{meh_m} * F_{ich_m} * F_{inves_m} * F_{m_m} * F_{innov_m} * F_{mar_m} * F_{ekol_m} * F_{ij_m} * F_{bs_m}} \quad (2)$$

here, F_{meh_m} – primary multiplier in accordance with quantitative goals of labor potential;

F_{ich_m}- primary multiplier in accordance with quantitative goals of production potential;

F_{inves_m}- primary multiplier according to the quantitative goals of the investment potential;

F_{m_m}- primary multiplier according to the quantitative goals of financial potential;

F_{innov_s}- primary multiplier according to the quantitative goals of innovation potential;

F_{mar_s}- the primary multiplier according to the quantitative goals of the marketing potential;

F_{ekol_s}- primary multiplier in accordance with quantitative goals of ecological potential;

F_{ij_s} - primary multiplier in accordance with quantitative goals of social activity;

F_{bs_m} - the primary multiplier according to the quantitative objectives of the market potential.

In the fifth stage, standardization and normalization of the information module of the coefficients and bringing them to the calculated data set were carried out.

Taking into account the specificity of the research subject, we found it necessary to use the method of using an integral indicator in evaluating the effectiveness of using the export potential of the textile enterprise. This allows us to more accurately reflect the capabilities of the enterprise in the foreign market using indicators with a certain weight.

$$K_{ES} = \sqrt{\propto * K_s + (1-\propto) * K_m} \qquad (3)$$

here, K_s − the primary integral indicator of the effectiveness of using the export potential of the textile enterprise in accordance with the quality goals (s);

K_m − the primary integral indicator of the effectiveness of using the export potential of the textile enterprise in accordance with the quantitative goals (m).

$\propto$ − load coefficient of export potential.

As a result of the study, the normative value of the coefficient of utilization of export potential was determined, which is from 0 to 1.0.

In the sixth stage, the evaluation of the effectiveness of using the export potential of the studied textile enterprises was carried out using the developed improved method.

In order to test the results, the regional tapmak kophonalap of Tashkent city, Bukhopo and Andijan region were selected as empipic acoc. The results show that in 2023, the level of utilization of export potential in "BUKHORA ZARHAL TEKS" LLC, "KAMALAK SHABNAM TEKS" LLC, "BEST COLOR TEXTILE" LLC, "BETLIS TEKSTIL" LLC, "FULL COTTON" LLC, "KURGAN TEX" LLC And in LLC it is at a "low" level.

Seventh stage. Development of measures to increase the efficiency of using the export potential of textile enterprises and forecasting the main factors.

Thus, from our side, the improved method of evaluating the effectiveness of using the export potential in textile enterprises will allow us to improve their activity and rationally use available resources by objectively evaluating this activity.

CONCLUSION/RECOMMENDATIONS

In general, we offer the following suggestions to increase the export potential of textile enterprises:

development of an effective quality management system at the network level and its implementation;

based on the GSP+ system, to study the requirements of consumers of textile products in the EU countries and develop measures to satisfy them;

implementation of an effective branding policy to revitalize the process of selling textile products in international markets;

effective organization of the product sales process based on the results of in-depth study of the market situation of textile products based on marketing research;

organization of trade houses abroad, organization of international exhibitions and fairs, as well as use of effective marketing tools to further increase export potential of textile products.

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