

**WAYS TO DEVELOP AND INCREASE THE EFFICIENCY OF ENTREPRENEURSHIP
IN THE SERVICE FIELD****Xaydarova Luiza Komilovna**

Independent researcher of SamIES

Abstract. The authors of the article described the socio-economic nature of the development of entrepreneurship in the service sector, the role and importance of entrepreneurship in the national economy.

Key words: entrepreneurship, business, state, service, efficiency.

Introduction. The final result of the socio-economic reforms implemented in the world is aimed at ensuring the well-being of families. Today, family businesses have become one of the main sectors of the economy in many European countries, the USA and Latin America. For example, "the share of service companies in the EU countries is more than 50%, in Latin America it is 65-90%, and in the USA it is 95%. Also, 45-50% of the GDP of European countries, 70% of the Latin American countries, 65-82% of the GDP of the Asian countries are created by services" [1]. Therefore, the development of this field is a constant focus of the world community. During the past period, about 300 laws and more than 4,000 decisions of the President of the Republic of Uzbekistan aimed at the fundamental reform of all spheres of state and social life were adopted within the framework of the action strategy for the five priority directions of the development of our country in 2017-2021. In terms of reforming the national economy, effective measures have been taken to liberalize foreign trade, tax and financial policy, support entrepreneurship and guarantee the inviolability of private property, organize deep processing of agricultural products, and ensure rapid development of regions [2]. Based on the in-depth analysis of complex global processes and the results of our country's progress, in the following years, based on the principle of "For human dignity", we will further increase the well-being of our people, transform economic sectors and rapidly develop entrepreneurship, unconditionally ensure human rights and interests, and active citizenship. The third priority direction of the reforms aimed at forming the society is the 29th goal of rapid development of the national economy and ensuring high growth rates "Creating conditions for the organization of business activities and the formation of permanent sources of income, the share of the private sector in the GDP to 80% and the share of exports to 60% "to deliver". Solving these tasks

requires conducting systematic research on the development of entrepreneurship in the service sector and increasing its efficiency. This determines the relevance of the topic.

Research materials and methodology. In the process of covering this article, the laws of the Republic of Uzbekistan on entrepreneurship, the decree of the President of the Republic of Uzbekistan, the works of the President of the Republic of Uzbekistan, the content and essence of the scientific works of economists in the socio-economic fields were studied, and the existing economic conditions of entrepreneurship development were studied. indicators were analyzed. A number of scientific researches are being conducted in the world on the development of entrepreneurship. These include the economic and social importance of entrepreneurship, its role in the country's economy, the main types and directions of entrepreneurship in the enterprise economy, sources of enterprise income, and ways to reduce costs. In many countries, comprehensive research is being conducted in areas such as the development and improvement of the efficiency of entrepreneurship, providing employment to the population, and improving their well-being. The importance of entrepreneurship in the country's economy has been studied by many foreign scientists, including A.M.S.Valleyo, S.O.Kalendjian, Ye.V.Korchagina, V.A.Korolev and A.Chernitsky [3]. Development of entrepreneurship in our republic M.K. Pardayev, A. Olmasov, H.P. Researched by Sh.A. Sultonov, D.T. Yuldashev [4] and other scientists. In our country, development of entrepreneurship in the field of services, development of the economy, providing employment to the population, improving their well-being, and raising the standard and quality of living are becoming urgent issues.

Research results. In the decision of the President of our country on the implementation of the "Every family is an entrepreneur" program, "The ancient professional traditions of our working people, the business potential of entrepreneurship, handicrafts, homemaking and other types of entrepreneurial activities are widely popularized"[5] necessity is emphasized. It can be seen that one of the many directions of entrepreneurship development is the problems related to the development and improvement of entrepreneurship in the service sector. In order to ensure the rapid development of this field, it is an objective necessity to improve the legal framework. Because the sphere of small business and private entrepreneurship is an important factor of sustainable growth of the country's economy, creation of new jobs and increase of income of the population. The role of small business and private entrepreneurship in ensuring stable socio-economic growth in our country is incomparable. Using business opportunities (homemaking, handicrafts, baking, opening a home kindergarten and nurseries, taking additional classes, etc.) is one of the appropriate ways to use internal opportunities.

Compared with other types of enterprises in Uzbekistan, the following benefits have been created for service enterprises. First, service enterprises can operate in the residence where the family lives and sell the products produced by it in this place. Service companies, given this opportunity, make it much easier to start a business and continue it effectively. It also reduces the cost of products and services provided by them. Secondly, it is not required to convert residential premises belonging to the participants of the service enterprise on the basis of property rights into non-residential premises for the purpose of using them in the activities of the family enterprise, except for the cases stipulated by the legislation for certain types of activity. Thirdly, in the event that the service enterprise uses the residence for the production of goods (performance of works, rendering of services) while living in it at the same time, communal infrastructure services (electricity, water supply, sewage, gas supply and heat supply) payment is made according to the rates and conditions established for the population. In particular, these opportunities created for business entities serve to increase their competitiveness.

Discussion. Currently, more than 316,000 enterprises and organizations are operating in the territory of the republic. Of these, 209,500 enterprises and organizations operate in the service sector. The share of enterprises and organizations operating in the service sector in the total number of enterprises and organizations was 66.1%, the State Statistics Committee reports. enterprises and organizations (33.1%) engaged in showed. Their share was 9.2%. The share of enterprises and organizations engaged in transportation and storage activities in the total number of enterprises and organizations in the service sector was 6.2%. and the share of enterprises providing communication services was 3.3%. The share of enterprises and organizations providing services in the field of healthcare and social services was 3.1%. In January-September 2023, preliminary data according to this, the volume of market services provided is 105,244.8 bln. was equal to soums. Compared to the same period last year, the growth rate was 108.9%. Compared to the same period last year, the volume of transport services is 10.5 trillion. to soums, trade services (6.9 trillion soums), financial services (4.0 trillion soums), communication and information services (1.5 trillion soums), educational services (1.1 trillion soums) was observed to have increased. A relatively insignificant increase in the volume of services was observed in health care services. Their volume compared to January-September 2022 is 0.3 trillion. increased to soums. The highest growth rates were in architecture, engineering research, technical testing and analysis services (131.3%), financial services (25.4%), education services (124.2%), communication and information services (117.3%), health care services (114.5%) were recorded.

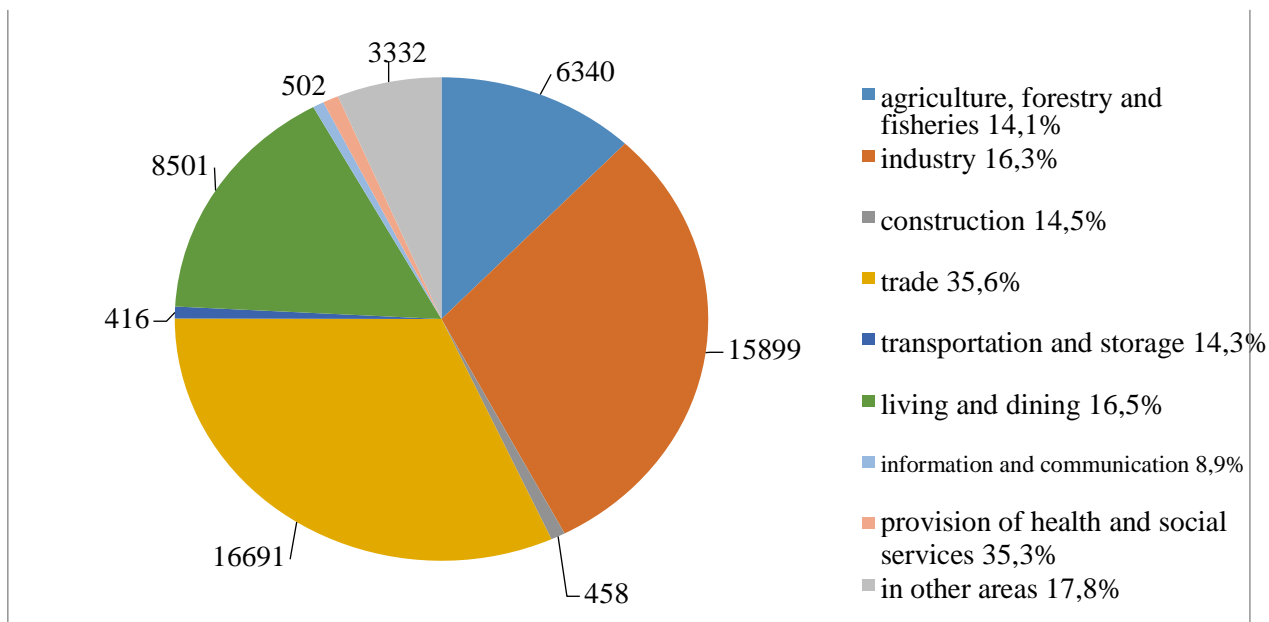


Diagram 1. The degree of specialization of business enterprises operating in the Republic of Uzbekistan by types of economic activity (in %)¹

It is possible to observe an uneven trend in terms of the share of business entities operating in our republic by region. As of January 1, 2021, 9041 of them belong to Samarkand, 5778 to Fergana, 5400 to Surkhandarya, 354 to Syrdaryo, 1165 to Namangan, 1661 to Jizzakh. Such a trend can be observed in other indicators of regional development. There are various reasons for this, which may be related to the favorable geographical location of the regions, natural resources and climatic conditions, the level of development of infrastructure facilities, and the influence of other factors. Of course, such factors also affected the development of family business.

¹ Source: Compiled based on the information of the Statistical Agency of the Republic of Uzbekistan.

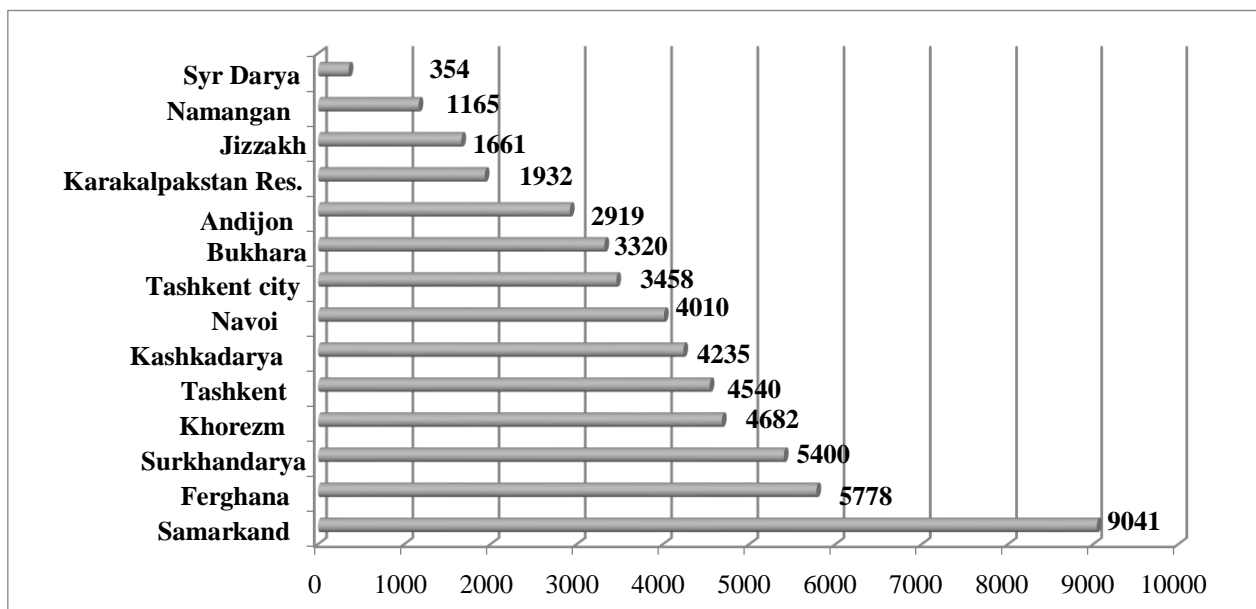


Diagram 2². The number of business enterprises established in the region

Conclusion. First, in the context of the establishment of the economy of New Uzbekistan, it is appropriate to support business entities, to increase the effectiveness of the state's mechanisms for supporting entrepreneurship;

Secondly, it is necessary to come up with means to solve the problems of consumers in business activities;

Thirdly, to create the necessary conditions for the implementation and development of entrepreneurial activities;

Fourthly, in order to achieve one entrepreneur from each family, in order to form entrepreneurship skills among the population, to regularly carry out propaganda work, to train qualified personnel for the industry;

Fifth, in the studied studies, it is recommended to further develop the following types of activities of entrepreneurship in the field of service provision in the assessment of the effectiveness of entrepreneurship in the development of regions:

- trade and catering (retail, national cuisine and restaurants) services;
- national crafts, repair services and household goods;
- computer and modern information technology services (types of services such as internet cafe, small printing house, mobile connection and "paynet");
- transport services;
- photo and beauty salons (rental of bridal dresses and wedding equipment, etc.).

² Source: Compiled based on the information of the Statistical Agency of the Republic of Uzbekistan.

During 2018-2021, as a result of the implementation of programmatic measures for the creation of conditions for the formation of additional and stable sources of income by ensuring the employment of the population in the entrepreneurial activities, ensuring their employment in crafts, household and other areas of entrepreneurial activity, the social protection of the population, especially in remote areas helped to improve the economic situation of needy families to a certain extent.

At the same time, by improving the efficiency of the system of financial support for small business, entrepreneurship development, ensuring population employment, programs for women and young generation initiatives, as well as fundamentally improving the working methods of state-owned commercial banks and increasing the popularity of banking services, it is necessary to establish full-fledged partnership relations with broad strata, small business and family business entities.

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