

APPROACH TO THE METHODOLOGY OF ASSESSING THE BALANCED DEVELOPMENT OF THE PRODUCTION POTENTIAL OF A TEXTILE ENTERPRISE

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Annotation. This article examines the issue of improving the method of assessing the proportional development of the production potential of textile enterprises in order to ensure adaptability to the effects of internal and external environmental changes in textile enterprises.

Key words: adaptation, capacity, production potential, assessment, efficiency, proportionate development.

INTRODUCTION

As is known, today, in world practice, one of the main priorities of reforms being implemented in all areas is the implementation of the long-term strategic goal of the country's economic development aimed at improving the living standards of the population, and the continuation of the policy of structural changes and the accelerated development of modern industries and production sectors based on high technologies, aimed at ensuring Uzbekistan's competitiveness and strengthening its position in the world market. In this regard, there are tasks that cannot be postponed in the production of competitive products by establishing a proportionate use of the production potential based on the rational use of all available resources, and in this process, the issue of improving the methods of evaluating the production potential in the management of the development of textile enterprises is of great importance.

LITERATURE REVIEW

The authors' analysis of existing studies on the assessment of the production potential of the enterprise shows that a unified theory and methodology of such assessment has not yet been developed. Researchers offer their conceptual approaches based on various evaluation criteria and approaches to their selection, and the analysis of existing methods and methods of evaluation designed to solve specific problems allows us to conclude that the evaluation, as a rule, is carried out on the basis of the actual achieved values of the indicators that describe the work of the

enterprise, which do not fully correspond to the essence of this economic category, reflecting the potential of the enterprise.

In the practice of analyzing economic activity, there are methods for assessing the state of the enterprise's production potential. Based on these methods, using data from several years, it is possible to determine the dynamics of changes in the assessment of the state of production potential. However, such dynamics are not identical to the concept of innovative development, although it was previously used to assess the development of the enterprise's production potential. Such methods include those developed by G.S. Merzlikina and L.S. Shakhovskaya, L.D. Revutsky, P.A. Fomin and M.K. Starovoitov. According to the approach implemented in the methodology of G.S. Merzlikina and L.S. Shakhovskaya, the production potential of an enterprise is determined by summing up indicators for the components of the subject included by the authors [1]:

- market component: the potential demand for the product and the market share occupied by the enterprise, the potential size of the demand for the enterprise's product, the enterprise and the labor market, the enterprise and the market of production factors;
- production component: the potential size of production, the potential potential of basic funds, the potential potential of raw materials and materials, the potential potential of professional personnel;
- financial component: potential financial indicators of production (profitability, liquidity, solvency), potential investment opportunities.

In addition to the approach proposed by G.S. Merzlikina and L.S. Shakhovskaya, a detailed methodology for determining and evaluating the production potential of the enterprise proposed by L.D. Revutsky can be given. "Production potential" means the volume of work in given units of measurement (standard hours) of labor costs that can be performed by the main production workers over a certain period of time (for example, a year) based on the available production funds, with a two- or three-shift work schedule and an optimal organization of labor and production" [2]. In his opinion, this concept is the basis of the calculation of the economic evaluation system of the enterprise's production potential.

In addition, G.S. Merzlikina, L.S. Shakhovskaya and L.D. Revutsky. There are significant shortcomings in the approaches to the evaluation and analysis of the production potential of the enterprise proposed by the Revutskys. They do not take into account the organizational, structural and informational components of the production potential, the interaction and interdependence of all the components of the production potential.

Currently, the most successful approach to the problem of assessing the level of production potential of an enterprise is the assessment method proposed by P.A. Fomin and M.K. Starovoitov, according to which the assessment of the level of production potential of an enterprise is carried out in three stages:

1) to determine the elements of the production potential of enterprises whose components are production, personnel and material, informational, organizational and economic components, as well as their characteristics;

2) development of general and special indicators of the evaluation of the efficiency of the use of the production potential of the enterprise by types, in particular, the authors propose to evaluate the condition of production, material and personnel components;

3) determine the threshold values of the indicators and assign the analyzed enterprise to a particular category (high, medium, low level of production potential) [3].

The method for assessing production potential proposed by Yu.Yu. Korobkova is distinguished by the following features [4]:

1) The author offers a comprehensive methodology for determining not only its size, but also the level of efficiency of use, combining the advantages of resource and efficiency approaches;

2) From the point of view of an integrated approach, a model of the forecast level of development of the production capacity is proposed;

3) The production potential is evaluated taking into account the level of importance of each component in terms of the state of its constituents and their use.

The advantages of the method proposed by the Russian researcher O. V. Karsuntseva are listed as follows [5]:

1) The production potential is evaluated according to the value of the integral indicator, taking into account the importance of each component in terms of the state of its constituents, their use;

2) the universality of the methodology (it can be used to evaluate not only the enterprise, but also the network, etc.).

RESEARCH METHODOLOGY. The research was based on the research results of foreign and domestic researchers on the subject and used methods such as statistical, selective observation, comparison, expert assessment.

ANALYSIS AND RESULTS

The most appropriate tool for measuring the ability of individual enterprises to produce an acceptable volume of competitive products while using resources efficiently is multidimensional

factor analysis. It better meets the goals, objectives, and requirements of assessing the utilization of production potential of textile industry enterprises than other methods.

Relying on the existing methods of assessing the state of the production potential and the level of its utilization in the textile industry enterprise, we have improved the method of assessing the state of the production potential of the textile industry enterprises and the level of its utilization with the help of a multi-factor analysis method consisting of the following two sections, depending on the distinguishing features of the production of the textile industry enterprise:

SECTION 1: development of a method for assessing the state of formation of the production potential of a textile enterprise.

SECTION 2: development of a method for evaluating the level of utilization of production potential of a textile enterprise.

Initially, the stages of the implementation of the process of Section 1 "Development of the method for assessing the state of formation of the production potential of a textile enterprise" were formed and they are listed as follows:

The first stage involves the selection of an expert group consisting of leading specialists from the industry and research institutions. At this stage, an expert group is selected from among the management staff of executive authorities at the local and regional levels and specialists from enterprises, scientific institutions and specialized bodies, and information material on the results of the export activities of the objects under study is selected. A group of 30 experts, including leading specialists and scientists with extensive knowledge of textile industry production and export activities, was selected as experts.

In the second stage, the experts selected indicators and criteria for assessing the state of formation of the production potential of the enterprise and determined the importance level (weight) of the selected indicators.

In the third stage, the information module of the coefficients was standardized and normalized and brought to the calculated data set.

The fourth stage. Development of a method for assessing the state of formation of the production potential of the enterprise. According to the proposed method, the primary integral indicators of the indicators describing the state of the production potential of the textile enterprise by the components of the production potential are calculated taking into account the importance level of these indicators. After that, the final integral indicator of the evaluation of the production capacity of textile industry enterprises is calculated based on these primary integral indicators.

The fifth stage. Assessment of the state of formation of the production potential of the studied textile industry enterprises.

The sixth stage. Development of textile industry enterprises to choose an alternative strategy for increasing the efficiency of the use of production potential of textile industry enterprises.

The seventh stage. Development of measures to increase the efficiency of use of production potential of textile industry enterprises and forecasting of the main factors.

Evaluation of the level of utilization of the production potential of textile industry enterprises is also carried out in the above-mentioned stages.

As an empirical basis for testing the methodology, “KAMALAK SHABNAM TEKS” LLC; “BETLIS TEKSTIL” LLC; “FULL COTTON” LLC were selected. The assessment of the values of the state of the production potential and the level of its utilization of the 3 textile industry enterprises under study for 2024 was evaluated according to the hierarchical scale developed by the author. The results show that the state of production potential in 2024 is “high” in “KAMALAK SHABNAM TEKS” LLC and “BETLIS TEXTILE” LLC, and “medium” in “FULL COTTON” LLC. The level of utilization of production potential in these textile enterprises in 2024 is “critical” in “KAMALAK SHABNAM TEKS” LLC and “low” in “BETLIS TEXTILE” LLC and “FULL COTTON” LLC.

CONCLUSION/RECOMMENDATIONS

Based on the results of the research, in order to increase the effectiveness of marketing performance management in textile enterprises, it is necessary to pay attention to the following:

- acceleration of innovative activities;
- urgent development, discussion, adoption and implementation of a Program of special measures aimed at raising production efficiency to a new technical and technological level and creating favorable conditions that ensure sustainable growth in the volume of production of competitive goods over the years;
- pay serious attention to their financial aspects and personnel issues in this process;
- in order to implement measures, it is advisable to constantly research the market situation, consumer behavior, to formulate the future development strategy of the enterprise based on the results, and to develop tactics for increasing investment activity in all areas of activity.

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