

**WAYS OF INCREASING AND IMPROVING PRODUCT EXPORT CAPACITY IN
LIGHT INDUSTRY ENTERPRISES**

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Abstract: In this article, the main factor of the enterprise's success in market conditions is its financial strength, financial stability, increase in production efficiency, formation of competitiveness, production and analysis of a wide range of goods. In the analysis of the export opportunities of "Samarkand Apparel" LLC, we tried to determine the stability and reliability of the enterprise on the basis of financial reports. For this purpose, we studied the main financial reports of the enterprise for three years, that is, the balance sheet and the financial results report. In 2023, the net income from the sale of products increased by 39.18%, which indicates the expansion of the production and sales activities of the enterprise. The working capital ratio also increased by 7 percent to 18,155.

Keywords:Textile enterprise, product, export, efficiency, experience, market, demand.

Introduction. The rapid development of Uzbekistan's socially oriented market economy model is connected with increasing attention to foreign economic activities, as well as defining the ways of integration into world economic relations and the wide implementation of the advanced experience of achieving success in the conditions of free international competition. is liq.

After the independence of our country, the implementation of structural changes in the economy, the establishment of export-oriented production enterprises and the production of competitive products through technical and technological updating, the acquisition of new regional markets and the further increase of the country's export potential are important measures. importance was given.

both legal and institutional conditions are being created for the process. In particular, the mobilization of existing reserves for increasing the types of export deliveries and expanding their geography, as well as providing comprehensive support to exporting enterprises, strengthening the positions of exporters in traditional foreign markets and opening new markets. comprehensive measures are being taken to control the situation. Most importantly, efforts in this regard are yielding positive results.

One of the tasks set by the President included the following: "In order to further stimulate exports, it is necessary to harmonize the technical regulatory system with international standards. One of our main goals is to export quality and certified products to the foreign market under the name of "Uzbek brand". The light industry of Uzbekistan is one of the multi-faceted, innovative and attractive sectors of the country's economy. Today, the share of light industry in the GDP is 3.8%, 26.2% in the volume of industrial products, 44% in relation to non-food products, also shows that the industry has a great role in the economy of our republic. The average annual increase in the volume of product production in industrial enterprises is 20%, and the increase in the volume of export is 10%.

Currently, the expansion of exports opens up new opportunities for ensuring economic growth, increasing production efficiency, creating new places and raising the standard of living of the population. We know that in recent years there has been a significant increase in the foreign trade relations of enterprises in Uzbekistan and an improvement in the export structure. The role of export-oriented enterprises is increasing in the growth of foreign trade and export potential and, as a result, in strengthening the competitiveness of the national economy.

Today, the capacity of the factory is designed to produce 7.8 million pieces of knitted products per year. The main part of the capacity is intended for inner knitting, that is, 6 million units, and partly for high knitting - 1.8 million units. Most of the products are sold in the domestic market. At the same time, in the last two to three years, great attention has been paid to occupying foreign markets.

Analysis of literature on the topic.Based on foreign experiences, it should be noted that many economists have been engaged in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

It is necessary to acknowledge the scientists who made a great contribution to the development of the marketing theory in the economy, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. Y. Abdullaev, A. Saliev, M. Sharifkhojaev, B. Khodiev, D. Rakhimova, R. Boltaboev, D. Ergashkhodjaeva and others can be included.

Research methodology.Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Research results.In order to increase the export potential of the products, the production of a new synthetic fabric - fleece product is being launched at the enterprise. A wide range of products made from this fabric is characterized by its softness, ability to keep from cold and warm. In January 2020, the first batch of this product worth sixty thousand US dollars was exported to Belarus.

In the analysis of the production and economic activity of "Samarkand Apparel" JSC LLC, it is necessary to study the situation of product sales in the first place (table 1).

Table 1.

Analysis of sales of products of "Samarkand Apparel" LLC in 2022-2023

T/r	Indicator name	Unit of measure	2022 year	2023 year	Difference	Growth rate, %
1	Sale of merchandise, life size	A thousand pieces	603.6	619.2	+ 15.6	102.6

2	Product sales volume, incl	Million soums	1715.48	1929.29	+ 213.81	112.5
3	In the domestic market	Million soums	251.98	406.19	+ 154.21	161.2
4	export	Million soums	1463.5	1523.1	+ 59.6	104.0

Source: "Samarkand Apparel" LLC information

The conducted analysis shows that in the last two years, the main attention is paid to the use of export opportunities in "Samarkand Apparel" LLC. The increase in the volume of sales of products in natural sizes was 102.6% compared to 2023 and amounted to 619.2 thousand units. If we analyze the volume of sales, in 2023 it was equal to 1929.29 million soums and increased by 12.5% compared to 2020. The analysis of the sales volume by markets shows that the share of exports is decreasing. If in 2023, exports accounted for 85% of the total sales volume, in 2023 the export volume decreased to 79%. In addition to domestic prices, currency reforms carried out in our country also had a great impact on this.

The main factor of success of any enterprise in market conditions is its financial strength. Financial stability and independence allow not only self-management and disposal for the enterprise, but also the formation of competitiveness. Analysis of financial indicators is considered especially important for companies entering the international market. In the analysis of the export opportunities of "Samarkand Apparel" LLC, we tried to determine the stability and reliability of the company based on the financial reports. For this purpose, we studied the three-year main financial reports of ukorhoa, that is, the balance sheet and financial results reports.

Table 2

Balance indicators of "Samarkand Apparel" CJSC, by the end of the year, thousand. Soum.

T/r	Indicators	Amount by years			Change in 2023 compared to 2021, +, -
		2021	2022	2023	
1	Total assets incl	2597614	3091137	6406540	+3808926
1.1	Long-term assets	1428272	1373776	1221654	-206618

	Including residual value of fixed assets	1425621	1315577	1194303	-231318
1.2	Current assets incl	1169342	1717361	5184886	+4015544
	Inventory	493692	1012558	2606425	+2112733
	Debtors	518708	695734	2212829	+1694121
	Funds	153392	9069	361052	+207660
2	Total liabilities incl	2597614	3091137	6406540	+3808926
2.1	Sources of own funds	2419632	2666081	3781934	+1362302
2.2	Obligations	177171	425056	2434062	+2256891
	Including long-term liabilities	0	0	0	

Source: "Samarkand Apparel" LLC information

From this table, we can see that total assets have increased 2.5 times over the last two years and reached 6406540 thousand soums. Such growth of the company is a proof of the success of its aggressive policy and chosen strategy. Regular expansion of assets in the enterprise serves to increase its wealth and status. We can see this in the picture below.

At the same time, the decrease in the amount of long-term assets in the structure of the company's assets shows that attention is mainly focused on current goals in "Samarkand Apparel" JSC. An excessive increase in current assets can serve to increase risks. As can be seen from the picture below, current assets in the company are much larger than long-term assets.

To determine the level of risk, we analyze the structure of the company's liabilities as of December 2023. It can be seen that the sources of own funds increased by 1,362,302 thousand soums and reached 3,781,934 thousand soums. This situation indicates capitalization of profit in the enterprise and low risk in the enterprise. Indeed, we can see that the ratio of liabilities in the composition of liabilities has decreased significantly.

Carrying out the financial situation only on the basis of the balance sheet of the enterprise does not allow to determine the sources of increase of assets, in this regard, we need to analyze the activities of "Samarkand Apparel" LLC in the current years. For this, we will consider the results of financial activity in the last two years (Table 3).

Table 3

Financial indicators of "Samarkand Apparel" LLC, thousand. soum.

t/r	Indicators	Amount by years		in 2023 compared to 2022, %
		2022	2023	

1	Net income from product sales	1221593	1700210	139.18
2	Cost of goods sold	947700	1183508	124.88
3	Gross profit from product sales	273893	516701	188.65
4	Period costs	384803	641491	166.71
5	Main activity benefit	353308	830797	235.15
6	Profitability of general economic activity	383710	830797	216.52
7	Net profit	342416	782285	228.46

Source: "Samarkand Apparel" LLC information

The following conclusions can be drawn from the above table. The fact that the net income from the sale of products increased by 39.18% in 2023 indicates that the company has expanded its production and sales activities. At the same time, the cost of sold products also increased, but it was much lower than the rate of increase in net income, that is, it increased by 24.88%. As a result, the gross profit from the sale of products of "Samarkand Apparel" JSC LLC almost doubled and amounted to 516,701 thousand soums in 2023. The programs to improve the efficiency of production led to a decrease in cost growth and, as a result, an increase in net profit. If in 2021 the net profit was 342,416 thousand soums, by 2023 its volume increased by 128.46% and reached 782,285 thousand soums.

In the generalized table of the analysis of general economic activity, we can clearly see that the economic efficiency of "Samarkand Apparel" LLC has increased. (Table 4).

Table 4

Analysis of economic efficiency indicators of JK "Samarkand Apparel" LLC.

No	Indicators	Unit of measure	2022	2023	Difference (+;-)	Growth rate
1	Net income from product sales	A thousand soums	1221593	1700210	478617	139.2
2	Profitability of general economic activity	A thousand soums	383710	830797	447087	216.5
3	Net profit	A thousand soums	342416	782285	439869	228.4
4	Average annual cost of fixed assets	A thousand soums	2028388	1912729	-115659	94.29
5	Average annual value of working capital	A thousand soums	2028023	4309804	2281781	212.5

6	Profitability of product sales	%	28.0	46.0	18	164.2
7	Efficiency of fixed assets	Soum	0.6	0.89	0.29	148.3
8	Return on fixed assets	%	16.9	40.9	24	242.0
9	Capacity of funds	Soum	1.66	1,125	-0.535	67,78
10	Working capital efficiency	Soum	0.6	0.394	-0.206	65,67
11	Return on working capital	%	16.89	18.15	1.26	107.46

Source: "Samarkand Apparel" LLC information

Conclusion. The following conclusions can be reached according to analytical indicators⁶

- The average annual cost of fixed assets has decreased by 6% in the current period and is 1912729 thousand sshm.
- The average annual value of working capital increased by 112% and reached 4,309,804 thousand soums by the end of the year.
- The profitability of product sales increased by 64% and was 46% by the end of 2017.
- The performance index of the main funds improved by 48% and reached 0.89 today. Correspondingly, the profitability of the main funds has also increased sharply and is 40.6%.
- A 67.7% decrease in the indicator of the fund capacity of economic activity indicates that the enterprise has carried out effective work.
- The working capital ratio also increased by 7% to 18,155.

The above analysis shows the increased financial stability of "Samarkand Apparel" JSC LLC and indicates the financial basis of launching the product on the international market.

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