

## STRATEGIES TO INCREASE THE COMPETITIVENESS OF THE TEXTILE INDUSTRY IN UZBEKISTAN

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**Abstract.** The article provides for strategies to increase the competitiveness of enterprises of the textile industry, the effective organization of strategic behavior, their development and progress. As a result of the study of regulatory documents, statistical data on the support of textiles, the problems that exist in the field have been analyzed. As a result of the analysis carried out by the author, a number of proposals and considerations were expressed for the development of enterprises through strategies to increase competitiveness, increase the volume and quality of sales of products, and have a place in the world market.

**Keywords:** competitiveness, strategy, brand, quality, marketing, human resource management, technology, investment projects.

## СТРАТЕГИИ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ В УЗБЕКИСТАНЕ

**Аннотация.** В статье рассмотрены стратегии повышения конкурентоспособности предприятий текстильной промышленности, эффективная организация стратегического поведения, их развития и прогресса. В результате изучения нормативных документов, статистических данных по поддержке текстиля, проанализированы проблемы, существующие в сфере. В результате проведенного автором анализа был высказан ряд предложений и соображений по развитию предприятий через стратегии повышения конкурентоспособности, увеличения объема и качества реализации продукции, а также занять место на мировом рынке.

**Ключевые слова:** конкурентоспособность, стратегия, бренд, качество, маркетинг, управление персоналом, технологии, инвестиционные проекты.

### Introduction

Currently, light industry and textile industries are developing rapidly in Uzbekistan. A number of decisions and decrees adopted in our country, including the “new Uzbekistan development strategy for 2022-2026” adopted by the president of the Republic of Uzbekistan on 10.01.2023

In the decrees of PF-2 “on measures to support the activities of cotton textile clusters, radically reform the textile and sewing-knitting industry and further increase the export potential of the industry”, continuing the industrial policy aimed at ensuring the stability of the national economy in our country and increasing the share of industry in the GDP, increasing the production of industrial products by 1.4 times in conclusion

It is planned to bring the level of production capacity utilization to us \$ 5 billion, increase from 65 to 81 percent, and fill 35,000 vacancies.

### **Analysis of thematic literature.**

We can observe that the analysis of the available literature on the issue posed is carried out by many studies in the field of textiles and that competitiveness strategies have been researched by many leading scientists. In particular, the feedback on the development of theoretical and methodological aspects of the competitiveness strategies of the light industry was expressed by a group of scientists who conducted scientific research in the same field abroad. Kotler [2], A.Thompson [3], M.B.Shifrin [4], L.V.Shulgina [5], M.J.Talasov [6], described in his works. Also, a number of scientists of our republic N.Q.Yuldashev [8], B.Kattakishiyev [9], I.It can be seen in the work of Mamayusupov and others. Based on the research of the above scientists, it became known that there are a number of problems in the field of Textiles in our country, the role of Competitive Strategies in solving them is extremely significant.

### **Research methodology.**

The mediocre-methodological apparatus of research is based on the application of such tools as general methods of research in the framework of a systematic approach: logical and situational analysis, expert assessment, survey, observation, interview, grouping, comparison. These tools are used in different combinations at different stages of research, making it possible to ensure that the final results, conclusions and proposals are scientifically substantiated. Analysis and results. Based on the above, focusing on the figures, the volume of products produced by industrial enterprises producing in January 2022 is 458.2 trillion. The sum was or 83.2% of the total industrial output. In the total production industry, the share of the field of production of machinery and equipment, repair and installation, motor vehicles, semi-trailers and other finished goods – 20.3 % (January 2021 physical volume index compared to December 2021 – 112.8%), the share of the metallurgical industry - 23.2 % (physical volume index compared to January-December 2021 – 103.9%), as well as the share of food, beverage and tobacco production the physical volume index compared to January-December 2021 was 109.2%), the share of the production of chemical products, rubber and Plastic Products – 9.2% (the physical volume index compared to January-December 2021 was 97.7%), and the share of the production of textiles, clothing, leather products – 17.9% (the physical volume index compared to January-December 2021 was 108.6%). The share of textile production in the industrial structure of production was 13.7% in January-December 2022, while the physical volume index increased by 9.8% to 62,757.0 billion in the volume of production. The sum was observed. It was also observed that in January-December 2021, the share of textile production in the production industry was 13.8%, while its physical volume index was 119.5%. In January-December 2022, the share of the clothing manufacturing industry in the manufacturing industry was 3.8%, the physical volume index was 105.5%, and the volume of production was 17,210.1 billion. The sum was observed. As of the end of January-December 2021, the share of the clothing manufacturing industry in the production industry was 3.6%, while the physical volume index was 118.7%. Focusing on the data from the past five years, it turns out that the current state of production is in no case disappointing. The volume of production of textile products in the proper production industry is 24.8 billion. Rs 62,757.0 crore. Up to, it had a physical volume index increase of 107.4% to 109.8%.

Trln sum in january-december  
December, %

Physical volume index in January-

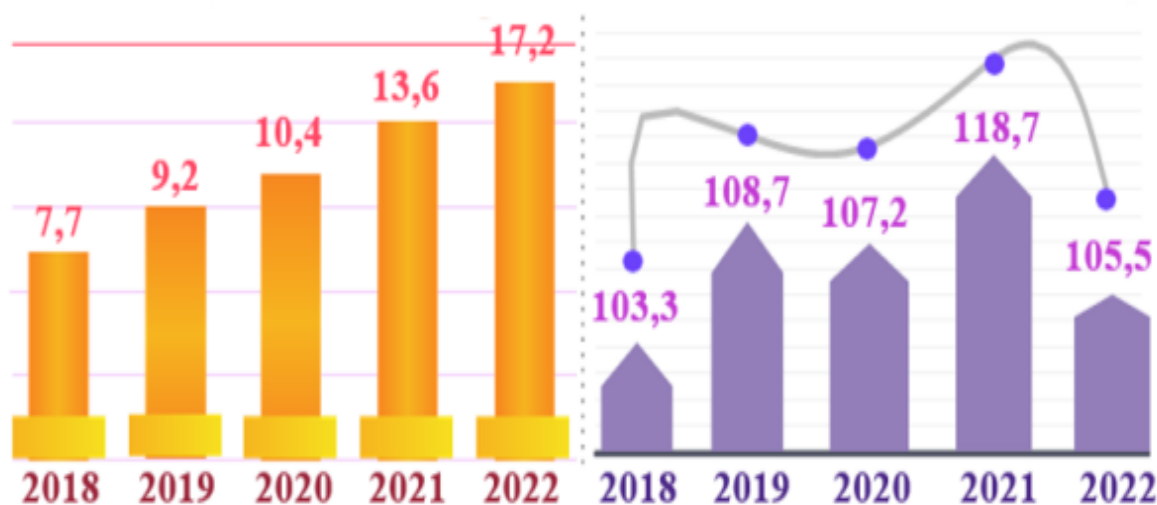


**Figure 1. Textile production volume**

Also, the volume of clothing production over the past five years amounted to 7.7 billion. Rs 17,210.1 crore. Up to, it had a physical volume index increase of 103.3% to 105.5%

Trln sum in january-december  
December, %

Physical volume index in January-



**Figure 2. Clothing production volume**

However, it can be said that these growth indicators indicate that this potential is not used enough, despite the fact that our country has great opportunities for the development of this sector.

Unfortunately, therefore, the share of the metallurgical industry in the composition of industrial products – 23.2%, the share of food, beverage and tobacco production-17.2%, while the share of the textile industry remains very low. However, in our country there are enough opportunities to eliminate the shortcomings in this area, both in terms of raw materials and labor resources.

Since the products produced at the processing enterprises operating at the moment are not competitive, they are not so competitive in the foreign market. In a word, the production of quality products to the taste of the consumer is not yet at the proper level. One of the reasons for this is that the main focus in the production of Textiles is on the activities of small specialized enterprises, which cannot replace large enterprises. There are several reasons for this. In small enterprises, the labor force does not exceed 30-40 people. On the other hand, the products produced by small enterprises are of low quality and low in size.

Today, the preservation of quality and price proportionality, income level, population and demographic structure, climatic and geographical features, design and fashion compliance, product brand, compliance with social and environmental standards and other competitive characteristics and functions in textile and clothing production remains in the consumer choice. The problems of improving the quality of products and improving their assortment, the plan from the production of primary raw materials to the release of final finished products, are closely related to all processes [13].

In order to radically improve the quality of products in this area, it is necessary to establish the production of new types of cotton fabrics, wool and silk fibers. On the other hand, by introducing advanced technology, it is possible to improve the quality of the product by creating an excellent production technical base that shapes it.

Also, in order to attract new technologies and know-how, it is necessary to produce products that are in accordance with the requirements of the world market, of good quality and environmentally friendly, as well as to increase the competitiveness of domestic products, to support the participation of foreign partners with experience in this regard.

It is necessary to direct the light industry of our republic to the production of fully ready-made clothing, that is, to develop industries (clothing and knitting industry), where capital is less and more labor-intensive, and to create new opportunities for processing raw materials and delivering them to the final finished product. This makes it possible to use labor resources in the regions of the Republic and increase the share of finished products in the supply of products.

Namely, to increase the volume of production of textile products, it is an important issue to increase the quality level of products being prepared in them, strengthen their export potential, especially to ensure the competitiveness of textile industry enterprises [1].

In the context of the development of today's boisterous market economy, all manufacturers are trying to overcome competitors and move forward. Brands are faced with fierce competition from the textile industry to the sportswear industry, using a variety of price and non-price competition. If the brand loses its place in the competition another brand is willing to challenge it. It is important for companies to plan and implement competitive strategies. What is the competitive strategy itself? A competitive strategy is a complex plan of actions that an enterprise develops in order to protect its position in the market and have a stable competitive advantage in the industry.

We consider the competition in the textile industry as a struggle between manufacturers for the quality of manufactured fabrics, the price on the market and the choice of the products of this particular enterprise by the consumers in them. It is necessary to consider the main reasons for competition: the first is freedom of choice for the consumer; the second is freedom

of choice for the manufacturer [15-18]. Hence, the competitiveness of industrial enterprises is based on the production of fabrics that have an attractive, high-quality, complex of consumer and price characteristics, meet the needs of buyers in the conditions of delivery and ensure commercial success. Of great importance is the correctly chosen strategy of commodity producers to generate income, carry out extended reproduction and solve the social problems of workers [12].

Development in the textile industry is at a much higher pace, but at the same time, several problems arise in the management system of this industry and in the successful formation of the strategy of enterprises, some disadvantages such as:

- Human Resource Management;
- inability to properly shape modern management;
- inability to properly organize marketing, finance, production systems; imbalance in the distribution of resources;
- that the level of quality management is unsatisfactory in some cases
- prevents customers' increased confidence in the brand due to the brand's low profile.

In Uzbekistan, there is a huge potential for the development of textiles and the introduction of national brands into the jaxon market, but it is a pity that our share of Khali Kham is in low percentages. There are no specific models aimed at determining competitiveness.

Also, the application of new technologies for training high-level personnel and international cooperation in this area are practically not established. If more attention is paid to overcoming these problems, tremendous results are achieved through the use of Competitive Strategies.

Studying the above problems, we believe that it is necessary to carry out and establish the following strategic behaviors in order to increase competitiveness in textile industry enterprises and support them. It will be advisable to carry out strategic behavior at 2 levels, namely at the enterprise and country levels.

At the enterprise level:

- wide introduction of programs to increase labor productivity in the network;
- reduce losses and improve resource utilization efficiency;
- \* increase labor efficiency due to the introduction of new technologies and the assimilation of the value-added chain on the basis of knowledge and innovation;
- \* Expansion of exports of finished products under the GSP+ system to European countries;
- introduction of standards to the production process that meet foreign market and international requirements.

At the country level:

- \* Modernization of existing local industrial enterprises in the Republic and support their activities;
- granting state benefits for a certain period in order to expand the production capabilities of entrepreneurs who have begun to work in the textile sector;



\* development and implementation of investment projects based on modern technologies aimed at improving quality in the textile industry [14];

\* promote the production of silk and wool in combination with cotton, the main natural raw material of the textile industry •and establish effective integration links with these production areas;

•provision of preferential loans for modernization of enterprises, introduction of the practice of reducing income tax;

\* active continuation of the support system for the activities of exporter enterprises;

\* improvement of the system of organizational and financial assistance provided to exporter enterprises;

\* improvement of the system of assistance in the production of products produced by domestic production enterprises to foreign countries;

\* significant attention to the development of small business, private entrepreneurship in the development of the activities of enterprises of the textile industry [15]

\* reducing administrative barriers, easing the conditions of business lending [10].

### **Conclusion**

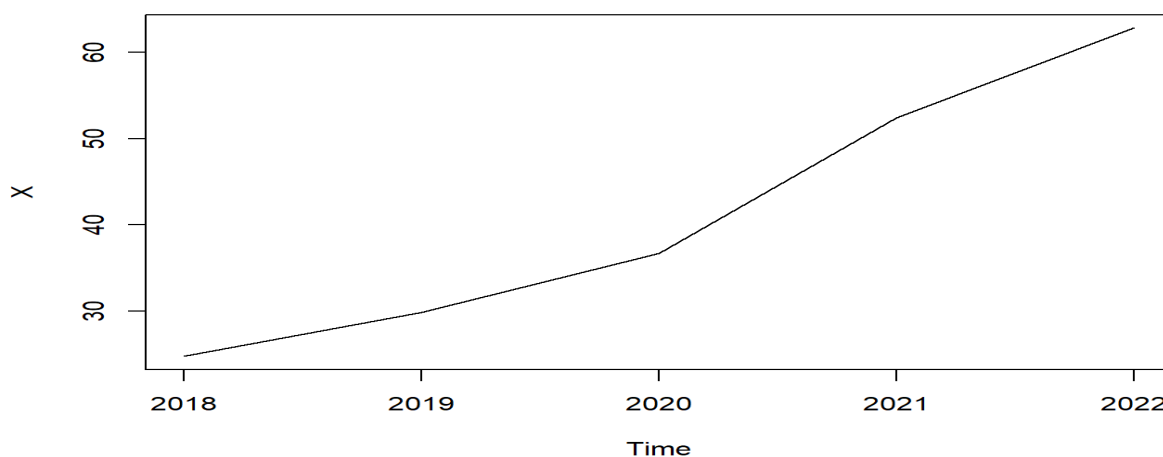
In conclusion, strategies for increasing the competitiveness of enterprises of the textile industry should be based on an integrated approach to its solution, based on the strategy of creating a single mechanism of stable competitive advantages in the long term through the coordinated actions of states, territories and enterprises. An important place should be given to improving market relations, organizational and economic mechanism, solving social problems, especially raising the material situation of the population, activating the activities of the marketing service.

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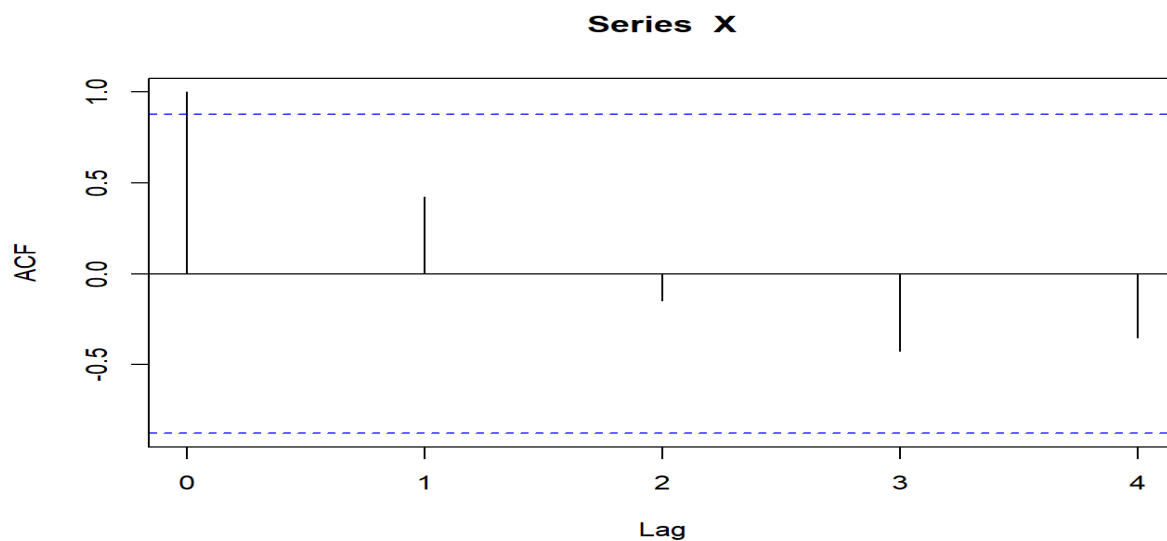
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**Figure 1**



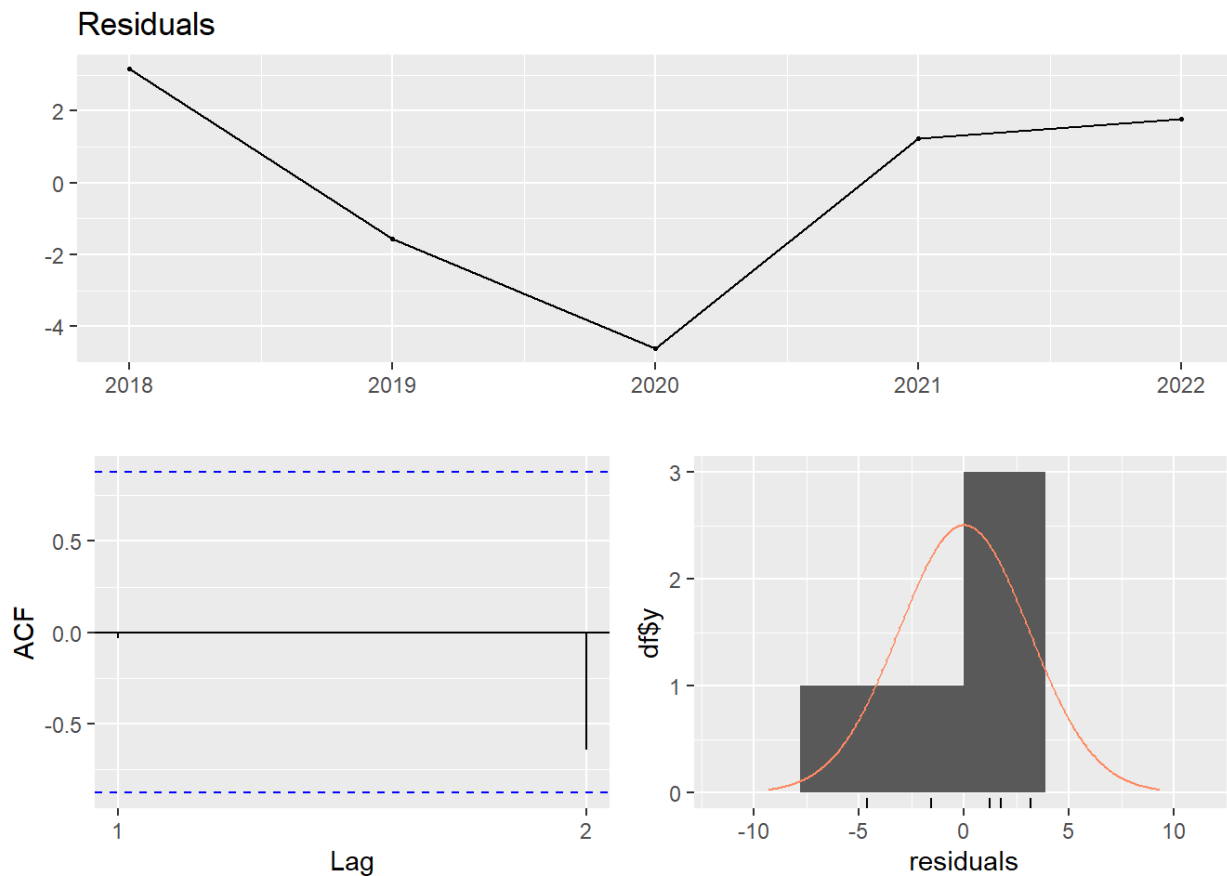
From the graph, we can see that our time series is not seasonal, there is a growing linear trend.

**Figure 2**



Since our time series is higher than the array  $\backslash(acf\backslash)$  on the graph  $\backslash(acf\backslash)$ , we can see the stationarity of our time series.

Figure 3



```
##
```

```
## Ljung-Box test
##
## data: Residuals
## Q* = 4.8567, df = 3, p-value = 0.1826
##
## Model df: 0. Total lags used: 3
```

```
jarqueberaTest(errTr)
##
```

```
## Title:
## Jarque - Bera Normalality Test
##
## Test Results:
## STATISTIC:
```



## X-squared: 0.5228  
## P VALUE:  
## Asymptotic p Value: 0.77

**Figure 4**

**Forecast from SMA(3) with Normal distribution**

