

EFFECTIVE DIRECTIONS OF DEVELOPMENT OF ENTREPRENEURSHIP

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Abstract: In the article consider the problems of development of business entities in Uzbekistan, their solutions and the main directions of development in the future.

Key words: entrepreneur, entrepreneurship, export, import, investment, innovation, marketing, competition, management, industry, market, economy, profit.

Introduction.

Today, we have entrepreneurs who make a significant contribution to the development of our economy, not only filling the domestic market, but also exporting their products to foreign markets. This, along with the conclusion of economic cooperation agreements with foreign countries, promotes our country to the world. In addition, modern technologies and investments are being brought to the country. As a result, the creation of jobs in our country is aimed at reducing poverty and more effective development of our economy. Therefore, the development of business entities is one of the most pressing issues.

Research methodology. As a result of studying the directions of development of business entities, the essence of entrepreneurship is further clarified by:

First, who can be the subject of the business. In accordance with the Constitution of the Republic of Uzbekistan and the Law on Entrepreneurship of the Republic of Uzbekistan, every citizen who has reached the age of majority may engage in any type of activity that does not contradict the law.

Second, the above definition expresses the content of another aspect of entrepreneurship, which is rich in content and has a diverse appearance. The choice, organization and development of entrepreneurial activity is, in essence, an activity that is freely selected, rather than work of state or public importance.

It is also possible to specify three types of entrepreneurial activity and 3 groups of entrepreneurs accordingly:

1) creation of a new product or service project during the activity. This type of entrepreneurship is carried out by intellectual property owners and innovative entrepreneurs.

2) entrepreneurs engaged in the organization of commodity production in the course of their activities.

3) entrepreneurs engaged in the sale, resale and organization of commercial activities in the course of their activities.

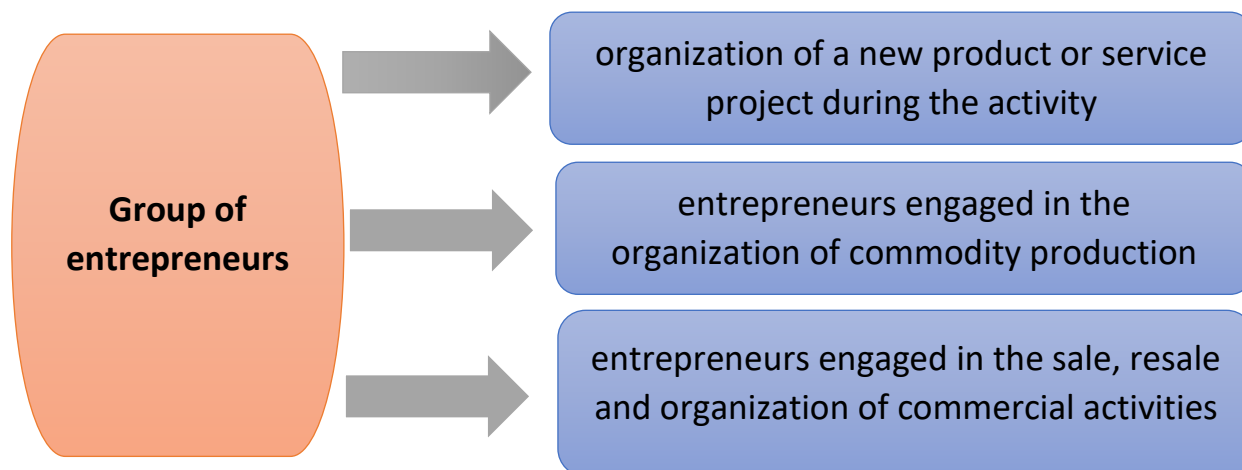


Figure 1.1. Three types of entrepreneurial activity and accordingly 3 groups of entrepreneurs.

In addition, two types of entrepreneurship in terms of purpose:

- a) aims to make a profit, to achieve economic efficiency;
- b) species that aim to achieve social effect can be distinguished.

It is known that the following conditions are required for the development of business entities:

1. Harmonization of property relations.
2. Full demonstration of their abilities to entrepreneurs.
3. Transparency of the market, ie the absence of artificial ideas for the movement of goods, investment, data, labor, raw materials.
4. Availability of market infrastructure.
5. The existence of a legal guarantee for entrepreneurship, ie the existence of legislation protecting entrepreneurship.
6. Benefits provided by the state to new enterprises for training, obtaining loans, paying taxes, use of natural resources, etc.

We know that entrepreneurship is an activity in many areas. In particular, entrepreneurship can be carried out in manufacturing, economic, commercial, trade, intermediation, investment, consulting, services and financial activities. Any economic activity can be a business activity. So far, entrepreneurs are engaged in these activities.

The main goal of all business entities is to make a profit. It should be noted that the basis of any activity is to make a profit. In order to distinguish entrepreneurship from other types of activity, "profit-oriented activity" alone is not enough. There are a number of distinctive features of entrepreneurship, and we believe that these features should be used in describing the effective development of business entities. (Figure 2). These include:

Independent operation. Independence.

1. Responsibility
2. Risk
3. Active search
4. Mobility
5. Continuity
6. Know in advance
7. Incentives

All these features shown in the picture can be collectively called entrepreneurship.

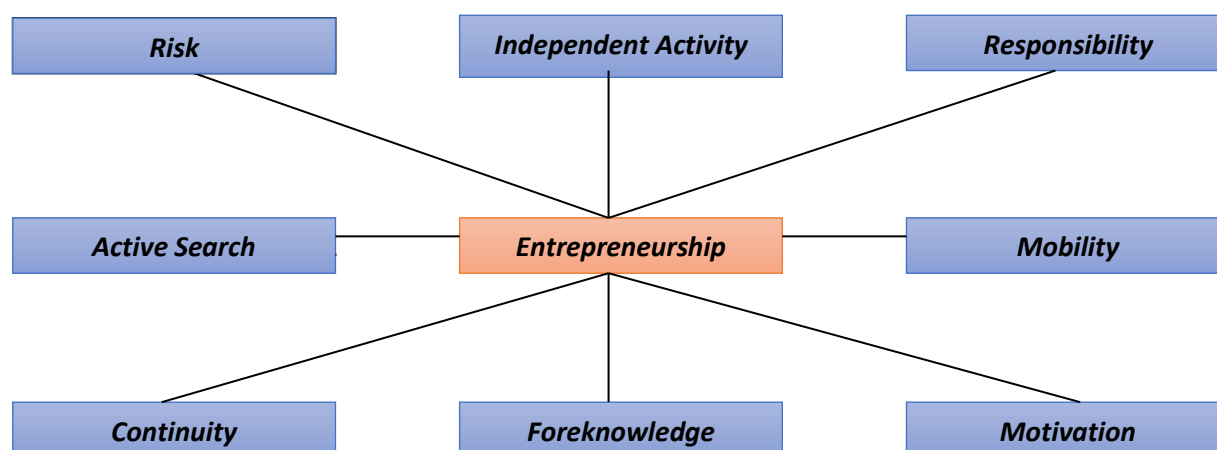


Figure 1.2. Characteristics of entrepreneurship.

Also, every citizen, subject who aims at entrepreneurship, must have these qualities, as well as a sense of legal and social responsibility. Every entrepreneur should try to maximize the amount of profit he receives without violating the rules and regulations. From this point of view, the entrepreneur is pursuing economic goals. At the same time, it must study the impact of its activities on the society in which it lives, the

environment, people, reduce the negative impact and contribute to the solution of social problems. This means that every business entity should be socially responsible.

In particular, business entities carry out their activities at a certain time. The shortness of this period increases the efficiency of entrepreneurship. To do this, entrepreneurs will need to organize their activities at a high level. Therefore, the first and main factor determining the effectiveness of the development of business entities is time. Entrepreneur must know exactly when to carry out their activities and shorten the production period. Then the velocity of money will increase, profits will increase.

One of the important characteristics of entrepreneurship today is mobility, the other is enthusiasm. Entrepreneur is constantly looking for new, modern ways of action, product type and technology that will lead to success in his opinion, ways to improve the quality of products and services to a range of consumers. He is such a person that he is accumulating money, materials and manpower to create a more sophisticated way of organizing a new product, new business or work.

Conclusions and discussions. Entrepreneurship is described as a promising event in the context of active development of the digital economy. Entrepreneurship is seen as an expression of a growing sense of dissatisfaction in all systems of society. It ensures compromise between all social strata as it ensures an increase in social product and this allows the social product to be distributed fairly and honestly among all strata.

At the same time, in order to develop the activities of business entities, they seek innovation with their own initiative, try to create innovation. They try to introduce the invented and created innovations into their production, and as a result of such activities they both achieve results and try to meet the needs of the members of society.

Current entrepreneurship is not subject to orders and directives from above and strict prohibitions. Their work is a creative activity. They try to show their identities. He demonstrates the knowledge he has in the interests of the business. The creative activity of entrepreneurs will be based on self-discipline and restraint, a sense of duty and personal moral responsibility for the benefit of the business.

It is known that after gaining independence, our country has opened a wide range of opportunities for entrepreneurship. Entrepreneurs now have the opportunity to choose one of the various forms of entrepreneurial activity. They choose any form within their means. The Law on Entrepreneurship adopted in our country specifies a number of forms of entrepreneurial activity. These include:

1. Individual labor activity.
2. Private entrepreneurial activity.
3. Company entrepreneurship.
4. Mixed business.

It should be noted that in a sole proprietorship, an entrepreneur is a person or a family who fully assumes all the income and all the risks of the business. Such entrepreneurship is one of the simplest forms of business. Eighty percent of businesses opened in the United States are sole proprietorships. Such entrepreneurship is especially common in trade, consulting business, catering.

Conclusions and suggestions.

Based on the above, it should be noted that the theoretical and practical generalizations of the formation and improvement of effective directions in the development of business entities in the sectors of the national economy and regions in the process of modernization of the economy led us to the following conclusions and recommendations.

In the process of transition to a liberalized market economy, small manufacturing is a key link in saturating market consumer demand with the necessary goods and services, improving the structure of the economy on demand. Employment of the working population in this sector of the economy will be the main source of growth of their incomes.

Also, the development of small manufacturing enterprises in regional markets in a competitive economy will ensure the formation of the structure of production, the types of products in line with consumer demand by investing less in production.

The efficiency of entrepreneurial activity depends on the correct choice of the direction of production, the definition of the most efficient and economical production, the correct setting of prices for consumer goods.

In the process of economic reforms in the Republic of Uzbekistan, modernization of the country, ensuring the competitiveness of the economy, it is important to improve the organization of production, production and business relations, which are closely linked with all aspects of production relations. The basics of this are;

- to take measures to improve the structure of business entities operating in the regions in terms of areas of activity, in particular, in industry, in the organization of modern high-tech industries, to find various ways and measures to stimulate the development of entrepreneurship based on advanced science;

- expanding their participation in foreign economic activity by providing clear and effective support to export-oriented businesses in the regions;

- provide comprehensive support to business entities in the regions and ensure that they become a strong economic sector that can compete in the domestic and foreign markets, consistently provide quality products and services.

As a result, promising areas for our economy will be developed, which will raise the development of our country to a higher level.

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