



## EFFECTIVE MANAGEMENT ON THE BASIS OF INCREASING COMPETITIVENESS IN THE PROCESS OF TERRITORIAL CONSTRUCTION

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### ABSTRACT:

In this article, the problem of increasing the competitiveness of construction in the region and the specifics of construction in the conditions of increasing competitiveness, a number of factors of the competitiveness of construction organizations, as well as methods for increasing the competitiveness of construction organizations, as well as suggestions and recommendations for increasing competitiveness in construction are given.

**Keywords:** competitiveness, efficiency, consumers, construction products, investment and innovation efficiency, advertising, leadership, brand, product quality.

### Introduction

In recent years, special attention has been paid to the development of the construction sector, as well as all other sectors, in the regions of the republic. As a result of the decrees and decisions of the government and the head of state aimed at further improving the system, the adopted state programs, the measures to ensure their implementation, and to increase the effectiveness of reforms in the network, the scope of creativity is expanding more and more. Only the Decrees of the President of the Republic of Uzbekistan No. PF-60 dated January 28, 2022 [1] indicate that today the ground is being created for the adequate development of the construction production process in our Republic, that is:

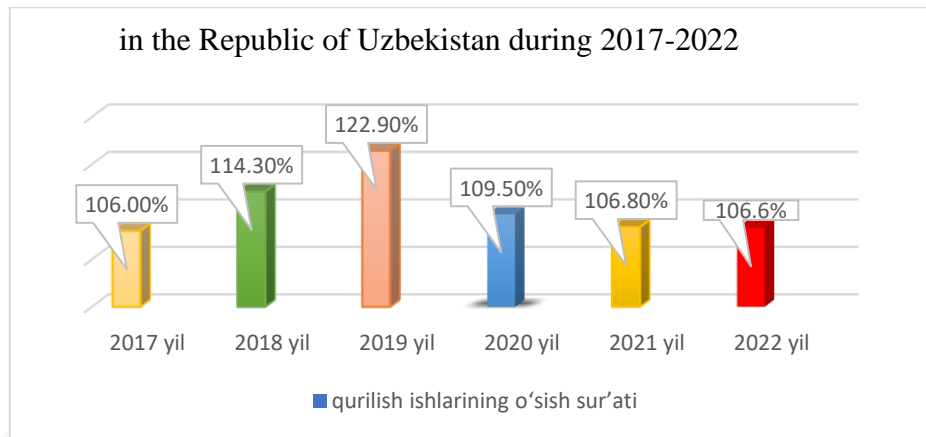


Figure 1. in 2017-2022 done construction of work growth \_

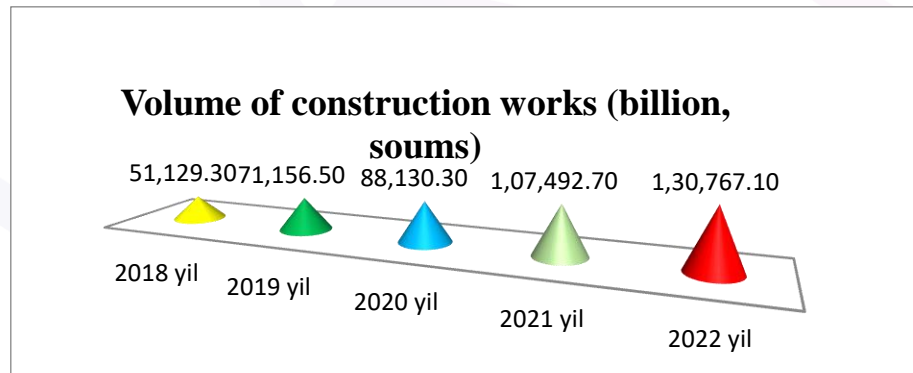


Figure 2. in 2017-2022 done construction of work size \_

With that together , in Samarkand region construction enterprises activity walk a digan modern conditions society development moving power , resources savings and products work release quality increase main tool has been competition more and more getting stronger going with described is going

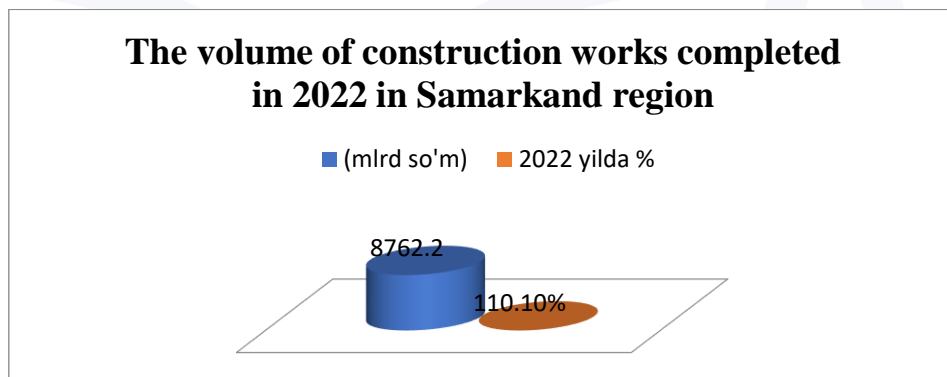


Figure 3. Samarkand region in 2022 according to done construction of work size



"Alb a tt a , erish a yotg a nb a rch a \_ We are successful , human beings \_ \_ be a great country - New \_ \_ Uzb e kist o nni b a rp o reach the road is a stl a bki n a tij a l ar . \_ \_ We are such a country \_ it is good to know together \_ \_ \_ We will continue our work \_ \_ \_ \_ \_ \_ \_ \_ Did we die ? put a nk a tt a -k a tt a m a rr a l a rg a a lb a tt a erish a miz " [2].

This attitude with competitiveness increase problem construction industry for current problem is because \_ competition construction directly developing strong \_ \_ Exactly competitiveness low because of market requirements answer does not give enterprise and organizations own activities just stop \_ competitive construction enterprises in the market own activities developed and international own in the markets positions have is happening That's it so competitive \_ relationships development and accordingly \_ respectively enterprise and of organizations competitiveness increase in the area construction the market development basis is considered

### **Analysis of literature on the topic :**

There are several interpretations of competitiveness in scientific literature, including: N.Z. According to Safiullin, "organizational competitiveness" is defined as understanding the organization's current position in the market (first of all, the occupied market share - sales volume compared to the total market and sales volume of competitors) and changes in trends, while the author E.N. Yalunina defined that "Competitiveness is the ability of retail trade organizations to form and use common goals that provide the enterprise with a stable market position in the long term, economic advantages of the market compared to other economic entities." M. Porter said that competitiveness is a process in which a product, service, or subject of market relations acts in the market on an equal basis with similar goods, services, or subjects of competitive market relations existing there. Isa, M. McDonald and Ya. Dunbars said that the company's competitiveness is a measure of the true strength of the organization operating in each segment, an objective assessment of its ability to meet the needs of each segment in comparison with competitors, while Jean-Jacques Lambin said that the company's competitiveness is its customers' gave the opinion that it is the ability to satisfy their needs better than competitors. Sh. Sh. Magometov defined competitiveness as the ability to compete, the competitiveness of the products they offer, while I.L. Dulisova says that competitiveness is a characteristic of a product that describes the level of satisfaction of a specific need compared to the best similar products



on the market, while G.L. Azoev, P. S. Zavyalov considered that the competitiveness of the firm is the ability of the firm or company to compete in the markets with manufacturers and sellers of similar goods by providing high quality, low prices and creating convenience for customers, while F. Perru explains the competition as a constant threatening action. A person tends to sell more expensively and buy cheaply for his own benefit. That is why it has to face constant competition.

According to R.A. Fatkhutdinov, the new needs and desires of consumers have reduced the competitiveness of manufactured products [3].

V. Regen and A. Yu. According to the Panibratovs, "the most striking indicator of the state of the transition economy is the performance and competitiveness of national enterprises" [4].

According to economists K.Kholikov and R.Dosanov, competition is a struggle to satisfy the needs and interests of the participants of economic activity to the maximum, to get a good income, to strengthen their position in the market, to show their capabilities and to have an image. is a process [4].

N. Beknozov said that competition is a clash of economic interests of market entities, which means a struggle between them for higher profit and more enjoyment [5].

Competition ensures lower prices, expands the range of choices for consumers, and also encourages efficiency and the pursuit of innovation [6].

Summarizing the proposed definitions, competitiveness is the ability of the organization to respond to the changing market conditions and its long-term development and adapt to the business idea aimed at effectively meeting the needs of the population for goods and services. It is proposed to understand it as a collection of possibilities.

Currently, the level of competitiveness in construction in the regions is a complex, multi-level category, and plays a stimulating role in increasing the economic and export potential, investment and innovation efficiency of the enterprise. In general, it is considered an important factor in strengthening the processes of competitiveness formation, especially in the development of construction enterprises.

In order to create a competitive environment, it is important to ensure the high competitiveness of domestic products both in the domestic market and in the foreign market [7].



In our opinion, all the above points about the competitiveness of the product are the same - fills one, in addition, the development of an economic definition based on the concept of competitiveness in construction from a theoretical and practical point of view is one of the urgent problems facing specialists today.

### **Research Methodology**

Dialectical and systematic approach to the study of economic systems and ratios, objective evaluation, scientific observation, abstract-logical thinking, comparative analysis, induction and deduction evaluation for the improvement of important factors for improving competitiveness in the management of the construction process in the regions. methods were used.

As a result, in the scientific work, we will try to develop an approach that is acceptable for the enterprises of the construction industry, analyzing some ways of increasing competitiveness in construction.

### **Analysis and Results**

In our opinion, the following features of construction products (services) affect the competitiveness of the construction organization:

- in the development of construction products (providing services) in the environment of active competition in the trade market, high dependence on their consumer characteristics, as well as the investment activity of business entities and the solvency of the population;
- the ability of the consumer to become a "delayed", "unsatiated" consumer product due to their ability to be satisfied with the product (service) they have;
- focusing on long-term use, which increases the consumer's interest in preserving the existing one (repair, modernization, reconstruction) rather than buying a new product;
- localization of the product due to the dependence on the socio-economic development of the region in the market of contract works;
- the special importance of the time factor due to the considerable duration of the production and commercial cycle (not wasting time);
- construction obsolescence of products ( services ) . risk reducing design of solutions important role ( always to the news aspiration );
- work release competitiveness has been need conditions construction of products ( services ) . to the news to be placed excess requirements ;

- each product ( service ) unit in creating a lot numerous participants ( production vendors , partners , investors , contractors , subcontractors , designers , control bodies ) involved to do the necessity of this with business relationships installation in the process addition risk sources creation ;

- construction of the industry final cost of products ( services ) . because of of consumers rather narrowly \_ location .

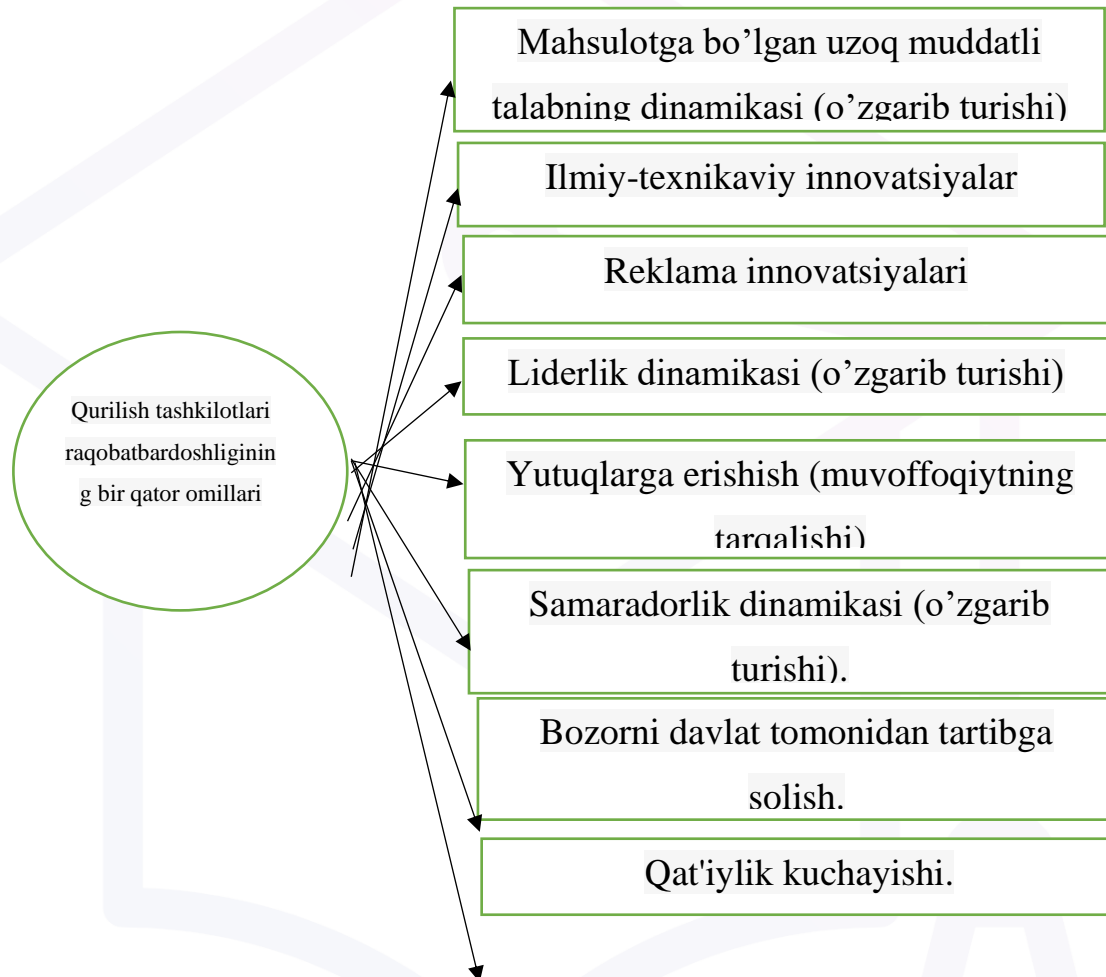


Figure 4. In the area construction organizations of competitiveness one series factors.

Ours in our opinion construction industry to himself special features account received without, construction organizations of competitiveness one series factors separate show to the goal is compatible .

1. To the product has been long term of demand dynamics ( change standing ). Long term demand \_ organization work release internal resources : capital , labor, technology and others change possible has been time period is understood .
2. Scientific and technical innovations . The last one in years construction in the field new construction materials , technologies and different different high



efficient of equipment appear to be with depends has been different different scientific and technical news appear to be Innovations and investments construction of products features improvement , construction and assembly and another things perform the term reduction possibility

3. Advertising innovations . Time is time with organizations of management new methods used without own new products to the market offer consumers do \_ the need to increase and product to the unit expendable expenses they try to minimize . So so they \_ competition conditions and competitor organizations position that changes the most new of possibilities they use

4. Leadership dynamics ( change standing ) large of companies to competition entrance and from him out to leave describes .

5. To achievements to achieve ( of success spread ). If innovative development delivery to competitors to suppliers , buyers known if , then work to issue at the entrance barriers decreases .

6. Efficiency dynamics ( change standing ). In the real sector of the economy different different new product or of technologies appear to be with work release scope increase , that's it through work of the issuer product unit expenses reduce possibilities there is

7. State the market by in order put \_ of the state own financial institutions through effect , that's it including financial relationships in order put and state in politics changes market to relations and of the economy different in the fields competition to the situation effect show enable gives \_ State authority software products creates , his purpose citizens outdated from houses transfer , military to servants, young to families apartments separate and others solution from doing consists of

8. Persistence increase. Risk ( uncertainty ) and danger to reduce means Construction of the network to himself special features account received without, construction organizations of competitiveness one series factors separate show can

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Construction of the company competitiveness increase methods. Market economy conditions construction of companies competitiveness increase one how much methods available:

Constant innovation use \_ This is the method company by offer being carried out products not only of consumers present needs, perhaps future to meet their needs directed. For example, new ecological clean construction from materials use and energy thrifty from technologies used without smart houses build \_

2. Produced of the product new forms Create according to research take to go Building and of structures last architectural forms literally \_ to surprise leaving level to be attention focus. Modern consumer spiritual and physical outdated concrete from boxes according to the last architectural of solutions used without built houses buy get for money to pay ready \_

3. Construction organizations another object also involved in constructions reach ie faqft outdated objects repair with without engaging , social and military objects to build and another construction works the state as well programs done in raising participation reach enable giving quality and price according to state standards answer giving properties have products create \_

4. Quality and service show for special requirements there is has been market to segments product sell (service show). Construction organizations own \_ customers to find for of consumers market demand to learn more attention focus need \_

5. High good quality raw material and of materials use \_ of the company competitiveness increase for done of work to quality more attention focus it is





necessary another things in line construction products to build in the process used materials, products and to constructions depend \_

6. Active personnel policy, personnel qualification increase and again preparation \_ Any \_ organization to work acceptance to do to the issue caution with approach need \_ Indeed , new construction technique and innovative from technologies use for high qualified specialists to be necessary \_ Investment-construction complex constant respectively developed is going and of this as a result from experts new knowledge take , new qualifications is required to be acquired .

7. Employees material interest interests increase and work conditions improvement \_ Current at the time in construction very simple the work right weave system being used, but competitiveness more to increase of workers motivation increase for new approaches work exit need \_

8. New there is needs determination in order to investment-construction complex products of consumers constant monitoring take to go

9. Competing companies and their own your company is also strong and weak sides determination in order to competitors constant analysis to do " The enemy defeated reach for you to whom against that you are going you know need " (" War art " Sun - TSz y ) .

10. Own commodity symbol register transfer, branded of products use and construction of the company diligence reputation save \_ Trade sign potential to customers effect does and flawless entrepreneurship reputation construction company by present to be done confidence in products ( works , services ) . increases.

So construction \_ \_ organization not only long time during efficient performance, perhaps him more development one for \_ series of methods used without always own competitiveness increase need will be said we think .

The last one at the time construction enterprises in competition the following attention to issues is focusing , as a result own position to strengthen and one t e kis development are achieving :

- technical product \_ \_ in terms of its novelty \_ automation ;
- of goods brand new needs satisfy opportunities ;
- similar to goods relatively work being released of the goods durability , reliability , quality superiority level \_
- goods buy received to buyers displayed of services diversity condition ;
- of goods Energy efficiency , compact , easy to use effect infectiousness ;
- environment for ecological clean to be



- products work in release modern innovative and information technologies use  
- work release in the activity last modern methods apply \_  
Above thought and from considerations come come out in case construction of enterprises competitiveness to increase our in our opinion the bottom one series measures done increase to the goal We think it is appropriate. Including:

- construction resources and work to issue ownership in doing state share increase mean holder property rights again distribution
- under construction medium and small companies state by support as well monopoly firms activities control to do
- materials, half ready products , equipment and integral parts work in release internal raw material sources and industry from the powers use at the expense of construction place of import in the field to press provide ;
- construction industry innovative development support.

So this is it events done in the country, regional universities and another science and education centers of this for scientific base be \_ service to do can

### Used Books List

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