

Improvement of the Export Strategy in Light Industry Enterprises

Saidov Mashal Samadovich

Dsc. Assistant professor of department of "Management" of TSUE

Mirzakarimov Jasurbek Kochqorboy ugli

Master of TSUE

Abstract: The nature and tasks of the export policy in the Republic of Uzbekistan, the export management system are studied in the article. The current state of the development of the textile industry of the Republic of Uzbekistan, the state of export activity has been analyzed. "Konteks Tashkent" LLC has developed practical recommendations on ways to increase the export potential of our Republic.

Key Words: Transnational companies, backbone factor, globalization, intensification, protectionism.

Introduction. The textile industry of Uzbekistan has a centuries-old tradition of processing cotton fibers. The Great Silk Road passed through Uzbekistan, and the goods produced by Uzbek artisans, especially silk, silk and satin fabrics, became known to the whole world.

If we take into account the growing demand for products made from natural fibers in the world market today, it is necessary to emphasize that Uzbekistan has ample opportunities to be recognized as an exporter of not only raw cotton, but also ready-made textiles and light industrial products in the world market.

According to the Decision of the President of the Republic of Uzbekistan "On the introduction of a new procedure for the formation and financing of development state programs of the Republic of Uzbekistan" dated December 18, 2019 No. and a number of important tasks to expand its export were defined [1].

As consumer goods are produced in the textile sector, industrial production takes center stage, which in turn saturates a large part of our markets. In addition, the industry provides the republic with a large number of jobs, including the employment of mainly women in this industry, which allows maintaining the demographic balance in industrial regions. One of the main and important factors is the growth of export potential. The growth of the export potential is in direct proportion to the growth of the republic's economic potential and the standard of living of the population.

Therefore, the country's role and potential in the world community is determined by its level of economic and social development, and increasing the export potential of the textile industry of our Republic is one of the most important tasks for Uzbekistan. Therefore, the chosen topic is relevant.

Methods. The basis of the methodology used in the research is the normative documents developed by our

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government on the development of export activities of the textile industry and the scientific research works of foreign and Uzbek scientists focused on the problems of management and development of export processes.

Results. “It consists of the data of the "Uztoqimachilik sanoat" association, as well as "Konteks Tashkent" LLC JSC, as well as the author's calculations and analysis based on these data.

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As consumer goods are produced in the textile sector, it is central to the production of industrial products, which in turn is the saturation of a large part of our markets. In addition, the industry provides the republic with a large number of jobs, including the employment of mainly women in this industry, which allows maintaining the demographic balance in industrial regions. One of the main and important factors is the growth of export potential. The growth of the export potential is in direct proportion to the growth of the republic's economic potential and the standard of living of the population.

As of 01.01.2019, there are 1,512 industrial enterprises in the "Uztoqimachilik sanoat" association, of which 369 are textile enterprises and 1,143 are knitting and knitting industry enterprises. Today, 1/3 of all employees employed in industry are working in the light industry of our Republic, the weight of light industry products is 13.4% compared to the total industrial product, and 55% compared to consumer goods.

The light industry of our republic is developing at a high pace. If in 1991 7% of the cotton fiber grown in our Republic was processed, now 45% of raw cotton is processed by light industrial enterprises. According to the Resolution No. 2687 of the President of our Republic on 21.12.2018, the processing of cotton fiber in 2019 was brought to 76%. Priority ways to re-produce 100% of cotton raw materials grown in our republic, to increase product export by 2.5 times, and production volume by 3 times have been defined.

Analyses. Currently, the annual capacity of cotton fiber processing enterprises in the network exceeds 522,000 tons, the production capacity of yarn, mixed and silk yarns is 276.0 million. square meter, 101.0 thousand tons of knitted fabric, annual capacity of sewing and knitting products 270.5 million. and the capacity of garments and hosiery products is 45.0 mln. forms a pair.

Table 1. Dynamics of product production volume in 2016-2019 in the enterprises of the "Uztoqimachilik sanoat" association

Product types	Unit of measure	2016 y.	2017 y.	2018 y.	2019 y.
Cotton thread	thousand tons	257,8	307,2	348,6	385,2
Ready yarn gauze	million m2	154,9	182,9	198,7	238,4
Silk thread	tons	1016,4	1077,7	1230,1	1291,5
Knitted fabric	tons	47700	53400	62800	69900
Knitted goods	million piece	166,3	184,7	219,4	274,3
Hosiery products	a thousand pairs	29200	38900	46100	49300

Sewing products at wholesale prices	million soum	28700	30800	37900	49300
Export	million dollar	865,1	1050,1	1170,0	1350,0

In 2016-2019, there is a trend of growth in the volume of raw cotton processing in the enterprises of the "Uztoqimaliksanoat" association. In 2016, 285,000 tons of raw cotton were processed, in 2017, this indicator was 260,000 tons, in 2018, 420,000 tons, and in 2019, the volume of raw cotton processing reached 642,000 tons. The growth rate of 2019 compared to 2018 was 152.98%.

If we analyze the products produced in the enterprises of the "Uztoqimaliksanoat" association by types of products, we can see that the production volume of cotton yarn was 257.8 thousand tons in 2016, 307.2 thousand tons in 2017, and 348.6 thousand tons in 2018. At the same time, we should note that the production capacity of spinning enterprises is not fully utilized. During the research period in the spinning enterprises of the "Uztoqimaliksanoat" association, this indicator was 66.1%, 73.1% and 75.8%, respectively. In 2019, the production volume of cotton yarn was 385.2 thousand tons, and the level of utilization of production capacity was 81%. In 2019, the production volume of cotton yarn was 110.5% compared to 2018, and the level of utilization of production capacity was 107%.

Table 2. Utilization of production capacity in textile industries dynamics, %

Textile networks	2016 y.	2017 y.	2018 y.	2019 y.
1. Cotton fiber	50,7	76,1	77,3	80,0
2. Thread production	66,1	73,1	75,8	81,0
3. Production of raw syrup	64,5	75,6	78,0	80,0
4. Production of finished yarn gauze	64,2	77,5	80,1	83,0
5. Production of non-woven materials	63,7	74,3	77,8	80,0
6. Production of knitted fabric	64,6	73,5	78,0	89,0
7. Production of knitted goods	63,4	69,1	80,4	90,0

If we analyze the volume of yarn produced in weaving enterprises within the association "Uztoqimaliksanoat", in 2016 it was 165 mln. p.m., 2017 182.9 mln. p.m., and 189.1 million in 2018. p.m. yarn is produced. The rate of growth of product production in 2017 compared to 2016 was 110.8%, and in 2018 compared to 2017 it was 103.4%. 2019 238.4 mln. p.m. yarn is produced. This indicator was 125.9% compared to 2018. At the same time, the production capacities of the weaving enterprises within the association "Uztoqimaliksanoat" are not fully utilized. Network enterprises have internal opportunities to increase the volume of product production due to the full use of existing production capacities (Table 2).

The analysis of the activity of knitting enterprises in the network shows that in 2017, the production volume of knitted fabric was 49.4 thousand tons, and in 2018, the production volume reached 53.4 thousand tons, and the growth rate was 108%. In 2019, it is planned to increase the production volume of knitted fabric by 69.9 thousand tons, and the growth rate by 131%. Today, 78% of production capacity is used in knitting enterprises, which means that branch enterprises have internal opportunities to increase the volume of production due to the full use of existing production capacities.

Special attention is being paid to increasing the volume of production of knitwear products in chain enterprises. If in 2017 191.2 mln. if knitting and sewing products were produced, this figure was 209.9 million units in 2018. grain, the growth rate was 110%. In 2019, the production volume of knitting and sewing products was 274.3 mln. per piece, and the growth rate increased by 131%. Today, 89% of production capacity is used in knitting and sewing enterprises.

Hosiery plays an important role in meeting the needs of our people for ready-made knitting and sewing

products. In 2017, 32.4 mln. pair, 2018 38.9 mln. pairs of hosiery products were produced, and the growth rate in terms of production volume was 120%. 57.6 million in 2019. units of hosiery products were produced, and the growth rate reached 148%.

Taking into account the emerging market conditions, the volume of product production at the enterprises of the "Uztogamiliksanoat" association is being increased by 18-20% on average every year. This serves to fill the domestic market with domestically produced textile, knitting and sewing products, as well as to satisfy the population's demand for cheap and high-quality products of the network. The expansion of the range of cotton products creates stable competition with imported products in the domestic market.

The company pays great attention to the issue of production of import substitute products, and carefully studies the import structure of its subsidiaries. In particular, 165.6 million in 2019. Products worth US dollars were imported, of which 99.4 mln. The US dollar accounted for the share of equipment and spare parts, which accounted for 60% of the total volume of imported products.

The economic crisis that occurred in the world economy led to a reduction in production in many countries. The company has developed measures for the implementation of priority tasks aimed at eliminating the negative consequences of the global financial and economic crisis, ensuring stable rates of economic growth and macroeconomic balance, as well as stable operation of branch enterprises. As a result, attention is being paid to ensuring the employment of the population, and targeted support measures are being implemented for exports, exporters and network enterprises, and small businesses. In particular, in 2019 alone, 12,536 new jobs were created, including 1,265 new jobs due to the establishment of households. Developing measures to reduce the cost of products in accordance with the set target parameters (ie, 6.3%) due to the rational use of raw materials and energy resources in society, ensuring the efficiency of the operating production facilities, increasing the productivity of labor and equipment, reducing non-production costs released As a result of the implementation of these measures in 2019, the cost of products at the company's enterprises was 17.1 billion. reduction in the amount of soums was achieved.

At the present time, certain works are being carried out in the association "Uztoqimaliksanoat" to increase labor productivity, to fill the domestic market with quality products, to increase the export potential and to create additional jobs. In addition, the production of products that can compete in the world market due to the increase in the types of manufactured products, the introduction of new techniques and technology, is considered one of the urgent issues of today.

Textiles and light industry are among the most labor-intensive industries. Increasing the volume of production in network enterprises, establishing new enterprises, by creating many new jobs, provides an opportunity to provide employment to the population and raise their standard of living. It is planned to create more than 12,500 new jobs in network enterprises in 2019 through the modernization of enterprises and the creation of new production enterprises. This gives the opportunity to more fully satisfy the demand of our people for high-quality textile and light industrial products, to provide the population with new jobs and to improve their standard of living.

Implementation of State investment programs is of particular importance in the development of the textile industry. If in 2017, 179.4 mln. US dollars. investments in the amount of 101.5 mln. US dollars. foreign direct investments in 2018 amounted to 117 mln. US dollars, and in 2019, 117 million. US dollars. foreign direct investments were attracted in the amount

If we analyze the dynamics of investment utilization by the enterprises of the "Uztoqamichiliksanoat" association, in 2017, 173.8 mln. US dollars. in the amount of 183.8 million in 2018. US dollars. investments in the amount of In 2019, 209 mln. US dollars. Investments in the amount of Foreign

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investments have a large role in the volume of investments involved in the development of the network (Table 3).

Table 3. Information on foreign investments made during 2008-2019 to support production in the enterprises of the "Uztoqamichilik sanoat" association

Years	Number of enterprises with foreign investment	The volume of foreign investment, mln. dollar
2008	25	110
2009	16	87,1
2010	17	102,4
2011	19	63,7
2016	24	32,8
2017	28	156,4
2016	29	182,03
2017	31	154,6
2018	33	180,3
2019	33	179,4

Sectors included in the structure of the textile industry differ from each other not only in terms of the products they produce, but also in terms of equipment and technology, raw materials, costs and other technical and economic indicators used in the enterprises of this sector.

Discussion

As consumer goods are produced in the textile sector, industrial production takes center stage, which in turn saturates a large part of our markets. According to the Resolution No. 2687 of the President of our Republic on 21.12.2018, the processing of cotton fiber in 2019 was brought to 76%. Priority ways to reproduce 100% of cotton raw materials grown in our republic, to increase product export by 2.5 times, and production volume by 3 times have been defined.

The production capacities of weaving enterprises within the association "Uztoqimalik sanoat" are not fully utilized. Network enterprises have internal opportunities to increase the volume of production due to the full use of existing production capacities.

Taking into account the emerging market conditions, the volume of product production at the enterprises of the "Uztoqimalik sanoat" association is being increased by 18-20% on average every year. This leads to the flooding of the domestic market with domestically produced textile, knitwear and sewing products.

At the present time, certain works are being carried out in the association "Uztoqimalik sanoat" to increase labor productivity, to fill the domestic market with quality products, to increase the export potential and to create additional jobs. In addition, the production of products that can compete in the world market due to the increase in the types of manufactured products, the introduction of new techniques and technology, is considered one of the urgent issues of today.

Textile industry products produced in our country are exported to more than 50 countries. Uzbekistan is a member of the International Textile Federation, and has signed cooperation agreements with textile associations of more than 30 countries.

Export of light industrial products produced in our republic increased 25 times compared to 1994. Export volume is 70.2% of total manufactured products.

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The society's product export geography is expanding year by year. In 2018, the products produced by the enterprises included in the society were exported to 58 countries, the EU and the CIS, as well as China, South Korea, Turkey, India, the UAE and other countries. In particular, the export volume to Turkey - 8.3%, EU countries - 12.6%, South Korea - 14.1%, PRC - 5.4%, CIS - 61.0%, 3.6 %i was sent to others.

"Konteks Tashkent" LLC joint enterprise is one of the potential enterprises with its place in the textile industry of our Republic. ISO 9001:2014 standards have been introduced to the enterprise, and more than 80% of the products are exported.

In 2016, compared to 2015, the growth rate of product export at the enterprise was 129.3%, and this indicator was equal to 70.8% in 2017 compared to 2016. This situation shows that the export potential of the enterprise has decreased.

In our opinion, the enterprise has internal opportunities to increase the export potential of the enterprise due to the development of new types of products, conducting marketing research, as well as the organization of weaving production.

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