

Improving the Financial Condition and Methods of Increasing the Competitiveness of the Enterprise

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ABSTRACT: In the development of solutions in the field of financial methods to stimulate the industry in order to increase its competitiveness and accelerated growth. The need for these studies in the field of enterprise management in competitive markets is the main factor in reforming national production, ensuring high rates of development, improving the investment climate in the regions and capital growth of companies.

KEYWORD: competitiveness, financial market, industrial enterprises, products, equipment, financing principles.

Relevance of the topic: Ensuring high competitiveness and product quality is associated with the attraction of additional funds for production, the Russian industry has limited access to credit and lease financing, the financial market has almost no influence on these processes and works on short-term speculative transactions. The high cost of borrowed capital puts domestic enterprises out of competition in comparison with foreign companies, domestic industrial enterprises prefer to receive loans from foreign banks, which increases the country's external debt. Financing of Uzbek enterprises by the banking sector will be possible when a competitive investment market is created, and while income is mainly redistributed in favor of creditors, the interest rate on borrowed resources is higher than 18%, the average term of credit resources offered by Uzbek banks is calculated for no more than 5 years. While the payback of investment projects in production occurs above this period, that is, industrial enterprises have limited access to resources, there is no modernization of technological equipment in the sectors of the economy.

In general, the state's industrial policy weakly stimulates domestic production, financial methods of supporting enterprises have not been worked out, therefore, the growth rate of industrial production decreases, the economy becomes dependent on imports of products and equipment, while the risks of manufacturers and investors increase.

The aim of the study is the scientific generalization of financial methods and the development of provisions for the practical implementation of methods of financing industrial enterprises to create conditions for innovation, modernization of technological equipment in order to increase the competitiveness of national production.

In accordance with the set goal, the work is carried out by solving the following tasks that determine the structure of the work:

- to reveal the theoretical provisions, principles of financing and features of financial methods of stimulating industrial enterprises;
- to identify external and internal factors of the functioning of innovative industrial enterprises, ensuring their sustainable development and competitiveness;
- substantiate the criteria for the economic efficiency of an enterprise as a key indicator of financial stability and increasing the capitalization of companies;
- explore methods of financing innovation and substantiate the factors for maximizing profits and increasing added value;
- to determine the directions of tax incentives for the creation of domestic competitive production and the form of financing the industry by state and financial-credit organizations.

The object of the research is state-owned industrial enterprises and the financial incentive methods applied to them.

The subject of the research is a set of economic relations in the field of increasing the competitiveness of domestic production and improving the financial performance of this sector.

The theoretical basis of the study was the modern achievements of economic science, as well as the results of scientific research in the field of financial management of enterprises and methods of stimulating their activities. During the research, systematic and complex methods, the method of expert assessments, the method of comparative analysis, statistical analysis, grouping and classification, methods of objective and subjective empirical generalization of data were used.

Theoretical and practical significance of the research. The theoretical provisions and proposed financial methods for stimulating investment activity grounded in the dissertation can be used in the activities of industrial companies, as well as federal and regional programs of sectoral planning and industrial policy of the state. The provisions formulated in the work can be used in assessing the activities of companies in financing large investment projects by the state and private investors. The proposed incentive methods are of practical importance in the development of a financial policy for the modernization of the industrial sector of the economy, in the planning of measures for the socio-economic development of regions.

The scientific novelty of the research is as follows:

- the understanding of the factors of ensuring the reproduction of capital and increasing the competitiveness of industrial enterprises has been expanded, the main of which are the financial and industrial policy of the state, tax and investment support for production and scientific and technical activities. It has been proved that financial incentive methods will stimulate the growth of national production, reduce the unprofitableness of companies;
- the debt of enterprises to budgetary and non-budgetary funds, will reduce the disproportions in the sectoral development of the economy and increase the socio-economic development of the regions of Uzbekistan. Methods for the development of competitive enterprises are as follows:

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government support in the creation of infrastructure for industrial financing, decentralization of budget financing and an increase in the level of government investment in existing production enterprises in the regions (development of already established city-forming enterprises, industrial, technological parks, innovation centers and clusters), reduction of the tax burden on industrial enterprises, state control over the prices of products (services) and the level of operational and administrative costs of state corporations, the creation of the infrastructure of the innovation market in order to intensify scientific and technical activities in industrial production;

- theoretically substantiated the need to apply new mechanisms to stimulate production and industry on the basis of improving the tax policy of the state, for this purpose it is proposed to reduce insurance payments from the wages fund to 20%, to introduce tax holidays for newly created industrial enterprises for 5 years (for profit tax and VAT). The system of taxation in industry should stimulate the production and sale of products for export, therefore, it is necessary to relieve enterprises of advance payments for value added tax;
- proposals were developed to improve the methodology for assessing costs, along with the management methods used for preventive control and cost savings in production, it was proposed to jointly use the systems "target costing" and "break-even performance of work, services", which, in contrast to traditional methods, provide for the calculation of the cost of the product, based on the pre-set selling price, the required profit and the rate of return on invested capital, which should take into account the change in the current and real lending rate in the economy. It is recommended for domestic enterprises developing innovative products to introduce an indicative planning system within the framework of various pricing strategies focused on maximizing profits and increasing added value by increasing the science intensity of products;
- practical recommendations have been developed for improving methods of financing scientific and innovative activities of an industrial enterprise to increase investment in domestic companies. This model is built on the basis of the circulation of investments in the economic activity of the subject, taking into account the time factor, the investor's income, the cost of modernizing the latest generation of technological equipment. The main principles of the model are investment provision with new fixed assets and protection of domestic companies from import supplies (obsolete, material-intensive and energy-intensive technologies, equipment, structures and materials).

In the course of the study, the role of state incentives for production and investment processes in the economy was determined, which is decisive in pursuing a policy of modernization and increasing the competitiveness of industry. It was revealed that the existing mechanisms do not allow the development of domestic innovative production, the creation of competitive products, therefore, a proposal was made to improve the financial and tax methods of state regulation (reducing the tax burden on industrial and scientific enterprises, expanding the list of investment and tax incentives for manufacturers, financially stimulating technological, scientific parks and regional clusters), aimed at stepping up investment activities in overcoming technological backwardness and modernizing domestic production.

Conclusion.

In order to stimulate the development of innovative infrastructure in the domestic economy, the state needs to create a favorable investment climate to provide financial support for innovative enterprises (clusters, technology and industrial parks) with predominantly non-state financial participation, for this it is necessary to reduce the burden on industrial enterprises; increase the availability of credit financing for the implementation of projects by residents, develop financial mechanisms to subsidize

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interest rates, provide government guarantees for loans to resident companies, as well as create an infrastructure for an innovation market with relevant development institutions; to ensure the accelerated development in the regions of technology-innovation zones, innovative enterprises. Partnerships with venture funds, syndicates and seed investment incubators can become mechanisms for attracting investments at the initial stage of development of an innovative enterprise. Cluster policy and the development of industrial parks in the regions is the main way to create competitive enterprises of an innovative type, which will make it possible to comprehensively solve the problems of socio-economic development of regions and the development of a competitive environment. The study proposes tax mechanisms to stimulate the production and sale of innovative products based on the introduction of tax holidays (income tax, VAT) when enterprises invest in capital assets, innovative equipment and technologies, an investment tax credit, which allows, within a certain period and under certain conditions, to reduce payments for income tax, VAT, property tax, followed by a phased payment of the loan amount and accrued interest. It is possible to use various mechanisms to stimulate the introduction of innovation: in the absence of the project implementation on time, all amounts of the investment tax credit are subject to payment with the accrual of penalties in the general manner as for late payment of tax; the simplified nature of the transition from an investment tax credit to tax holidays, the flow of regional infrastructure, and more.

The integrated use of all factors of the enterprise development and the development of financial methods for managing financial resources will allow to quickly carry out modernization, increase innovative activity and increase the growth of efficiency and competitiveness indicators of the organization.

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