

DIRECTIONS OF ECONOMIC DEVELOPMENT OF AUTOMOBILE INDUSTRY ENTERPRISES

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ABSTRACT:

In this article automotive industry The role of the modern concept of "integrated financial flow" in the effective use of the company's funds is revealed, and measures for its implementation are presented. improvement of the mechanism of effective use of investments in the machinery industry a number of problems have been studied and proposals for their prevention have been developed.

KEYWORDS: *Industrial Enterprises, Efficiency, Industrial Enterprises, Factors, Machine-Building Network, Internal Capabilities, Main Production Capacities, Economic Mechanism.*

INTRODUCTION

The importance of the automotive industry in the development of the state and society in the countries of the world is extremely large, and this industry is not only the determinant of the standard of living of the majority of the world's population, but it is the locomotive of the socio-economic development of countries where the automotive industry has developed over the years. Although the share of the automobile industry in the GDP of developed countries does not exceed 3%, it has a high weight in the development of direct industry and transport. However, in industrialized countries, the share of the automobile industry in GDP is 5% in the USA and France, 10% in Japan and Germany, 3-3.5% in Italy, Spain, Great Britain, and 2.5% in Russia.¹

In the world, extensive scientific research is being conducted on the effective use of investments in the machine-building industry. In particular, special attention is being paid to carrying out research in areas such as the systematic organization of the machine-building network and the effective use of investments, as well as the evaluation of the economic efficiency of the development of the machine-building network. Taking into account the growing competition in the world market, it is important to organize the machine-building network of the industry in the country, fully satisfy the consumer demand, and effectively use investments in the network.

In Uzbekistan, the automotive industry is considered a rapidly developing new branch of the economy. In fact, the GM-Uzbekistan joint venture (JV), which is the only one in Central Asia and has the annual production capacity of 250,000 passenger cars in Asaka, has the annual production capacity of 3,000 trucks in Samarkand in cooperation with the world-famous German company "MAN". the launch of the new LLC "SamAvto" complex, the production of motor engines for passenger cars at the JV "GM Power Train-Uzbekistan" in the Tashkent region, the supply of

components to the above enterprises, the sale of motor vehicles, and the increase in the number of employees in the field is a clear evidence of the development of automobile industry enterprises.

Analysis Of Literature On The Topic

Today, the main goal of improving the mechanism of efficient use of investments in the machine-building branch of industry is determined by the effective use of internal capabilities in enterprises.

The analysis of the literature on the topic has been constantly in the focus of research scientists due to the importance of industrial development and the vastness of its role in the improvement of the economy. In particular, foreign scientists Yu. Rodionov, R.S. Porter, D. Devereux, B. Roberts, R.N. The Nureyevs created scientific innovations, local scientists Yo.A.Abdullaev, A.Abduhamidov, U.Mukhitdinov, A.A.Ortikov, Kh.Ishbutaeva, Sh.Nizomova, E.Kh. Makhmudov, M.Isakovlar improved the efficiency of resource use in industrial enterprises. were able to carry out scientific research on the increase.

In particular, A. Artikov on "a number of opportunities, geographical and economic factors of industrial development in Uzbekistan" [3], M.P. Narzikulov on "the main attention is focused on structural changes during the development of the industrial development strategy" [4], E.Kh. Makhmudov emphasized the importance of "Strategic directions for creating conditions for the development of industrial sectors, first of all, creating a favorable macroeconomic environment, which covers tools such as budget, tax, monetary credit, price and currency policy" [5], and their dependence.

Academician S. Ghulamov puts forward the opinion that the effective use of internal opportunities should be carried out based on the characteristics of the regions [6]. Academician Q. Abdurakhmanov expresses the emergence of internal capabilities of industrial enterprises in connection with the labor resources of enterprises, he emphasizes that the labor force in industrial enterprises, that is, the skills and capabilities of workers, are important in increasing the efficiency of enterprises [7].

In our opinion, the improvement of the mechanism of effective use of investments in the machinery sector of the industry is the main and modern concept. At the same time, resource efficiency is the main factor in the development of industrial sectors, which determines the future development potential of the industry, and the effective use of investments ensures the rapid development of the sector.

Research methodology

Analysis and synthesis, induction and deduction, statistical grouping, expert assessment, scientific abstraction and other methods were widely used in the research process. The use of advanced methods provides an opportunity to identify the existing problems in the system and its opportunities and shortcomings, as well as to identify the influencing factors in improving the mechanism of effective use of investments in industrial enterprises.

Analysis and results

In recent years, due to random factors in the external environment and information asymmetry in complex socio-technical systems, instabilities and errors have been observed in the activities of enterprises. Therefore, enterprises should introduce innovations in order to react reactively to

changes in the market and external environment. Because, in relation to such changes, we can emphasize the following as stability criteria:

- Maintaining the initial level of production;
- Conducting a competitive, expansion policy to strengthen positions in the market;
- Business criteria aimed at increasing income while quickly adapting to changes;
- Criterion of innovation aimed at systematic renewal.

The types of enterprise reactions represent close relations between the organization's management mechanism and strategic and operational management. The interaction of the enterprise's influence on the changes in the external environment with strategic and operational management shows that the factor of agility is important. In such an approach, strategic management develops a system of strategies for adapting to the external environment and effective use of the company's internal capabilities.

Thus, innovation processes in the automotive industry consist of four stages (Fig. 1).

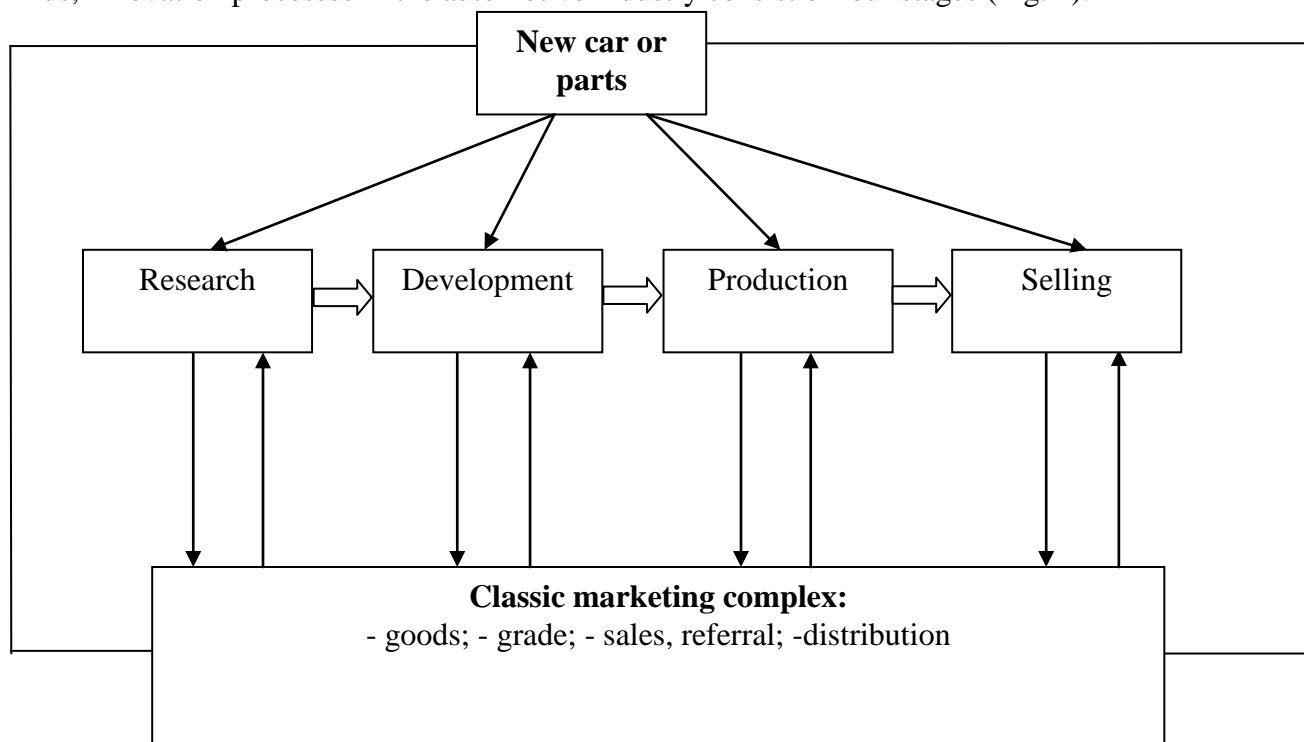


Figure 1. Composition of innovative processes in automotive industry

Source: Improved based on author's research.

At each stage, the elements of the classic marketing complex (product, price, sale, distribution) come into play as a target direction in automobile manufacturing enterprises.

Research stage - product marketing;

Development stage - technology marketing;

Production stage - price marketing;

The sales phase is sales and distribution marketing.

Marketing implementation of each of the above stages in automotive enterprises using innovative approaches leads to improvement of innovative processes in the field.

Based on the above, the factors influencing the efficiency of the investment processes of the machine-building and metalworking network can be divided into 4 main blocks (Fig. 2).

In our opinion, it is appropriate to use the following principles for effective implementation and development of investment processes:

directing selected projects to highly efficient sectors;

joint implementation of strategic and tactical management goals of investment activities;

taking into account the level of investment risks in the process of making decisions;

wide use of the results of scientific and technical development;

ensure compatibility of investment activity with changes in factors that interact with investment efficiency;

directing qualified personnel to investment processes.

World practice shows that a decrease in the sales rate at automobile manufacturing enterprises leads to the accumulation of finished products in warehouses and to the intensification of competition. In the conditions of intense competition, competitors often decide to sell their products at reduced prices. The volume of advertising, sales and the number of preferential deals between consumers will increase. More funds are directed to ITTKIs to create improved models and variants of cars, and as a result, profitability decreases. In order to maintain stable positions in the market, enterprises try to update the market, the product and the marketing mix.

When renewing the market of automotive companies, managers strive to increase the consumption of existing goods. He looks for new users of the product and new segments of the market. In turn, it looks for ways to encourage intensive consumption of goods by existing customers. Also, the manager looks for a way to reposition the product for large, fast-growing market segments.

When updating cars, managers improve the features, quality, and appearance of cars to attract new users and intensify consumption. It uses a strategy to improve the functional characteristics of cars, such as quality and life expectancy, reliability, speed and taste. This approach assumes that quality improvement is possible, that a large number of consumers believe in it and want quality improvement.

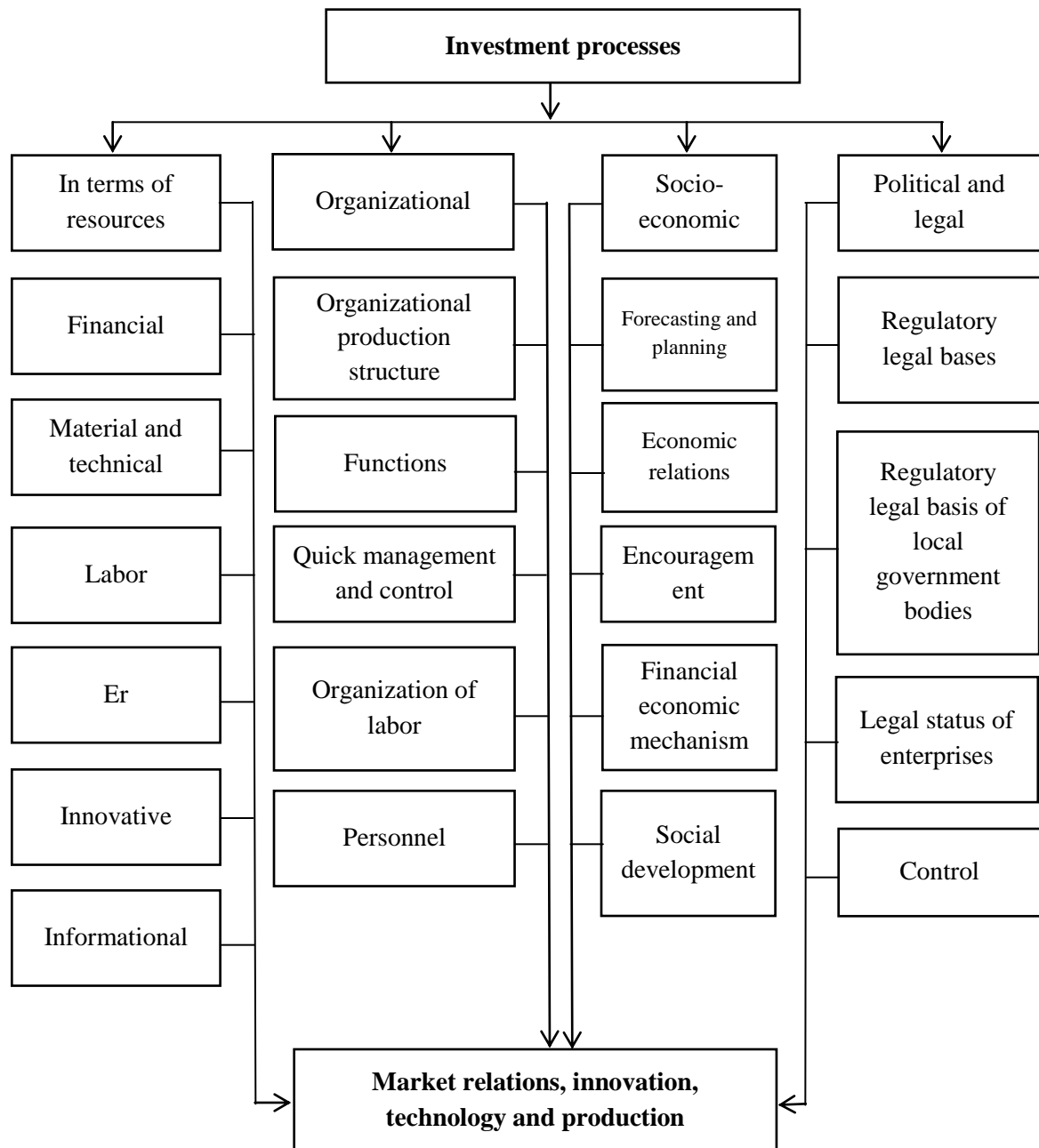


Figure 2. Classification of factors affecting the development efficiency of investment processes in automobile industry

Source: Improved Based On Author's Research.

The strategy of improving product characteristics should be to give the product new properties, make it universal, safe and convenient. This strategy is effectively used by Japanese manufacturers of cars, watches, calculators, and copiers. For example, the Toyota company is constantly improving its cars with additional options and functions.

The purpose of the strategy of improving the appearance is to increase the attractiveness of the product. In order to attract consumers, car manufacturing companies periodically improve the

appearance of their models. For example, GM Uzbekistan produced Nexia II and Nexia III models based on the Nexia car.

Based on the above, we proposed to invest in machine building and metalworking industry in several directions. It is appropriate to mention the following as the main ones:

capital investment. Investments included in the fixed capital include expenses for all types of construction work, expenses for the installation of equipment, purchase of machinery, equipment (with and without installation), vehicles, equipment and household inventory, other capital works and expenses;

construction works - the result of construction production as a complex of construction, restoration, expansion, capital and current repair works of buildings and structures;

new construction is the construction of a set of main, auxiliary and service facilities (buildings and structures) in new areas for the purpose of creating new capacities;

expansion of machine-building and metalworking branch enterprises - investment in the construction of new additional shops and the creation of other departments in order to increase the volume of production;

reconstruction - reconstruction of existing workshops and main, auxiliary and service facilities without expanding the existing buildings and structures related to complex projects on improving production and increasing its technical and economic level and implementing reconstruction;

technical and technological rearmament of machine-building and metalworking enterprises - a form of renewal consisting of replacement of outdated techniques and technologies in production with new ones without expanding the production area;

capital repair is a type of construction product in the form of manufactured services (works), which consists in replacing individual worn-out structural elements and parts of buildings and structures, or replacing them with stronger and more economical ones without changing the main structures (walls, foundations, inter-floor barriers, etc.) .

CONCLUSIONS

In short, the impact of the automobile industry on the country's economy is to fill the main part of consumer demand by meeting the population's demand for personal vehicles, the large-scale abundant demand associated with the availability of cars, the demand for large-scale resources and materials necessary for the production of cars, individual and public It is aimed at forming the demand for the products of the industries serving the operation of transport, roads and communications, the requirements for the composition and quality of the products of the adjacent industries, ensuring the majority of cargo transportation in the country, and developing modern highways and communications.

For efficient use of investments in the engineering industry: investments in high-tech manufacturing industries with high return on investment in the network in order to ensure the full capacity of the technologies introduced into the main capital of the machine-building industry, to attract highly qualified personnel to the network and to regularly improve their skills, to increase the return of products corresponding to 1 soum investment in the main capital We believe that it is appropriate to pay special attention to directions such as giving relative priority and privileges in the introduction, shortening the construction period of new objects being established at the

expense of foreign investments in the industry, and not delaying the development of investment projects in this area.

In conclusion, we consider it appropriate to use an integrated method, which implies both a horizontal and a vertical approach, for the sustainable development of automotive enterprises, the development of the management system of innovative processes in the field, and the functional communication of information supply.

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