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The Opportunities for Increasing Market Capacity by Evaluating the Competitiveness of the Cotton Ginning Enterprise

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ABSTRACT: The opportunities for increasing market capacity by evaluating the competitiveness of the cotton ginning enterprise were investigated in the article.

KEY WORDS: competition, competitiveness, activity of working, market capacity, monitoring.

I. INTRODUCTION

Competition is the most category of the market economy. In terms of the scale of competitiveness economic entities are divided into the following types: the competitiveness of the enterprise, the competitiveness of networking, the competitiveness of the area, the competitiveness of the country, the competitiveness of the world. The main methods of assessing enterprise competitiveness, which is the main subject of product manufacturing, were classified by N.A.Drobitko: The methods are based on multiplier theory, the method is based on integral indicator, the method of matrix, the method of evaluation is based on production potential, the method of comparative is based on the advantage analysis, the method of evaluation is based on the theory of brand quality, the method of evaluation is based on the theory of the effective competition, the methods are based on the theory of enterprise and branch equilibrium.

Uzbek researchers also investigated the issues of the competitiveness of enterprises.

In particular, I.K.Shodimetov used the matrix of the Boston group to evaluate the position of the republic of Uzbekistan in the cotton fiber market of the world.

A.Vokhitov and N.Isadjanov used the competitiveness of industrial enterprises by the method of evaluation of the production potential.

M.R.Boltaboev used the competitiveness of textile industry enterprises by the method of evaluation is based on the theory of the effective competition in his researches.

L.T.Abdukhalilova evaluated, in this form, meat and dairy products on 8 indicators by the competitiveness of enterprises producing potential.

Sh.Sh.Shoahmedov suggested using the methods of indexes and coefficients in system of evaluating of the competitiveness of industry.

A.Z.Khakimov proposed to find the ways of evaluating the competitiveness of the enterprises of light industry on the basis of marketing strategies, based on the efficiency of the operational activity of enterprise, innovative activity and marketing adaptation, based on the integral indicators.

N.G.Akbarov's competitiveness of cotton processing enterprises was done by the method of rating and according to the results, the competitive marketing strategy of the enterprise was developed.

II. METHODOLOGY

There are some advantages and disadvantages in each method of evaluating competitiveness of the enterprise.

In the same way, many methods of evaluating competitiveness of the enterprise only describe some spheres of it. The competitive advantages of the branch of cotton ginning and its components are as follows;

- a sufficiently high qualification and a relatively low working force;
- proximity to raw materials base in reducing costs for cotton production;
- opportunity to use concise technology to clean cotton raw materials according to quality characteristics and others.

One of the distinctive features of cotton ginning enterprises is that the share of raw materials in these enterprises is quite high (85-90 percent).

Therefore, in the process of calculating the competitiveness of these enterprises, it is closely important to pay attention to this situation.

According to this, it is advisable to use the computation method, which allows to calculate the competitiveness of the cotton-ginning enterprise, taking into account the distinctive features of its production and its considerable competitiveness. In this case, it is currently the most common method of determining the integral performance of the competitiveness. As usual, the unit and group dimensions of competitiveness are calculated consecutively and they are determined by their generalization. Let us examine the content of this method and evaluate the competitiveness of the cotton ginning enterprise. The essence of the method of determining the integral indexes of competitiveness is the comparison of the competitiveness indicators of the cotton ginning enterprises, and the comparison of the enterprise with the highest results in the industry or the value-added indicators of the industry.

The evaluation of the competitiveness of the cotton-ginning enterprise in identifying opportunities for use is comprised of the following stages: The 1st stage: Selecting and grouping of indicators of competitiveness of cotton-ginning enterprises.

The 2nd stage: Carrying out surveys on the indicators and causes of competitiveness of cotton-ginning enterprises and their competitive objects.

The 3rd stage: Determining a leader enterprise or a "defined" enterprise.

The 4th stage: Implementing the normalization of indicators to describe competitiveness in the search for capacities of the " defined" enterprise.

The 5th stage: Determining the importance of unit and group indicators. the importance of the group and indicators can be determined by using the expert's evaluation method.

The 6th stage: Identifying the aggregate competitiveness of group in searching viable potential for comparable of the cotton-ginning enterprises.

The 7th stage: Predicting the main causes of capacity and the potential for comparable textile enterprises.

The 8th stage: Categorize textile enterprises by the integral indicator.

The 9th stage: Identifying the inner capacity at cotton-ginning enterprise. It is possible to get the geometric values of the unit values as the summary of the competitiveness of cotton ginning enterprise. We know it is rationally demand for using existing potential to improve the competitiveness of the goods and enterprise. Therefore, we have to pay attention several developing methods to evaluate the competitiveness of cotton ginning enterprises on our own research-works. We divided into the following groups to evaluate the competitiveness of the cotton-ginning enterprise:

1. The competitiveness of cotton fiber.
2. The level of inner capacity of the enterprise.
3. The level of flexibility of the enterprise for external factors.
4. The working-activity of the enterprise.

According to this, The competitiveness of the cotton-ginning enterprise in searching for opportunities to use the capacities of the consolidated group is calculated by the following formula:

$$R_i = \sqrt[n]{a * R_t + b * S_i + c * S_f + d * K_{if}}, \quad (1)$$

From that

R_i – i -the summary index of the competitiveness of cotton ginning enterprise;

R_t – i -the index of cotton fiber of the competitiveness of cotton ginning enterprise;

S_i – i -the level of inner capacity of cotton ginning enterprise;

S_f – i - the level of flexibility of cotton ginning enterprise for external factors;

K_{if} – i -the working-activity of cotton ginning enterprise;

a, b, c, d – the coefficients of importance to evaluate of the competitiveness of cotton ginning enterprise.

III. CONCLUSION AND FUTURE WORK

So, using this method to assess the competitiveness of the enterprise plays an important role in exploring the potential of the cotton-ginning enterprise.



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