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Enterprises for the Development of the Activities of Enterprises of the Food Industry

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Annotation. In the development of the activities of food enterprises, attention is paid to the problems of improving the legal system for the formation of a competitive environment in the market, the formation of a transparent competitive environment in the industry and the introduction of foreign investments. In addition, proposals and recommendations were made to stimulate the entry of foreign investments in the activities of food industry enterprises, modernize the activities of the food industry enterprise in accordance with the requirements of the time, update them technically and technologically, develop economic mechanisms for the development of their activities.

Keywords: food industry, food market, types of food, market elements, management startup, competitive advantage, market opportunities, economic mechanism, organizational mechanism, entrepreneurial activity, business entity, entrepreneurial ability, entrepreneurial infrastructure.

Introduction. The food market today has a large macroeconomic value, and its state is reflected in the ratio of supply and demand at the level of material consumption of the population, in income and expenses, in the structural structure of the economy. In the study of theoretical and practical aspects of the consumer market, it is advisable to also study the elements of its need (demand), supply and valuation. These elements are also the basis of marketing activities.

Filling the market with food goods, ensuring food security, is one of the important factors in ensuring stability in the Republic. Agriculture plays an important role in ensuring food security. In this regard, the president of the Republic of Uzbekistan Sh.Mirziyoyev said in a joint session speech of the Legislative Assembly of the Republic of Uzbekistan that "the issues of agricultural reform and food security will undoubtedly remain one of the most important tasks for us"[1].

The food industry also plays an important role in ensuring food safety. "The food industry is a group of industries that produce several categories of ready-made or semi-

factory food products, as well as beverages, tobacco products and soap and detergents based on oil production," in the classification of the international network standard, it is included in the "food production manufacturer, that is, the group of productive industries".

Filling the market with food, achieving self-sufficiency in their production and ensuring food security is one of the priorities for the development of Agriculture, which is considered an important sector of the economy of Uzbekistan. Because agriculture in Uzbekistan is considered the leading sector of the economy. In this regard, in order to ensure food security in Uzbekistan, it is necessary to further strengthen legislation aimed at ensuring the productive, efficient use of land and water resources in agriculture, to achieve a high share of food in the composition of agricultural products.

Analysis of thematic literature. Philip Kotler explained that "in the consumer market, individual individuals and farms buy goods and services for personal consumption." [2] "consumer markets are individuals and households that purchase goods and services for personal consumption" [3]

Typically, the consumer goods market is categorized and studied according to a number of signs. "Economic scientists divide goods into 3 groups based on the periodicity of consumption: long-term consumer goods; short-term consumer goods; types of services" [4]

From the experience of developed countries of the world, it is known that entrepreneurial activity is the foundation of economic development, the initial link in development. This is due to a number of positive qualities of the influence of business entities on progress. First of all, the main quality of this joint is its adaptability to the existing economic situation and its extreme desire for development. At this point, it is necessary to pay attention to the creation of a free competitive environment in order to develop this area. The experience of developing countries in the context of modernization of the economy shows that the development of competitive relations is a rather complex and long-term process. A number of problems can be overcome based on the formation of a competitive environment in the food industry [5]:

- inconsistencies in the network structure of the food industry and the provision of high technologies for the production of high-quality and modern food products;
- assessment of competition in the lower branches of the food industry on the basis of fairness criteria;
- the fact that the basis of administrative commandment is preserved in determining the cost of goods, mainly in the agricultural and industrial sectors of the economy, the difference in the price of goods with the market price;
- the entry of goods into the domestic market of the country through illegal routes;
- the type of activity and the presence of cases of hiding income;
- insufficient demand response of market infrastructure to ensure healthy money circulation;
- the limitation of the possibilities of free exchange of the national currency for foreign currencies, etc.

Yu.B.Kostrova views the food goods market as a dynamic system: "the quality and price of the product is controlled, and the strong communication between the manufacturer and the consumer is a dynamic fast system in production and delivery in a balanced manner." [11]

O.N.Fetyukhina, on the other hand, defines categories such as "socium"

(stratification) and "dominance in competition" in highlighting the concept of the food goods market: "a system of socio-economic provision of the life of a society with a sharp impact in the form of competitive advantages, its main components consist of biological needs for food, as well as inelastic demand due to the solvency of[13]

We agree with the opinion that the food market is recorded as a multi-level system, but it should be taken into account that barter relations can also be carried out in the food market, which does not reflect the real situation in the food market.

Research methodology. The article makes extensive use of the importance of the mechanism for the development of the activity of enterprises of the food industry and the methods of scientific study, comparative comparison of existing problems in the field, study and economic comparison and analysis of statistical data, logical thinking, scientific abstraction, analysis and synthesis, induction and deduction.

Analysis and results. During the transition to a market economy, it is important to create realistic opportunities for the development of free competitive relations. The reason-a belief was formed that without a competitive mechanism, the economy could not develop sustainably. However, under the influence of this confidence, the preserved ideological views in the administrative command system, which prevailed until recently, are completely eroded.

In the Republic of Uzbekistan, state support and promotion of the mechanism of free competition creates the conditions necessary to improve the creation and regulation on the basis of the requirements of market Relations, its wide introduction, modernization and diversification of the production process.

In the conditions of innovative and investment management of the economy, the limitations of state intervention in entrepreneurial activities and the issues of their promotion are important factors in the socio-economic development of Uzbekistan. In particular, not every business or entrepreneur can defend his prospect through his legal interests without the support of the state. In particular, state support is required, and business activities develop.

To do this, it is necessary to ensure a competitive environment based on the characteristics of the development of each economic investment. The formation of a competitive environment has its own characteristics (Table 1). The full-fledged operation of competition assumes the freedom of economic processes, while the limitation in turn leads to the fact that competition is also limited.

Table 1.

Formation of a strategy for increasing competitiveness in the activities of enterprises of the food industry

Strategy	Dominance	Market conditions	Organization and management of production	Reasons for eliminating competitive advantage
Low cost of food products	Increase in food volume, increase in profit, reserves in supply	Flexibility of price demand, price competition, product standardisation	Optimal production volume, high level of technological preparation, strict	Lack of use of technological innovation, lack of competition.

		to the product on the market	control of product cost	
Ensuring food stratification	Stratification of food based on market characteristics- traction.	Competition will not be related to the price. Consumers appreciate the istemol properties of the commodity	Flexible production, high-level design preparation, potential marketing service	Expenses for the prestige of a good, price increases, illegal behavior of competitors
Having a promising market by segmenting the food market	Increase in sales volume, increase in profit, comprehensive service to the specific segment	Marking consumer groups	Flexibility of production and type of production in a small series	Reducing the price on similar goods, competitors will have a certain part of the segments deviate to their side
Immediate impact on the needs of the food market	Increasing profit, taking into account the consumer's need	The dependence of demand on product flexibility, on barriers to entry into the market, exit from it and the number of competitors	Marketing service for projects with higher profitability, which is not intended for a short period of time	Increase in the share of costs, instability of the external environment
Introduction of innovations to the food market	Achieving a high profit due to an increase in the price of a monopoly brand	The absence of a similar product, the presence of demand for a new type of product	Management structure and skill and skill levels of employees	A large part of the volume of financing, misinformation by competitors about the release of a new type of product

Therefore, since the formation of a competitive environment in the conditions of renewal and modernization of the economy is a long-term and complex process, it develops through their influence, taking many factors into it itself. However, in the economy, forms of property take a leading place in the development of the climate and mechanism of competition, while its privatization through the nationalization of property.

Based on the model that evaluates the competitiveness of food industry enterprises, the issues of its financial condition, the profitability of sales of products, the quality of the product and its appearance and the improvement of the effectiveness of food

entrepreneurship are analyzed.

Conclusion. It is not so correct to say that only agriculture and the agro-industrial complex are involved in filling the market with food products. Taking into account the enormous role and importance of these industries and industries in food production, it can be said that the filling of the domestic market with food goods is a part of the economy's industry, including the food industry, transport, communication, domestic and foreign trade, so all industries and industries are involved.

It is advisable to fill the market with food goods, to solve the issue of food supply, taking into account the fact that the agro-industrial complex, which is considered its main source, has a stratified system, and to research changes and trends in the structure of demand for food goods.

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