

## **The Importance of the Competitive Environment in the Development of Enterprise Strategy**

**Umid Kholboyevich Kholboyev**

*Teacher at the Samarkand Institute of Economics and Service*

**Abstract:** The main factors affecting the level of competition in the service network in the circumstances business structures competitiveness national economy and necessity prove economy host of subjects innovative activity allows to increase.

**Keywords:** competition advantage , marketing strategy , innovative strategy.

Strategy the most important socio-economic category as wide widespread Economic in literature, classic scientific has been in things illuminated works, in modern studies. It is interpreted differently different aspects, but them bottom meaningful interpretations of differences not found.

Strategy - this sequence system from one who conducts purposeful effects to another it is said. Various different economic strategies available variety characters according to and that's it according to grouped. In particular, groupings are as follows according to the signs:

- field according to activity (markets, consumer segments financial, technological, marketing, personnel and others);
- to the market access about (the market current in doing trade and contact of channels availability);
- the market needs looking measure. Organization type looking strategy work outgoing level corporate divided into degrees,business, operational and functional strategies.

Competition strategies done increase directions competitive potential and competitive advantages reflection Competition superiority as stated above, effective functioning of the economy organize doer from concepts is one business, located business structure competition environment and his efficient to be ability allows to determine. Enterprise position and wide range of possibilities analysis to do "competitive advantage" concept and its conditions means to determine.

M. Porter's of the organization in its work competitive (external) in the environment position competition taken as an important factor in providing advantages . M. Porter strategic choose the problem by learning one line standard strategies work came out their each one one will be aimed at increasing competitive advantages. Competition defined the following function of advantages: work release expenses reduce and products distinguish. The first one is working issuer product work release expenses to reduce provide will be directed. This one different (or a little different) in price is sold more benefit get with together means to take a position superior to competitors.

The second task is to reflect the ability of the product to give more value to the consumer special features, his some new qualities, such an indicator to differentiate the price to increase possibility

gives and competitors expenses to compare possible has been in case this to grow take will come.

Competition from superiority except strategic selection entrepreneurship structure acceptance done parameter with it is determined competition area that we call This that's it means that work producers own products wide market coverage attention looking at their separately sectors or to segments attention tend to focus.

Integrated system for corporate strategy, activities, assuming the existence of an effective competitive plan for enterprises fields or in directions their positions to take over investment priorities Create, interests coordination and general goals work tries to get out. That's it to emphasize must factors Integrated economic system, the rule as a each different tasks, but such problems solution to do the only one to the goal to achieve provides.

The unity of system goals and the difference of tasks are most obvious related to competitive cooperation is manifested in aspects. Har one competitor business organizations to themselves duties, but their purpose combined (or agreed upon), this in fact forms and works on development in cooperation.

Functional strategy business strategy within of the enterprise development direction How much modeling functional that showing "resources / opportunities" characteristic according to their each to one action to do explains the need. Every one business of the structure functional strategies, scientific research to the composition the following includes:

- marketing strategy (that's it including competition strategy);
- investment strategy;
- work release strategy;
- innovative strategy (she is with merging possible investments or work release ).
- integration strategy , his within entrepreneurship of the structure business to the field integration and integration method is selected . Seeing developed functional of strategies competitiveness within sure goals, duties, cooperation mechanisms.

Har how strategic competitive superiority system with depends certain risks . Expenses manage strategy done increase the following dangers with together will come . Firstly , attention sum up economic efficiency to losses take coming can

Secondly, cost reduction technique copying can this in general of industry (or of the field) development activities due to legalities). From this except science and technology development high has been modern information in context technologies develop, national and international economic space, borrowing technologies, organizational schemes, repeat work release another elements, too sure and stable is a trend.

Thirdly, many in the fields expenses leadership trend have only one business to the organization and to the organization in a relevant competitive environment 2, This is the 3rd place strategy done increase for to opportunities have

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