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THE IMPORTANCE OF BENCHMARKING IN INCREASING THE COMPETITIVENESS OF MANUFACTURING ENTERPRISES

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Abstract

In this article, enterprises can improve their position in the market compared to competitors, reduce costs, increase efficiency, enhance consumer satisfaction, identify weak points, determine the strategic goal of the enterprise in the market, identify information sources, determine the type and volume of information, choose information collection methods, analyze information, and review the content and technology of benchmarking.

Keywords: Enterprise, efficiency, market, strategy, consumer, marketing, benchmarking, competitiveness, benchmarking stages.

Аннотация

В данной статье рассматривается, как предприятия могут улучшить свое положение на рынке по сравнению с конкурентами, снизить затраты, повысить эффективность, увеличить удовлетворенность потребителей, выявить слабые места, определить стратегическую цель предприятия на рынке, определить источники информации, тип и объем информации, выбрать методы сбора информации, провести анализ данных, а также рассматривается содержание и технология бенчмаркинга.

Ключевые слова: Предприятие, эффективность, рынок, стратегия, потребитель, маркетинг, бенчмаркинг, конкурентоспособность, этапы бенчмаркинга.

Annotatsiya

Mazkur maqolada korxonalar raqobatchilarga nisbatan bozordagi mavqeini yaxshilashi, xarajatlarni kamaytirishi, samaradorlikni oshirishi, iste'molchilarning qoniqishini oshirishi, zaif tomonlarini aniqlashi, bozordagi strategik maqsadini belgilashi, axborot manbalarini aniqlashi, axborot turi va hajmini belgilashi, ma'lumot to'plash usullarini tanlashi, axborotni tahlil qilishi, benchmarking mazmuni va uning texnologiyasini ko'rib chiqish masalalari yoritilgan.

Kalit so'zlar: Korxonalar, samaradorlik, bozor, strategiya, iste'molchi, marketing, benchmarking, raqobatbardoshlik, benchmarking bosqichlari.

INTRODUCTION

Currently, the most pressing issues include increasing the range and quality of goods produced, ensuring their stable sales in domestic and foreign markets, enhancing competitiveness in a highly competitive environment, extending the product life cycle,

creating new product designs based on market demand, strengthening the position of local goods, and ensuring brand recognition.

The main goal of the "Strategy for the Development of Competition in Commodity and Financial Markets for 2020-2024", established by our President, is to stimulate economic growth and innovation, increase investment flows, and create new jobs by fostering effectively functioning markets and a healthy competitive environment. This strategy is also aimed at developing relationships between economic entities.

The advancement of market relations to a new level requires the scientific organization of marketing activities in enterprises and the widespread promotion of marketing management principles. Considering the significant challenges faced by exporting enterprises today, it is evident that the topic remains highly relevant.

LITERATURE REVIEW

Based on foreign experience, it should be noted that many economists have contributed to the development of marketing principles and their practical application. Among them, we can include such renowned scholars as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, and D. Marshall.

While research in the field of marketing conducted in our country over many years is based on national characteristics, it is also necessary to acknowledge the scientists who have made significant contributions to the development of marketing theory in the economy. These include M. Mukhammedov, M. Pardaev, R. Ibragimov, YO. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva, and others.

METHODOLOGY

The research process employed a systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, and selective observation methods.

ANALYSIS AND RESULTS

Today, the Uzbek economy is entering a new stage of integration with the world market. This means encouraging our national manufacturers to operate under conditions of strong competition. Naturally, in these circumstances, the question arises: to what extent are Uzbek industrial enterprises prepared for such innovations?

In our opinion, national manufacturers, especially large enterprises that hold strong positions in the consumer market, should seriously consider this issue and pay due attention to the intensification of competition in the domestic consumer market. An example of this is Samarkand Apparel Foreign Enterprise LLC, Daka Tex Foreign Enterprise LLC, and other enterprises of economic and social significance in the city of Samarkand. The SAG carpet manufacturing enterprise, which has achieved many successes in both domestic and foreign markets, is also facing increasing competition today. In particular, the rising competition in recent years in the market of household appliances and technologically complex products presents significant challenges for enterprises in the field of marketing.

In our view, the advantages of foreign competitors should be studied first, because in the era of rapid technological advancement, their success in the market is primarily linked to their marketing strategies. Indeed, studying the experience of companies that have already achieved great success before implementing complex solutions—rather than "reinventing the wheel" in marketing activities—is both cost-effective and a proven method.

This approach, widely known as "benchmarking", has a significant place in marketing theory. If we take the example of manufacturers from the People's Republic of China, the world has formed an image of them as producers of copies of everything. However, this perception has not prevented their products from being competitive in global markets. With this example, we want to emphasize that we should not turn away from advanced practices.

The traditional essence of marketing research has now been enriched with its own philosophy and function, focusing on the most important external factors - the most effective strategies of partners and competitors - and their influence on the company's activities. Large enterprises in developed countries such as Japan, the United States, and Europe are applying this function comprehensively. Therefore, benchmarking can be considered a new function of modern marketing research. In general, benchmarking has now acquired a broad meaning and covers many aspects of marketing activities.

Benchmarking is also considered a long-term strategic perspective of entrepreneurial activity, as it involves studying the experiences of the best partners and competitors at the industry, inter-industry, national, and global levels, identifying the strongest among them, and implementing their strategies. In other words, the strategic goals of an enterprise include identifying the advantages of the strongest competitors and incorporating them into its own operations. It is noteworthy that competitors are studied not only within the immediate marketing environment but also in other fields. In such cases, the purpose of marketing research is defined differently. While traditional marketing research is conducted to adapt external environmental factors to the enterprise's strategy, benchmarking focuses on choosing the most effective strategy based on external best practices.

If we turn to history, the term "benchmarking" was first used at the Institute for Strategic Studies in the United States and reflected the need to leverage the experience of the most developed companies to achieve high profits. Later studies expanded the research objectives to include the search for the best-performing company, not only among enterprises within the same industry but also among firms in other industries. Indeed, all scientists recognize the inefficiency of spending human resources on reinventing the wheel without utilizing previously acquired knowledge.

Benchmarking plays a significant role in modern marketing. This is because benchmarking combines two main activities - market research and competitive analysis. Merging marketing research with competitive objectives creates a unique economic and social system. The research poses the following key questions: Who is

achieving better results than us, and how? What is the reason for the superior advantage of the company under study?

Thus, the concept of marketing research has broadened significantly, encompassing: Sales market research Research on the internal environment of the enterprise Effective research on marketing tools Research on the market of production forces (labor force, raw materials, money market, capital market) Research on the external environment Benchmarking-based research Marketing intelligence An important aspect of benchmarking for Uzbek enterprises is that its fundamental approaches and tools have been extensively studied and scientifically substantiated in marketing theory. This means that enterprise specialists only need to study and apply these approaches effectively. Benchmarking as a Marketing Research Methodology Benchmarking consists of several key stages: Clarification of research objectives This stage involves analyzing the weaknesses of competitors in every link, department, and division of an enterprise, as well as in each job function. For instance, questions like: Why do foreign products dominate the Uzbek household appliance market? What advantages do they have? What prevents us from achieving such an advantage? The primary goal is to analyze competitive advantages and set objectives such as improving market position, reducing costs, increasing efficiency, and enhancing consumer satisfaction. Selecting the research object The object of research can be either similar enterprises or entirely different industries. The key criterion is that the selected research object should be highly relevant to the company's strategic goals. Depending on the strategic objective, the benchmark could be a large automobile factory or a small fruit processing firm. Information gathering This stage includes: Identifying information sources Determining the type and amount of information Choosing and implementing information collection methods This step can be divided into three parts: Preliminary information analysis – allows narrowing down research focus. Information organization – helps select a specific object and refine necessary information. Information separation – selecting the most relevant data for analysis. Data analysis Three main methods are recommended: Internal analysis of advantages External analysis of advantages Functional analysis of advantages Implementation of findings The insights and recommendations from marketing research are applied to production and business strategies. Control and evaluation of results This stage assesses the effectiveness of implemented knowledge and introduces necessary adjustments.

CONCLUSIONS AND RECOMMENDATIONS

The sequence of actions described above represents the official, universally recommended approach to benchmarking. However, the true key to successful benchmarking lies not in its form, but in its content.

We believe that national manufacturers should adopt a creative and serious approach to marketing challenges. Only by: Fearlessly applying competitive market experiences Respecting and closely observing the actions of market leaders Continuously researching and studying market trends can benchmarking yield positive results.

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