



International Conference of Economics, Finance and Accounting Studies

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Prospects for the Development of the Textile Industry and Opportunities to Increase Export Potential

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ABSTRACT

The introduction of continuous forms of production organization was defined as a priority for textile enterprises as the most important condition and source of measures for the development of the country's textile industry and the production of export-oriented products. In this regard, the article examines some of the problems of forming a modern competitive national textile industry in the Republic of Uzbekistan. And on this basis, priorities for the development of the textile industry for the medium term were developed.

Keywords: finished products, equipment, industry, development, technologies, textile industry, export, export potential, production efficiency.

Introduction: The textile industry, as one of the most promising sectors of the republic's economy, includes several sectors producing finished goods, and at the same time, it employs a significant portion of the employed population, which, in turn, provides employment. But at the same time, the inadequacy of the structure of the textile industry, low efficiency of production and product quality, and disproportions in the economic and social development of the industry require a comprehensive approach to change and innovation. These enterprises have the opportunity to work not only on labor costs, but also to place their production facilities, open branches and small enterprises in almost all regions of the country, and also to supply finished products with high added value to the country's foreign markets. The reorientation of the Uzbek economy also deserves attention as one of the most promising industries, increasing its export potential. The volume of textile products manufactured in Uzbekistan and the geography of exports are expanding every year.

Main part.

The potential of the textile industry of Uzbekistan is growing every year. If in 2017 the share of the textile industry in the total volume of industrial production of the country was 7.5%, then in 2020 this figure was 12.4%, and by 2021 it is planned to reach 14.7%. In 2017-2020, the total revenue of the textile industry reached from \$ 1.5 billion to \$ 4.2 billion, or increased by 2.8 times. At the same time, there were significant changes in the structure of network products. If in 2017 51.8% of gross income came from the production of cotton yarn, 16.5% - from fabrics, knitwear

and socks, 31.7% - from the production of ready-made clothes, then in 2020 these figures will be 38.2%, 19.8% and 42.3%, respectively. In 2017-2020, the number of jobs created in the network increased from 150 thousand to 315 thousand.

In order to achieve the intended goal, the Cabinet of Ministers of the Republic has developed a Concept for the Development of Textile and Light Industry Enterprises for 2019-2025. According to him, the country is working to attract foreign investment, technical re-equipment, reconstruction and construction of more than 170 facilities at the expense of commercial bank debts and own funds. As a result, in 2025, 940 thousand tons of yarn, 1425.9 million m² of finished yarn, 406.8 thousand tons of knitted fabric, 1519.6 million pieces of knitwear, 429 million pairs of hosiery will be produced. Compared with 2019, the range of finished products will increase by 4.7 times, yarn - by 4.4 times, knitwear - by 5.2 times, hosiery - by 2.5 times, finished clothing - by 3.9 times. These figures clearly show that our country has all the conditions for the textile industry to become not a supplier of raw materials, but an exporter of finished products.

At the same time, according to the above concept, another important factor in the development of the textile industry is its transformation into one of the sectors that replenish and enrich the country's foreign exchange reserves through the production of export-oriented, competitive and imported products. Substitute products.

If we look at the figures, the situation with yarn supplies to the domestic market of the republic in 2017-2020 showed that the volume of yarn production increased by 1.9 times, including the volume of yarn involved in processing increased by 2.4 times, that the volume of exports decreased by 1.17 times, the volume of yarn sent to the domestic market increased by 1.5 times, and the remaining yarn in warehouses increased by 1.4 times.

In 2020, 60% of the yarn produced was processed domestically, that is, used in the production of textile and knitwear, 20% was exported, and 17% was sold on the domestic market.

From this we can conclude that in order to increase the efficiency of production and export, it is necessary to conduct marketing research and develop a marketing strategy at textile enterprises. When organizing export-oriented textile production in the country, it is advisable to conduct marketing research in five main areas:

- firstly, by conducting research on the organization of advertising, that is, inspiring clients, advertising tests, types of advertising and increasing their comparative effectiveness;
- secondly, through strategic planning and the organization's policy, that is, short-term and long-term forecasts, analysis of the company's results, analysis of market opportunities, new opportunities for the development of diversification, general operational analysis, analysis of the internal environment of the organization, as well as observations of the export market;
- thirdly, to increase the social responsibility of the organization for environmental protection by studying the responsibility of the organization, i.e. the formation of clients;
- fourthly, market analysis, i.e. the attitude of buyers to new products, the potential and capabilities of new products, testing new products, problems of packaging and testing products;
- fifthly, the study of sales opportunities is carried out through marketing research, i.e. identifying potential or potential markets, analyzing the composition of the market, changes in sales volumes, conducting test marketing, sales promotion procedures.

Conclusion:

Thus, in the development of the textile and light industry of the republic, as well as in increasing its export potential, it is necessary to increase the production of high-quality finished textile products and light industry products with high added value and their share in exports. It is desirable to carry out targeted activities.

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