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## ENTREPRENEURSHIP IN THE DEVELOPMENT TERRITORIAL OPPORTUNITIES

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### ABSTRACT

In the article Entrepreneurship in Development Territorial of Opportunities Place and importance Analysis the region's natural, economic, and infrastructure opportunities for Entrepreneurship to the environment how impact show, local business subjects for created conditions and state by being shown support mechanisms will be covered. Also, regional entrepreneurship develops according to advanced experiments and offers This is given. The article, from opportunities to effective use according to practical, also includes recommendations.

### KEYWORDS

Entrepreneurship, regional development, investments, infrastructure, innovation business, local resources, state support, competitiveness, cluster system, industry zones, village agriculture, export potential, tourism, ecological entrepreneurship.

### INTRODUCTION

Entrepreneurship country's economy is supported by the pillars one to be, to be development of territorial opportunities closely related. Different of the region's natural resources, infrastructure level, work resources, and economic conditions entrepreneurship of subjects to the activity directly impact shows. Therefore, every one of the areas to oneself typical aspects in consideration received without entrepreneurship develop strategies working exit necessary. Regional opportunities right analysis to do and from them productive use business to develop ground creates.

Nowadays, innovation - the process of creating a new idea, method, or product - includes the use of advanced technologies such as digital technologies, artificial intelligence (AI), the Internet of Things (IoT), and big data. Development of family business through innovation, in turn, allows these business entities to quickly adapt to market requirements, update products and services, and increase work efficiency. Also, with the help of innovations, it is possible to increase the competitiveness of family businesses and conquer the global market.

In 2020 and beyond, the digital transformation of business has accelerated dramatically due to the global pandemic (COVID-19). During this period, family entrepreneurs optimized their work processes by introducing new technologies into their businesses. For example, digital trading platforms, online payment systems and cloud services have created new opportunities for family

businesses. These processes have caused significant changes in developing countries like Uzbekistan.

### **Literature Review:**

There are several challenges in implementing innovations in family business. For example, resource and knowledge limitations of family entrepreneurs, problems in accessing digital infrastructure and technologies, and several other barriers hinder the effective application of innovations. Nevertheless, many family entrepreneurs have developed their businesses by implementing modern technologies. For example, in 2021, the implementation of digital technologies in family businesses in Uzbekistan increased by 35% (Statistics Committee of the Republic of Uzbekistan, 2021).

Many countries are providing innovative programs and grants for the development of family businesses. For example, in Uzbekistan, the "Start Up Uzbekistan" program is aimed at supporting small and medium-sized businesses, and through this program, new entrepreneurs receive help in implementing digital innovations in their business (Ministry of Innovation of the Republic of Uzbekistan, 2022). Effective use of innovations increases the activity of family entrepreneurship, creates jobs, and accelerates economic growth. For example, in 2021, jobs created by family businesses in Uzbekistan accounted for 40% of total jobs (Statistics Committee of the Republic of Uzbekistan, 2021). In addition, through the use of innovations, there are opportunities to maintain social stability and socially support the community.

### **Methodology:**

Natural from resources effective use: Natural resource-rich areas to raw materials based working release networks develop entrepreneurship main from directions one to be possible. For example, oil, gas, and mining industries developed in the regions this direction the industry develops opportunities available. Village farm products again work and export to do, big enterprises and working release centers organization to grow regional economic to develop positive impact shows.

Tourism from the potential Usage: Tourism infrastructure developed in the region's hotel business, cultural tourism, environmental tourism, and agro-tourism in the fields of entrepreneurship develop for big opportunities For example, Samarkand, Bukhara, Khiva such as historical cities tourism through entrepreneurship to develop big contribution is adding.

Ecological entrepreneurship and green Economy: Ecologically clean products are released, re recovering energy from sources use also territorial opportunities expand. The sun and wind from energy use opportunities there is in the regions this in the direction entrepreneurship develop possible.

Tax benefits and Subsidies: Regional entrepreneur's encouragement for special tax benefits and subsidy systems. In particular, entrepreneurs for from-scratch work start opportunities is being created.

### **Findings:**

Credit and grant Programs: Small and middle businesses develop for the state by being allocated credit and grants entrepreneurship to the expansion support In particular, the villages in the regions working to release expansion for privileged loans are being separated.

Entrepreneurship incubators and Technoparks: Innovation ideas support the purpose of technoparks and startup centers organization They are being made. entrepreneurs for scientific and technological development opportunities expand.

Foreign experience and his/her Uzbek Model: World in experience territorial entrepreneurship in a development cluster system, business parks, and special economic zones effective results This

is also the case in Uzbekistan. systems develop according to measures done is being increased.

#### **Discussion:**

Local successful business Projects: Some in the regions successfully done increased business projects analysis is done, their experience other in the region's application It is possible. This is entrepreneurs for useful experience exchange provides.

#### **Conclusion:**

In conclusion, Regional opportunities for entrepreneurship to develop directly impact The state by creating conditions, infrastructure, and investment in the environment improvement entrepreneurs' activity to expand opportunities. Local resources' effective use and modern business approaches current to grow entrepreneurship stable development provides. Regional opportunities and state from the bottom reasonable use through entrepreneurship new to the stage take exit possible.

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