



ISSUES OF PRODUCT EXPORT OF SMALL BUSINESS AND ENTREPRENEURIAL ENTITIES

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Article history:	Abstract:
Received: 28 th May 2022 Accepted: 30 th June 2022 Published: 4 th August 2022	This article talks about the reforms implemented in the formation of a stable and effective economy in our country and their results and the impact of export and import on them.
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The 21st century is the century of new formation of the world economy. This means the transformation of world humanity, economic models, changes in socio-economic and spiritual life, formation of international relations.

The reforms implemented in our country to create a stable and efficient economy are giving positive results today. In the process of deepening economic reforms, significant progress was made in ensuring the growth of population incomes, agricultural reform, strengthening of effective foreign trade and investment processes, and sustainable development of small business and private entrepreneurship.

Improving competitiveness by improving the commodity-geographic composition of the country's exports requires the implementation of a number of tasks. Studying the demand for products produced in our country or establishing production in foreign countries, entering the markets of such goods and developing competitive strategies will have a positive effect on expanding the number of exported goods and the geography of countries. It is important to implement the following measures to ensure the competitiveness of our products in world markets:

- helping exporting companies to reduce production and sales costs;
- to acquaint them with the results of research on changes in the foreign market, promising markets, and competitors;
- development of transport and communication systems;
- reduction of transport costs by opening new transport lanes, etc.

Based on the above considerations, I think it is appropriate to carry out the following main activities in order to further develop the export of products of small businesses and entrepreneurial entities in our country:

1) Development of marketing strategies, especially national advertising agencies, measures to increase the "Brand" of goods produced in small businesses and private enterprises;

2) Development of web sites for small business and private business entities to sell their products;

3) To ensure participation of entrepreneurs in fairs, contests, exhibitions of modern new technologies in foreign countries;

4) Helping to modernize enterprises of small businesses and private entrepreneurs, to sell products produced by them;

In conclusion, it can be said that increasing the volume of exports, improving its composition, and diversifying foreign trade in general serve the purposes of achieving qualitative changes in the structural structure of our economy, increasing its competitiveness, economic growth and increasing prosperity. At present, the foreign economic policy of Uzbekistan should be one of the main goals of the globalization process typical of the world economy, the liberalization of business activities, the orientation of the foreign trade strategy in the national economy to export, and the entry into the world market by increasing competitiveness. For this purpose, in order to further liberalize foreign economic activities and further expand the export potential of the Republic, to encourage the increase in the volume of product deliveries for export, to increase the volume of exports of products produced by small businesses and private enterprises, to increase competitiveness and financial stability, to abandon redundant and outdated procedures. must pass.

A number of problems will be solved if the problems of such small businesses and entrepreneurial entities in exporting their products are eliminated. In particular, working capital is allocated for pre-export financing, providing practical assistance in obtaining loans, introducing international certificates and standards, reducing value added tax, and obtaining compensation for transport costs. This, in turn, is important for the population to find its place in the world market, to ensure active participation in the world economic community, to improve the standard of living



and to achieve economic growth by creating an efficient economy that ensures the standard of living.

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