



WAYS TO INCREASE THE COMPETITIVENESS OF VITICULTURE AND WINE CLUSTERS IN UZBEKISTAN

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Article history:	Abstract:
<p>Received: 6th October 2022 Accepted: 8th November 2022 Published: 11th December 2022</p>	<p>Improving the competitiveness of winemaking is a complex issue, which depends not only on producers, but also on state and regional support and regulation, the coordinated development of viticulture and winemaking in general, the scale of implementation. Each component of increasing the competitiveness of viticulture is a specific set of management, economic, marketing, legal tools, norms and methods.</p>
<p>Keywords : cluster, competitive, market share, import, value chain, economic, marketing, legal instruments, criteria, assortment, image.</p>	

INTRODUCTION

Uzbekistan is one of the countries with the climate suitable for growing the world's best grape varieties and producing high-quality wines that are in high demand in foreign markets.

In this regard, the President of the Republic of Uzbekistan said, "Viticulture is the centuries-old national farming culture of our people, directly connected with our traditions. There would be grapes and grapes in every yard. There were even vineyards in the city of Tashkent. The quality of our people, the quality of grapes such as Rizamat Ota, kelinbarmaq and kishmish are known far and wide. - described it as.[1]

This climatic condition allows for the cultivation of various varieties of fruit and grapes in different periods, as well as the production of juicy dry fruits and raisins. In particular, it is possible to grow apple, khoraki (kitchen) grape varieties that can be stored until spring, as well as wine grapes for wine production.[2]

Various wines, champagne, grape spirit, cognac, non-alcoholic products - grape juice, preserves, marinades, compote, marmalade and other processed products are obtained from grapes. Special varieties of seedless grapes are dried to obtain grapes and raisins. Leaves are used for dolma and preserves.

METHODS.

The study of existing scientific research on ways to increase the competitiveness of viticulture and winemaking clusters in Uzbekistan, analysis of the stages of formation of viticulture and winemaking, study of statistical data and economic comparison and analysis, logical thinking, grouping of information, analysis and synthesis, induction and deduction methods were widely used. .

RESULTS

The great economic importance of the viticulture-winemaking complex for the country determines the need to develop a conceptual approach to justify its development vector in perspective. The main rules for the development of the regional viticulture-winemaking cluster should be focused on the following:

- maximum involvement of agricultural producers in joint projects of cluster-based activities, including the vertical and technological cycle of final product production, production of products that ensure competition between them;

- wider introduction of innovative production technologies and methods of preparation of wine materials for the final stage of grape growing and brandy production.

In this regard, it is necessary to support the organizational support of viticulture and winemaking and marketing of processing enterprises, to take measures to improve the production of grapes and wine on an innovative basis. It should be noted that viticulture provides not only an absolute quantitative increase in final product production, but also an increase in the overall efficiency of the production complex. It can encourage all sectors of the complex to increase their competitive advantages and create additional sources of profit.

The complete technological cycle of production of the final product, which is actually manifested in the country, the implementation of the strategy of market expansion with attention to the world market, the implementation of the strategy of the winemaking cluster is a necessary condition for the creation of the winemaking cluster.

The main purpose of the cluster is to:

- Implementation of the regional viticulture-winemaking cluster strategy in the region of Uzbekistan;



- aimed at unifying the management and production potential of the enterprises participating in the cluster, increasing the competitiveness of products and improving the regional economy;

- providing access to high-quality and safe products made from grapes by regional enterprises to a wide audience of real and potential wine consumers.

Increasing the competitiveness of the viticulture-winemaking cluster at the national and international levels:

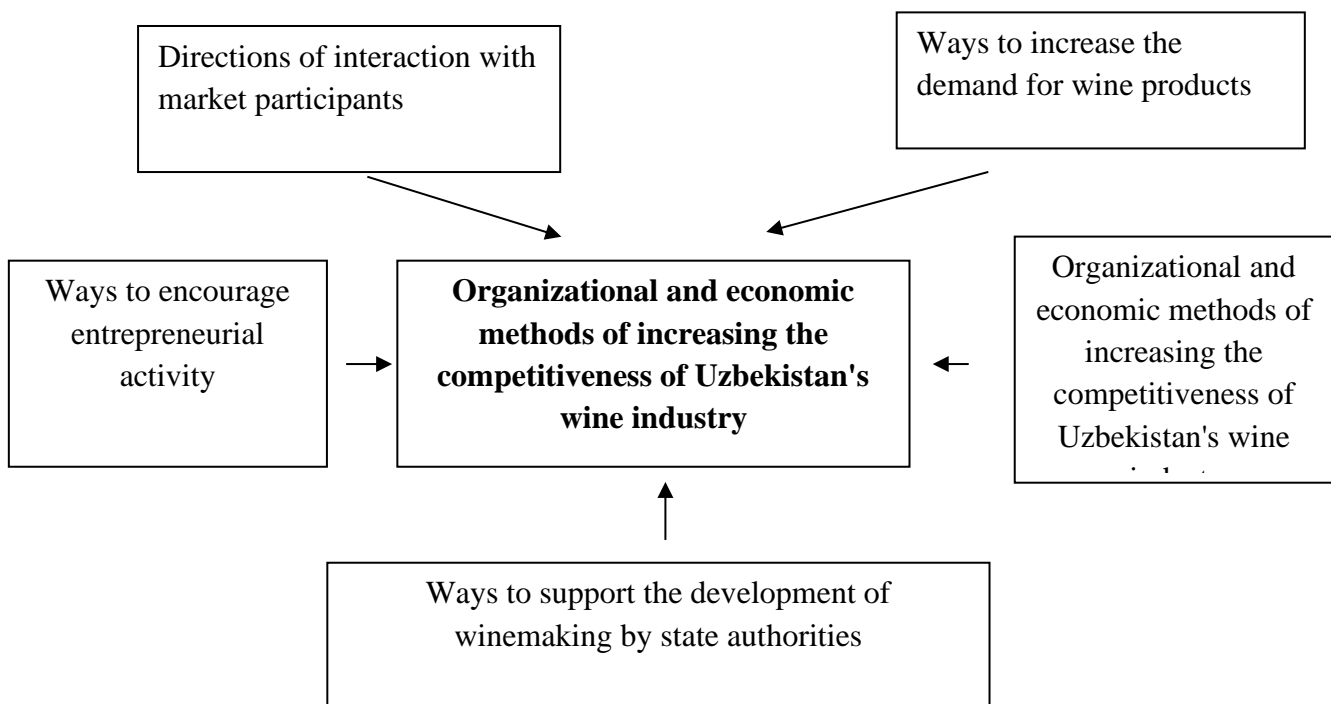
- increasing the market share, increasing production of import-substituting viticulture and winemaking products;

- strengthening cooperation networks within the cluster and beyond;

- joint implementation of complex projects, mutual support for realizing the interests of cluster members in participating in projects, programs, grants and other activities;

- reducing production costs, optimizing prices and improving quality in supply chains of goods, works, and services for cluster members;

Increasing the competitiveness of winemaking is a complex problem that depends not only on producers, but also on state and regional support and regulation, coordinated development of viticulture and winemaking in general, and the scale of implementation. Ways to increase the competitiveness of the country's wine industry are shown in Figure 1.



1 – picture. Ways to increase the competitiveness of Uzbekistan's wine industry

Each component of increasing the competitiveness of viticulture and winemaking is a certain complex of management, economic, marketing, legal tools, norms and methods.

Effective global experience of viticulture and winemaking is based on the high-level integration of wine producers, importers, distributors and efforts of the participants of the value chain. The main problems of the competitiveness of Uzbekistan's winemaking enterprises are the average share in the domestic market, the low recognition of products abroad, the

non-competitive cost structure (for logistics, raw materials) in the large retail trade networks of Uzbekistan's wine products due to the high barrier to market entry, etc. These problems cannot be solved through the autonomous operation of the enterprise. They are a system that requires regular improvement of the efficiency of the entire process of creating products based on cooperation between enterprises with the support of state and government bodies.

The main task of increasing the competitiveness of Uzbekistan's wine industry is to regulate wine



production and circulation. The creation of a viticulture-winemaking cluster in Uzbekistan will contribute to the pooling of funds and targeted use of financial resources.

Measures to support viticulture and winemaking through insurance, preferential investment loans and guarantees, and subsidies are being implemented in Uzbekistan. The development of financial leasing, attracting funds from investment credit mechanisms and other types of financial and credit support for the wine industry of Uzbekistan are necessary for all participants of the distribution chain. A distinctive feature of the products produced by the enterprises of the wine industry is the formation of competitive advantages. In order to comprehensively evaluate the level of competition in the viticulture-winemaking complex and determine the competitiveness of its objects, it is necessary to consider them at different levels of the national economic industry with specific criteria and indicators, and at the same time, they have general approaches to their selection for each object of research methods and development factors.

ANALYSES.

Positioning of the market of viticulture and winemaking products of the agro-industrial complex, determines the mechanism of its regulation. This mechanism can be divided into two components - active and reactive. The first of them is characterized by the existence of a regulatory body and is primarily represented by the viticulture-winemaking complex of the agro-industrial complex and the direct regulation of the market by the state. The state regulation of the market in question is also carried out through the viticulture-winemaking sub-complex of the agro-industrial complex.

According to the concept of the study, the main subject of the formation, operation and development of the market of viticulture and winemaking products is the viticulture and winemaking sub-complex of the agro-industrial complex, therefore, the organizational and economic mechanism of managing the competitive development of this complex, in fact. It plays the role of a regulatory mechanism of market development. One can see the inevitable duality of positioning the organizational-economic mechanism of managing competitive development in relation to the managed system.

It defines the general rules and procedures for managing the development of the studied viticulture-winemaking system, its implementation is ensured by its control system.

At the same time, he indirectly manages the competitive development of the viticulture and

winemaking market of the agro-industrial complex in the composition of alcoholic and fruit-berry products, as well as fruit preserves in the markets of Uzbekistan. Taking into account the characteristics of the specified mechanism, the development of instrumental management support, especially information-analytical, will help to develop the entire mechanism of management of the entire winemaking-viticulture system.

In order to make the analysis objective and complete, it was decided to define the following comparison criteria:

- date of establishment and availability on the market;
- average wholesale price;
- assortment width;
- attractiveness of the image;
- advertising;
- additional services (organization of visits to the winery. Tasting, etc.)

The planned visit of tourists to the vineyards and the practice of tasting the available assortment of wines is the success of the production. In order to increase the competitiveness of the viticulture and winemaking industry, grape wine is subjected to expert examination, in which organic, physical and chemical indicators, safety indicators and possible falsification are determined.

The drink and its packaging technology, based on the highly productive work of workers using modern equipment, is competitive. One of its main competitive advantages is the ability to reduce the cost of the product by reducing the profit margin at a sufficiently low price.

Competitiveness can be assessed using a sample product. In this case, the product is compared with the product available in the market. Sampling is one of the most important aspects of competitive analysis. The sample should belong to the same product group as the analyzed product, be the most representative for this market and have the most purchase preferences.

When determining the set of parameters of the competitiveness of the evaluated and compared goods, it takes into account the parameters describing the consumer characteristics (consumer value) of the commodity and its economic characteristic (value), that is, the cost of purchasing and using the product during the entire activity (consumption) of the buyer.

These costs together form the consumer price - the amount of funds needed by the consumer during the entire service life of the product. The development of the problem of competitiveness of goods and services directly depends on the chosen evaluation method. The



assessment of product competitiveness is carried out by comparing the parameters of the analyzed products with the parameters of the comparison base, because the competitiveness of the product with another object is a relative concept, that is, it can be known only in comparison with another object.

The customer's need or sample is taken as a basis for comparison. Typically, a sample is a similar product with the highest sales volume and the best future sales prospects.

The main method of assessing competitiveness is the differentiated method of determining relative indicators and the integrated method of determining competitiveness. The differentiated method consists of direct comparison of several unique indicators of product competitiveness with similar indicators of competitors' products. Relative indicators of product or service competitiveness, obtained in a differentiated way, show how far the product under evaluation is superior or lagging behind the products of competitors in terms of these indicators.

The complex method is based on the use of group, aggregated, integral indicators. It is based on the comparison of products with a complex nomenclature of competitiveness indicators. It takes into account the degree of impact of each indicator on competitiveness. A comprehensive method allows for a more objective assessment of competitiveness. Numbers can also be used to describe the competitiveness of a product relative to other products.

Product comparison is made according to the parameter comparison table. The comparison gives one of the following conclusions:

- the competitiveness of the products in the category in which the products are compared to this market;
- the product has pars competitiveness in the class of comparable products in this market;
- the products are not strictly competitive in the class of comparable products in this market.

DISCUSSIONS

The conclusion is filled with conclusions about the advantages and disadvantages of the evaluated products in comparison with their analogues, as well as suggestions for measures to be taken to improve its position in the market.

To increase the competitiveness of viticulture and winemaking, the following were proposed:

- to ensure that the products meet the quality standards to create strong raw material potential and competitive wine products;

- introduction of drip irrigation of vineyards helps to increase productivity through rapid development of bushes;

- attracting specialists to develop the enterprise and form a marketing strategy.

The marketing strategy, which consists in the formation and implementation of each type and brand of wine, as well as the formation of a separate type of service with the definition of specific consumers and segments of the future raw material and food market, was covered.

In the viticulture and winemaking market, where there is strong competition between products, the strategy of the enterprise was divided into directions and components described as proximity to the consumer.

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