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THE IMPORTANCE OF ORGANIZING TEXTILE INDUSTRY ENTERPRISES ON THE BASIS OF A DIGITAL PLATFORM

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Abstract:

This article analyzes the efficiency of textile industry enterprises in the context of digitization. The positive and negative situations affecting the production efficiency of digitalization of enterprise activities are described.production efficiency of digitalization of enterprise activities are described.

Keywords: Textile industry, digital innovations, digital economy, efficiency, influencing factors, production technologies, financial organization, labor productivity.

INTRODUCTION. the modern world has taken the first step towards a radically new technological, economic and social reality. However, it is difficult to overestimate the problems facing modern industrial society. We are talking about a change in the global socio-technological structure, the result of which is a complete reformation of the systems we are used to, and the formation of new social and economic strategies. At the same time, the technological paradigm is changing, management models and social norms are changing, and large-scale demographic shifts are taking place.

However, the problem is not that the transition to a new model of society is being implemented in principle. The problem is that this transition will happen very quickly - not in a millennium, not in an agrarian way, not in an industrial way, but in a few decades. It is worth noting that the transition from the current turbulence to a stable growth trajectory will come with shocks over time for countries that have not created the technological, economic and political conditions for a new rise.

In the new environment, the country will gain advantages as a result of technological and digital innovations, in which all components of the economy will develop, interact, improve and grow. It is for this reason that the current stage of development of many countries, especially the Republic of Uzbekistan, is associated with the lack of alternative options for searching for and transitioning to a new model of economic development, which is based on the use of intellectual and creative potential in human personality.

Technological innovation and changing customer demands require new business models and organizational principles in the textile industry. The research paper examines how digitization affects the textile industry and the implications for its customers, sales channels, textile products and the textile value chain.

The customer environment is becoming increasingly digital. In response, consumer goods manufacturers are also responding by digitizing their products. In the textile industry, more and more suppliers are producing technologically functional clothes, that is, clothes that perform new functions, in the areas of wearable technology.

ANALYSIS AND RESULTS. In order for our country not to occupy the last place in the global digital economy, special attention should be paid to the opportunities available in our country in ensuring production, innovation and employment of the population. An important feature of today is the rapid growth of the digital divide, which threatens to further lag the Republic of Uzbekistan behind developing countries. For any country, maintaining the manufacturing sector and its technological level is a strategically important national task of developing the economy, the service sector, increasing the population's income and national welfare.

The phrase "any nation or group of nations without a productive network is at the mercy of the developed nations" is very relevant today. In this regard, J. Rynn states that "Any population, rich or poor, needs a strong production base in order to prosper economically and defend itself politically". As a result, the textile industry, like other industries in our country, is currently experiencing the effects of digitization - increased individualization, networking of devices and people, as well as the progressive automation of production and logistics processes.

In this sense, it requires a good knowledge of the customer's values and consumer behavior. Advertising differential analysis of customer groups taking into account digitization and development of modern marketing concepts are indispensable in order not to lose contact with the customer. Because in the future, there will no longer be a standard customer looking for a specific piece of clothing. Instead, the study found,

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nine customer groups with individual needs emerge in the Economy and Premium segments.

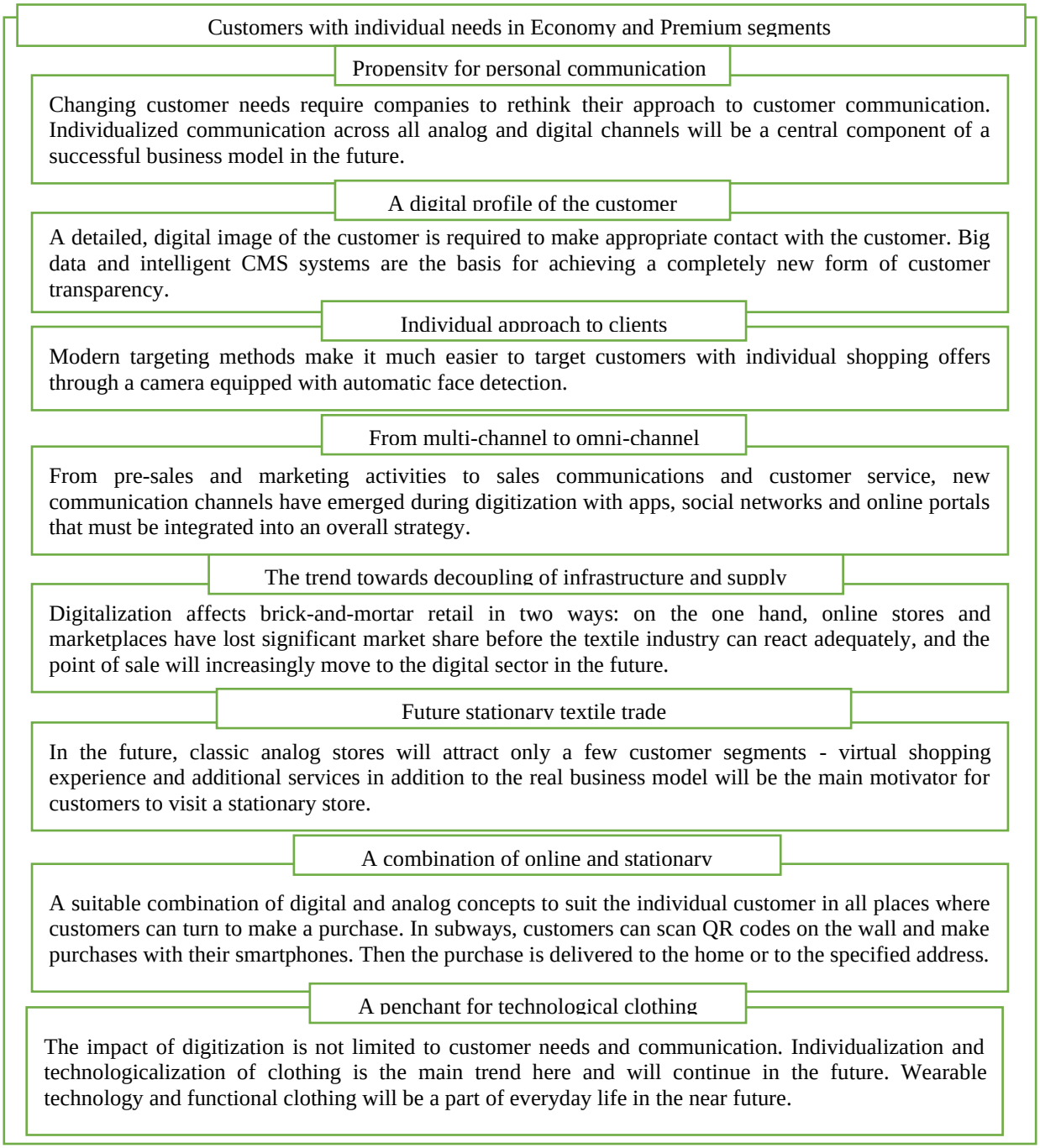

Figure 1. Customers with individual needs in Economy and Premium segments

The ever-increasing individual demands of consumers and technological opportunities in the digitalization process are also increasing individualization in the textile industry. Until recently, it was up to the tailor to tailor the garment to the respective customer, but in the future, customers will be measured in 3D using apps or Smart Mirrors, and their garments will be individually tailored and manufactured. At affordable prices, individually designed clothing is possible for many.

In some customer segments, there is also a tendency for customers to want to add their own ideas to

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designs and collections. Social media company Esprit # ImPerfect can be seen as a reaction to this trend. Customers must take their own photos to include impressions in the new Esprit collection. Innovative technologies along the entire value chain automate the personalization process. This applies to size and fit as well as design and special applications such as LED inserts.

At the macro level, the customer is more influenced by the design of the product they intend to buy in the near future. In this regard, individualization is key. In the next five to ten years, companies will continue to produce apparel that will require more efficient supply chain and production design. We also see that customers go to stores that design their own clothes and leave the store almost immediately. Because, in order to survive in the fight against highly interactive digitalization, physical stores will have to offer something truly attractive and practical.

The combination of personal and technological textiles will lead to more flexible products in the future. They also adapt to the customer's personal needs after purchase. Functional clothing firm Charms already has applications of this principle. Nowadays, in addition, smartphone control of clothing is becoming more and more important. In particular, the user can control the color of the textile through the LED according to his mood. Or textiles are equipped with sensors that can only be seen with a smartphone and change the appearance of the garment or contain useful information.

Market shares of traditional textile enterprises are increasingly being eroded by competitors outside the industry. Wearable technology and functional clothing accelerate this process. In addition, new production mechanisms such as 3D printing allow customers to print clothes at home or in decentralized printing shops. Thus, brand image will no longer be crucial for winning and retaining customers in the future. Rather, the trend is toward data-backed recognition and individualized customer needs. Therefore, many providers have to fundamentally revise their business models.

To this end, Industry 4.0, which focuses on creating digital connectivity, will bring all processes and communications into a single network and make factories smarter and production more efficient than ever before. Industry 4.0 creates several opportunities for the development of textile enterprises. Automation and programmed production process will help the enterprise expand, combining new approaches that suit the manufacturer. Many jobs are done by machines, so the need for manpower can be reduced and transferred to other areas where employee assistance is needed. When everything runs through programmed machines, there is less chance of error and the product is more efficient, which gives the enterprise the opportunity to compete in large markets.

The supply chain as well as IT operations management is much more stable in the Industry 4.0 phase, and production processes are carried out by programmed machines without changes that help to produce similar quality garments. However, the implementation of operations through cloud technology will further improve the management experience. There is no need to manually manage the software and instead it runs remotely on servers and the design is updated automatically. It also helps larger networks, but smaller networks with limited resources can benefit more from these systems.

As mentioned above, the desires and expectations of customers have changed dramatically in recent years. They are prioritizing high-quality goods, value-added services and faster delivery. This has fueled the demand for digital transformation, which includes everything from 3D-printed clothing to smart factories. The process of digital transformation is not simple, but it requires a well-thought-out digitization plan.

While going digital has various benefits, the most important benefit for textile businesses will be the ability to serve ever-changing customer behavior.

CONCLUSION. In conclusion, digital transformation is one of the most used terms in the fashion industry today, and we cannot ignore its importance. In the coming years, digital innovations will help to bring the fashion, clothing, textile industry to the next stage of development. Taking this into account, it is desirable to speed up the process of digitization of textile industry enterprises in our country, to equip them with the most modern and innovative digitized technologies, and to train and create a reserve of personnel working in this process.

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