"STEKLOPLASTIK" LLCINTERNAL FACTORS THAT INFLUENCE A COMPANY'S MARKETING STRATEGY

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Abstract. *This article examines the quality and modernity of the manufactured product, the introduction of a quality management system, the reduction of the tax burden on product types, the significant impact of this factor of production on the value of the enterprise, increasing labor productivity, and increasing the potential of the enterprise.*

Keywords:*enterprise, market, factor, efficiency, product, potential, productivity*

Keywords:*Predpriyatie, rynok, factor, effectiveness, product, potential, proizvoditelnost*

Annotatsiya. *Mazkur maqolada ishlab chiqarilayotgan mahsulotning sifati va zamonaviyligi, sifat menedjmenti sistemasi joriy etilishi, mahsulot turlariga soliq yukining kamayishi, ishlab chiqarishning mazkur omili korxona qiymatiga katta ta'siri, mehnat unumdorligini oshirish, korxonaning salohiyatini oshirish ko'rib chiqilgan.*

Kalitli so'zlar: *Korxona, bozor, omil, samaradorlik,mahsulot, salohiyat, unumdorlig.*

Аннотация. *В данной статье рассматриваются качество и современность производимой продукции, внедрение системы управления качеством, снижение налоговой нагрузки на виды продукции, существенное влияние этого фактора производства на стоимость предприятия, повышение производительности труда и увеличение потенциала предприятия.*

Ключевые слова: *Предприятие, рынок, фактор, эффективность, продукт, потенциал, производительность*

Introduction. In the modern era of development of the Republic of Uzbekistan, one of the most important tasks is to further deepen t he structural restructuring of the sectors of the national economy. The implementation of this task requires identifying trends in changes in society, analyzing them and conducting economic, social and technological policies accordingly. By the President of the Republic of Uzbekistan Shavkat Mirziyoyev Based on a thorough analysis of complex global processes and the results of the development of our country, the Development Strategy of New Uzbekistan for 2022-2026, consisting of seven priority areas, was approved in order to further increase the well-being of our people in recent years, transform economic sectors and rapidly develop entrepreneurship, unconditionally ensure human rights and interests, and establish priority areas for reforms aimed at forming an active civil society based on the principle of "For the sake of human dignity"..

Structural restructuring and modernization of the economy require a radical improvement and development of existing approaches, methods and techniques in management. Such a requirement is an important task not only for large industrial enterprises, but also for other enterprises and organizations in all sectors. Therefore, there is a need to widely use the achievements of modern science in strategic research, in-depth analysis and improvement of management systems in

organizations. In implementing prospective management, the use of strategic marketing methodology, which is one of the newest directions in marketing science, is of particular importance.

Analysis of literature on the topic. An analysis of the existing literature on marketing shows the need to improve modern marketing principles, brand promotion methods and a flexible approach to consumer requirements. In his textbook on marketing strategies, the expert RGIbragimov states the following: "Marketing strategy is understood as the use of a model of the principles of the enterprise's behavior in the market, established for a certain period of time. With its help, the enterprise seeks to ensure its success."Many economists have been involved in the development and implementation of marketing strategies. Among them are such famous scientists as F. Kotler, David Aeker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Bayer.

While the research conducted in the field of marketing in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R.Ibragimov, YO.Abdullaev, A.Saliev, M.Sharifkhodjaev, D.Rakhimova, Sh.Ergashkhodjaeva, Sh.Musayeva and others..

Research methodology. The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

Analysis and results. Along with external factors that affect the strategic position of an enterprise, a number of internal factors are also of great importance. While we have analyzed external environmental factors in previous studies, we now need to study its internal environmental factors.

In particular, the internal factors influencing the strategy of Stekloplastik LLC depend on a number of factors that directly shape its activities (Figure 1).

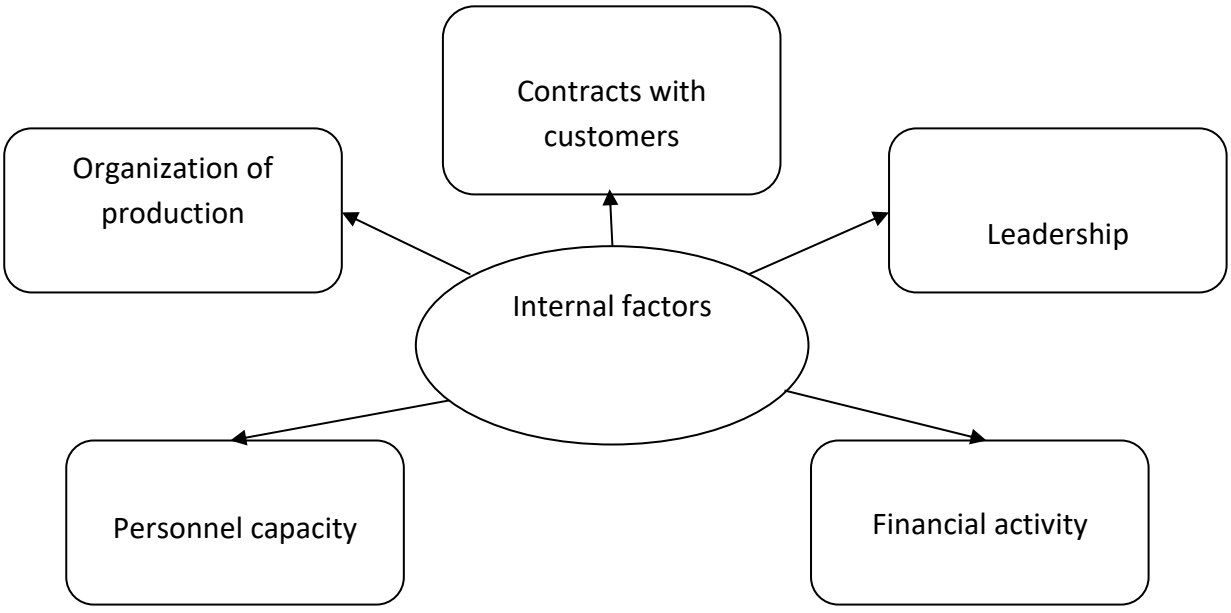

Figure 1. Marketing strategy of Stekloplastik LLC influencing internal factors.

The volume of products produced at Stekloplastik LLC is determined, on the one hand, by the demand for it, and on the other hand, by the availability of production capacities for its production. The organization of production in the company is well established, and today, as we mentioned above, more than 400 types of products are produced in 8 product groups. Great attention is paid to the quality and modernity of each manufactured product.To improve the quality of manufactured products, the enterprise has implemented the ISO 9001:2000 Quality Management System.

At "Stekloplastik" LLC More than 90 types of manufactured products are included in the localization program, and the reduction in the tax burden on these types of products will directly have a positive impact on the value of the enterprise.

This factor of production has a significant impact on the value of the enterprise.At "Stekloplastik" LLCThe company's manager, chairman of the supervisory board, ensures the effective management and development of the company's activities. This fact must be taken into account in the valuation process, in particular when calculating discount rates, since in the event of the sale of the company, its plans for its future activities may change. Director of the company and Deputy Director for Foreign Economic Relations, Deputy Director for Distribution, Deputy Director for Production and Deputy Directors for General AffairsForms the management of Stekloplastik LLC.

Each link in the management chain plays a significant role in creating the value of the enterprise. Each manager must have leadership, communicative, oratorical and foresight skills. These qualities are embodied in the chairman of the supervisory board, the highest executive in Stekloplastik LLC, under whose leadership all employees are subordinate and work in harmony. Such a chain of management helps to eliminate all errors and shortcomings, and this is a factor that directly contributes to increasing production, increasing labor productivity, increasing the potential of the enterprise, and increasing the value of the enterprise.

As we know, it is turnover that determines and creates the main value of any enterprise. To this dayThese state programs and tenders that make the movement of goods of “Stekloplastik” LLC possible have been taking place. There are several objective reasons why “Stekloplastik” LLC is not working well with customers, especially the population. Firstly, the remoteness of this enterprise from the city center, the main factor in fully satisfying the needs of each client is time and convenience. “Stekloplastik” LLC is located 25 km from the city center, which poses a serious threat to the optimal satisfaction of customer needs. Secondly, the inability to be informed about bank settlement data in a timely manner, delays in payments as a result of the influence of the above factors when working with the bank. Thirdly, the imperfection of the mechanism for accepting individual orders and placing orders for production. Fourthly, delays in payments by the client after signing contracts and delays in the delivery of goods by the enterprise. Such shortcomings are seriously affecting the decline in the value of Stekloplastik LLC.

The need to assess the value of human resources stems from the conclusion that people in any enterprise are as important a factor as all other economic resources (raw materials, means of production, fixed and working capital, information, technology, etc.).

The quality of labor resources directly affects the competitive capabilities of the enterprise and is one of the important areas for creating competitive advantages. The theoretical basis of new economic forms of work with personnel is the concept of "human resources". The essence of this concept is the application of economic criteria to assess the role of the human factor in production, organization and management, as well as in building the entire system of personnel work.

The concept of "human resources" is based on the possibility of applying economic assessments of the ability of people to generate a certain income. The higher the individual productivity of an employee's work and the longer his career, the more income he brings and the more valuable he is to the enterprise.In general, Stekloplastik LLC has selected employees with high productivity, and their working life has been long.

Human resources should be understood as the sum of the capabilities and capabilities of personnel to ensure the effective functioning of the enterprise. By its nature, essence and content, human resources are included in the intangible assets of the enterprise. At the same time, it cannot be included in the intellectual property, since by its nature this potential is volatile, does not have legal protection and cannot be alienated or sold for use separately from specific individuals.

80 percent of employees and workers working at Stekloplastik LLC work in their own specialty. This is not necessarily a negative situation, but changes in this percentage can have a negative or positive effect on the value of the enterprise.

KThe financial activities of enterprises, like production activities, also form the value of the enterprise. In 2025, Stekloplastik LLC had securities worth 98 million soums, other long-term financial investments worth 96 billion soums and short-term investments worth 209 billion soums, and received income from total financial activities of 2,344 million soums, which has a positive impact on the formation of the value of the company.All of the factors listedWe can see the positive or negative impact on the value of Stekloplastik LLC in its further activities in the table below.

To sum up,The internal factors that affect the value of Stekloplastik LLC are those that the enterprise itself has the opportunity to positively influence for its own benefit. External factors directly affect the value of the enterprise under the influence of the government and the market. For this, the enterprise itself must adapt to the external environment.

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