

## STRATEGIC PLANNING IN INDUSTRIAL ENTERPRISES

Yusupxodjaeva Gulchexra Baxadixodjaevna  
Kholmukhamedova Feruza Areslanbekovna  
Tashkent State Technical University Islam Karimov University,  
Universitetskaya, 2a, Tashkent, 100095  
gulchehra378@gmail.com

ABSTRACT	KEY WORDS
The article is devoted to the issues of strategic planning in industrial enterprises, including its role in improving efficiency and competitiveness in a market economy. The main stages and methods of strategy development, features of choosing the optimal strategy and its adaptation to changing environmental conditions are considered. Special attention is paid to the assessment of economic feasibility and risks in strategic planning. The paper also presents theoretical foundations, methods and approaches that can be applied to implement strategic planning in enterprises of Uzbekistan.	Production potential, innovative economy, industrial enterprises, strategic development, use assessment, global financial crisis, production growth, investment resources, competitiveness, economic growth, material resources, labor resources, technological potential, managerial potential.

### Introduction

World experience shows that the transition to an innovative economy requires the most complete realization of the production potential at industrial enterprises and its strategic development. Of particular importance is the assessment of the use of productive potential in the context of the global financial crisis. Improving the use of production capacity at each enterprise will help to increase production, attract investment resources and expand the sale of goods. Today, among the countries of the world, there is a clear correlation between highly competitive industrial and production potential and efficient economic growth. Among the leading countries are China – 28.4% of world industrial production, the United States-18%, Western Europe - 15 %, India-3%<sup>1</sup>.

In recent years, in our republic, special attention has been paid to the development of a strategy for the development of industrial and production potential and its involvement in the production and economic activities of an industrial enterprise, the formation of an appropriate system and mechanism for managing production potential are tasks of paramount importance for ensuring the efficiency of using available resources and the effectiveness of industrial capacity building.

<sup>1</sup><http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Manufacturing/gx-global-mfg-competitiveness-index-2021.pdf>

The level of innovative development of each industry depends on the share of strategic and periodic innovators who shape long-term technological trends and determine competitiveness in national and global markets. Strategic innovators gain sustainable competitive advantages, such as intellectual rent, maximum value added, and high valuation of the company's assets by financial markets. The predominance in the economy or in a particular industry of companies focused primarily on the adaptation and modification of technologies proposed by leaders can ensure a satisfactory level of current competitiveness in national markets, but does not guarantee success in global competition and long-term sustainable development of national producers.

The need to develop a comprehensive system for increasing the production potential of an enterprise of the electrotechnical complex in order to develop a strategy for its development determines the relevance of the topic of this study.

The production potential of an industrial enterprise is a key factor determining its efficiency, competitiveness and ability to adapt to changing market conditions. It represents the totality of all the material, labor, technological and managerial resources that an enterprise has at its disposal for product production.

Key components of productive capacity

1. **Material resources** Include buildings, equipment, raw materials, and materials that are used to produce products. The quality and condition of the material and technical base have a direct impact on production volumes, prime cost, and the quality of final products.

2. **Labor resources** Представляютrepresent the company's personnel, their professional skills, qualifications, and level of motivation. Efficient use of labor resources helps to increase labor productivity and improve the financial performance of the enterprise.

3. **Technological potential** Includes the technologies used and the degree of their innovativeness. The higher the technological level of an enterprise, the more efficiently it can organize production, reduce costs and improve product quality.

4. **Managerial potential** The ability of the company's management to effectively plan, organize and control production processes. Well-organized management contributes to the optimal use of all resources and increases the overall efficiency of the enterprise.

**The role of productive capacity**

1. **Ensuring the sustainable functioning of the enterprise** Production potential ensures the fulfillment of the main tasks of the enterprise: product output, customer satisfaction, and profit generation. The higher the level of production potential, the more opportunities the enterprise has for stable operation and development.

2. **Increasing competitiveness** Effective use of production potential allows the company to reduce the cost of production, improve its quality and expand the range, which gives it advantages in the market.

3. **Adaptation to changes in the external environment** An enterprise with a high production potential is able to quickly respond to changes in market conditions, introduce new technologies and types of products, which ensures its sustainability in the long term.

4. **Innovative development** the production potential determines the capabilities of the enterprise to introduce innovations and develop new areas of activity. Modern technologies and qualified personnel make it possible not only to improve current production processes, but also to create new products and services.

5. **Investment attractiveness** Enterprises with high production potential are more attractive to investors. The ability to use resources efficiently and increase production capacity increases the confidence of external partners and creditors.

Production potential is the basis for successful operation of an industrial enterprise. Its effective use allows not only to improve current production indicators, but also to create a reserve for future growth and development. In today's competitive environment and rapid technological progress, production capacity management plays a key role in ensuring the competitiveness and sustainability of the enterprise in the market. And a graphic illustrating the role of productive capacity in the activities of an industrial enterprise. It shows key elements such as material and human resources, technological and managerial potential, and their impact on competitiveness, innovation, and adaptation to change.

**The structure of the production potential of an enterprise** includes all the resources and opportunities that the enterprise has to perform production activities. These elements are interrelated and complement each other, determining the overall efficiency of the enterprise. Let's consider the main components of the production capacity structure. The production potential of an enterprise consists of many interrelated elements that together determine its production capabilities and efficiency. Proper management of each of these components allows the company to achieve high results and remain competitive in the market.



Figure 2. The essence of the production potential management process

Production capacity, being a dynamic system, requires management. The organization of management of the production potential of an industrial enterprise includes a set of measures aimed at coordinating the actions of management personnel in order to effectively involve and use the material, technical, labor and information resources of the enterprise in the production process, ensuring the achievement of set goals and effective activities.

This article covers a wide range of issues related to strategy interpretation, strategic planning methods, choosing the best strategy, and evaluating its economic feasibility and risks. The paper attempts to theoretically generalize existing views, concepts, methods and approaches to strategy planning, in order to develop a unified approach to the methodology of strategy formation.

The presented material contributes to the formation of basic knowledge in the field of strategic planning through the disclosure of methodological and practical aspects of this process, which, in turn, should contribute to the dissemination of knowledge and facilitate the implementation of strategic planning in enterprises of Uzbekistan.

## References:

1. Decree of the President of the Republic of Uzbekistan No. PF-158 dated 11.09.2023
2. Ansoff I. Strategicheskoe upravlenie [Strategic Management], Moscow: Ekonomika Publ., 1989.
3. Bolshakov S. V. Enterprise finance: theory and practice. Textbook. - M.: Book world. 2005
4. Yusuphodkaeva Gulchehra Bahadirkhodjaevna автореферат  
<https://api.ziyouet.uz/uploads/books/10000014/4KnHL5B0ObUFpUC.pdf>
5. Khusainov Ravshan Rakhimovich Evolution of privatization and deputy of state in the industrial sector of uzbekistan World Economics & Finance Bulletin (WEFB) Available Online at: <https://www.scholarexpress.net> Vol. 21, April 2023 ISSN: 2749-3628 In Volume 21 of the "World Economics & Finance Bulletin " Scholar Express Journals, Berlin Germany, April, 2023.
6. Allaeva G.J. Problems of formation and innovative potential use of fec enterprises in Uzbekistan  
EDITOR COORDINATOR, 2021.  
<https://ojs.ukrlogos.in.ua/index.php/interconf/article/view/8540>
7. Yusupkhodkaeva, G. B.. (2023). Development of a unified digital transport and logistics intelligent platform based on the National Operator. In E3S Web of Conferences (Vol. 461, p. 01055). EDP Sciences.
8. Otabek, A., & Otabek, B. (2023, January). Alternative energy and its place in ensuring the energy balance of the Republic of Uzbekistan. In AIP Conference Proceedings (Vol. 2552, No. 1). AIP Publishing. <https://doi.org/10.1063/5.0117633>.