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**INDUSTRY IN ENTERPRISES ECONOMIC POTENTIAL IN DEVELOPMENT
APPLICABLE STRATEGIES**

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Abstract: *Currently, the economy and economic potential of the Republic of Uzbekistan, strategies have been developed for the implementation of economic potential, changes and modernization in modern enterprises, re-equipment of enterprises with modern equipment and the implementation of competitive product production . has been studied, including the use of efficiency strategies, and methods of engagement have been implemented*

Keyword: *management, entrepreneurship, system, economy, economic skills, management, efficiency, strategy, strategic management .*

Effective use of all available factors is important for ensuring sustainable economic growth. The economic potential of the country is literally the core of these factors. Therefore, the level and possibilities of economic growth largely depend on the state of economic potential at all levels (micro, meso and macro levels) of the national economy.

Strategic programs and plans aimed at developing the economy and achieving sustainable economic growth are developed directly based on the country's economic potential, its characteristics, current situation, and future opportunities. In the decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development strategy of New Uzbekistan for 2022-2026" No. 1PF60, comprehensive and proportionate socio-economic development of regions, districts and cities, their existing issues of effective and optimal use of socio-economic potential are defined as priority directions of economic development and liberalization.

As a result of a comparative analysis of economic potential structures researched and proposed by economists, they were divided into four major groups. According to economists, production potential reflects the expected efficiency of production factors, that is, it can be achieved when productive forces are used effectively. refers to the potential outcomes of Work release potential constant change and in development that it was for his structural elements sure time at the moment evaluation right will be His elements work release in the process used of the factors organize finds

Research object and method : In enterprises economic potential when you say of enterprises benefit get , value Create and economic to grow contribution to add ability is understood .

This to potential market demand , competition , innovation , efficiency and management practice such as different factors effect to show can

In enterprises economic potential to open for enterprises the following to strategies attention focus can :

Table 1

Growth and expansion opportunities determination for the market learning and analysis to do	of customers variable needs satisfy for innovative product or services work exit	Maximum benefit get for operational efficiency and economic efficiency increase
Efficiency and competitiveness increase for technology and digital to transformation investment input`	new markets and to resources access for strong cooperation and cooperation to the road to put	Purposeful to customers reach for effective marketing and sell strategies done increase

This from strategies used without and constant to improve attention focus through enterprises their own economic potential come true releases and in the market stable growth and to success achieve possible

Table 2

Technology and to automation investment enter	Operation efficiency increase :	. To innovations attention focus :	Supply chain management optimization :
Advance technologies and automation systems current reach operations simplifying costs reduce and industry in processes productivity increase enable will give .	Procedures regularly respectively check , work processes optimization and to ' sikhs eliminate reach efficiency to increase and work release in processes waste decrease can	Competition superiority which creates and o ' shine encouraging new products , processes or business models work exit for organization inside innovation culture encouragement .	Delivery givers with relationships strengthening , own on time inventory system current reach and logistics improve supply in the chain delivered to give times and expenses to reduce help will give .

In addition, increasing economic potential in industrial enterprises involves optimizing various aspects of business to increase efficiency, productivity and profitability, and industrial enterprises need to consider additional strategies in order to increase their economic potential in addition to the strategies mentioned above. For example, we can take the following:

1. Invest in employee training and development: Providing training programs and training opportunities for employees can improve their skills and knowledge, leading to improved productivity and innovation within the organization.

2. Implement Sustainable Practices: Adopting environmentally friendly practices and reducing waste not only benefits the environment, but can also improve cost efficiency and improve company reputation.

3. Market diversification: Explore new markets and expansion opportunities to reduce dependence on a single market or customer segment, thereby spreading risk and increasing profit potential.

4. Monitor Key Performance Indicators (KPIs): Regularly monitor and analyze KPIs related to production, sales, costs and profitability to identify areas for improvement and make data-driven decisions.

By implementing these strategies and constantly looking for ways to optimize operations, industrial enterprises can unlock their economic potential, stimulate growth and remain competitive in the market.

Conclusion: As an analytical conclusion to the foreign experience of economic potential assessment, it was possible to classify them as follows. Research shows that one of the most effective and qualitative methods of assessing economic potential is the factor model method that serves to ensure sustainable economic growth. According to him, the economic potential of the region refers to the nature of the system consisting of many factors, the use of available and reserve resources to ensure economic development. In general, there is great economic potential for businesses operating within the food industry. By leveraging technological advances, meeting consumer demands, and addressing global challenges, food businesses can contribute to economic growth, job creation, and societal well-being.

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