

**FOOD FOOD IN THE INDUSTRY IN ENTERPRISES ECONOMIC POTENTIAL  
 SHAPING ROADS**

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**Abstract:** *The article examines ways of forming economic potential in food industry enterprises, including the use of efficiency strategy.*

**Key words:** *management, entrepreneurship, system, economy, economic competence, management, efficiency, skill, and competence.*

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 the comparative analysis of economic potential structures researched and proposed by economists, they were divided into four large groups. The first group of proposed economic potential is production potential . Economists believe that production potential reflects the expected efficiency of production factors, that is, it means the potential results that can be achieved when productive forces are used effectively . 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

Table 1

Enterprises economy potential increase one how much methods there is . Here seeing output need has been some efficient strategies :

No	EFFECTIVE STRATEGIES	WAYS OF IMPLEMENTATION
1	To innovations investment input	In the organization innovations culture encourage and petitiveness increase and to grow encouraging new lucts , services or processes Create for research and to elopments investment enter .

2	Operation efficiency increase	Efficiency increase and expenses reduce for processes simplification , inefficiency eliminate reach and of resources use optimization .
3	Strategic cooperation development	Other organizations , delivery givers or strategic partners with mutually interests for resources , experience market of possibilities use for cooperation do it
4	of customers to the experience attention focus	High good quality product and services present to every , effective to customers service show and mutually relationships personalization through of customers satisfaction and loyalty the first to the seat put
5	Digital transformation	Procedures automation , decisions acceptance to do improve , data analysis improve and to customers online channels through reach for digital technologies and tools use
6	Talent development	Permanent learning and growth culture development high talents attraction to do and save to stay for employees training , qualification increase programs and offer the climb opportunities investment enter .
7	The market diversification to do	new markets learn , product / service suggestions and or the only one market or to the product dependence decrease and market changes durability increase for income sources diversification do it
8	Stable practices	Expenses reduce , brand reputation increase and ecological conscious consumers attraction to do for ecological friendly and stable business practices acceptance do it
9	Financial management	Stable money flow provision , capital structure optimization and long term to grow support for efficient financial planning , budgeting and risks manage strategies use increase

This strategies done increase and the work activities and market trends constant respectively watching to go through enterprises their own economic potential opening , profitability increase and stable to grow achieve can

In enterprises economic potential formation solution doer process being , it is of business common efficiency and competitiveness to increase directed different factors and strategies own into takes In enterprises economic potential how of formation main aspects of the following consists of :

**Strategic planning :** Enterprises sure strategic to the plan have to be should , then their views , mission , goal and duties set given This plan of business strong sides to work to put , to grow and improvement fields to determine directed to be need

**Man to the capital investment input :** Employees each how enterprise for valuable wealth being them teaching and to develop investment input of business economic potential significant level to increase can Skills development for opportunities create , positive the work environment Create and competitive compensation packages offer to do the most good talents attraction to do and save to stay help will give .

Innovations and technologies acceptance do : Innovations cover get and new technologies business processes integration to businesses efficiency , productivity and competitiveness to increase help will give . Permanent innovations and technological to achievements adaptation today's dynamic business in the environment ahead to stay for is necessary .

Financial control : Enterprises economic potential optimization for efficient financial management important important have This is stability and profitability provide for reasonable budget structure , resources distribution , costs control to do measures and strategic financial decisions acceptance to do own into takes

Market research and to customers attention focus : Market trends , customers advantages and competition to understand enterprises for opportunities and threats in determining very important Market studies transfer and to customers directed the approach support through enterprises own product and services purposeful of the audience variable needs satisfy for adaptation can

Dangers manage : Enterprises their own economic potential effect to show possible has been risks , for example , in the market vibrations , arrangement puter changes or external threats assessment and decrease need Risks manage strategies and extraordinary situations plans done increase business protection to do and of activity continuity to provide help will give .

Cooperation and cooperation : Other enterprises , supply suppliers , industry associations and state offices with cooperation to do synergy to create and development for new opportunities to open can Strategic cooperation market opportunities expansion , resources sharing and innovations encourage through of enterprises economic potential to increase can

In general in enterprises economic potential formation different different internal and external factors account received , constant to improve directed and of business strategic goals suitable coming complex the approach Demand does Enterprises own resources , opportunities and market of possibilities efficient use through competitiveness increase and stable to grow achieve can

Food industry of enterprises economic potential

Food industry food and drinks work release , re work , distribution and retail trade with engaged in of enterprises wide scope own into takes This sector the world in the economy solution doer role playing , his within activity walking enterprises for important economic potential present is enough

Summary : Economical potential of assessment abroad to the experience analytical conclusion as them as follows classification enable gave Research shows that it is economic potential of assessment the most efficient and good quality methods one this stable economic to grow to provide service doer factor model is a method . To him according to of the region economic potential many of the factors organize found of the system there is and in stock of resources economic development in providing use

feature means In general when it comes to food industry in the composition activity walking enterprises for big economic potential there is . Technological of achievements use , consumers requirements satisfy and global issues solution to do through food industry enterprises economic to grow , work seats to create and society well-being to increase contribution to add can

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