

**ISSUES OF INCREASING THE COMPETITIVENESS OF THE SERVICES
SECTOR IN OUR NATIONAL ECONOMY**

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Competitiveness strategy in networks enterprises of competition main factors analysis to do based on This approach us fields and their development ways between the most important differences determination enable will give and to businesses their own places to find will help.

KEYWORDS:

*competitiveness ,
business Concept , Strategy*

Competition advantages to himself special position or from the type strict enterprise competitiveness advantage is based on. Current integration and innovation in the circumstances network and enterprises in the middle competition increased going on. This feature enterprises own in their activities the following changes done increase priority by doing putting :

- competitiveness provide for work release factors with provision ;
- himself by developing and improvement. This market of the economy the law being their there is opportunities surface to issue help will give ;
- competitiveness basically high technologies and to innovation based on increasing.

High technology of networks competitiveness investments with dependent. Research and in developments , innovations in creating , that is technological competitive to advantages have. This innovations of production capital capacity , scale economy , constant and variable costs ratio , vertical integration level to increase or can reduce learning _ curve to the line effect does and etc. , of these all industrial to the structure effect does. Scale economy which increases or from national markets outside the experience extender innovations to the globalization of industry take coming can [1]. Services in the field compete objective hierarchical dependence there is is competitiveness _ with is expressed . Current at the time which in services species expanded going if that's it in directions competition is increasing. For example tourism industry to be for at the destination competitive to be , his

development level proportionate to be and separately touristic businesses are also competitive to be need.

Strategic important have to be for competition advantages three main ones on demand answer to give need:

- 1) to competitors relatively own of your brand to himself characteristic provide;
- 2) of the client to himself special needs to satisfy , that is provide of consumers this to the group belongs to privileges;
- 3) of the enterprise to himself special abilities and resources based on to be need

High good quality innovative of development basics of success of the main factors mutually effect with is provided . Below of success main factors of success main factors three to the group to be can:

- 1) business concept and strategy (business ideas choice of the future enterprise strategic imagination formation, goals setting a strategic vision to practice app reach).
- 2) of the enterprise is located the place select (central office and of branches choosing a location, business centers , complexes to the composition access concept);
- 3) strategic partnership Create.

of strategy three main option competitive to the forces against posture problems solution in doing different efficient approaches represents _ On the other hand , the former from the analysis that's it shows that no when not from three directions one according to strategy done non-increasing , i.e. " staying in the middle gone " firm uncomfortable strategic in the situation . Such a firm is a market share , capital the stakes loses costs _ shorten policy or the entire industry across alternative differentiation done increase determination loses or own activities more limited in space differentiate or cheaper to create a position total ca n't In the middle the rest The company has low profitability almost guarantees. It is cheap interested public customers loses or own business from cheaper competitors protection to do for profit victim by doing prices should decrease. It is useful business of types deprived being them _ belongs to to target areas attention which looks or complete to differentiate achieved to firms loses . From this except in the middle the remaining firm is empty corporate culture , organizational conflict and controversial from incentives suffering smoking can . Income and market share in the middle *the only one dependence no* . Of this reason is the industry and of the market sure definition no : some for it is narrowly defined of the market high per share have has been directed or stratified the narrow concept of firms means others _ while to a higher share have has been expenses leaders own into received wide the definition will give wide market (them most of the time each in one narrow segment own to the market have it's not). Even the industry definition can also be changed it's not . However, the most

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important that is , of firms to himself special features depending on the industry different different definitions three main from strategy which one known for one firm suitable to come solution to do enable will give . This selection strong of the company to the sides the most suitable coming and that's it with together competitors less by application possible has been strategy to determine based on Structural analysis principles strategy right to choose help also to the analyst each one sure in the field market share and profitability between explain therelationship or prophecy to do enable to give need.

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