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**THE NECESSITY OF A COMPETITIVE STRATEGY IN ENSURING
NATIONAL ECONOMIC STABILITY**

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*Competition strategy work output , mainly ,
the enterprise how to compete , his goals how to
be need and this to goals reach for how tools and
actions you need sure formula from finding
consists of*

KEYWORDS:

*leaders , challengers ,
horizontal joining , vertical
joining*

Of the enterprise competitive position different way his role call the function can . This name known one of the enterprise external in the environment competitive mutually effect process some kind of similarity as to understand with depend .Lens respectively enterprise role function chooses :

R tolerance level and scope according to analytical data competitive of enterprises competitive potential ; control to be done one different in the name of products market share determination enterprise and his competitors work developed prospects level according to _ analytical information , market places to the goal compatibility and opportunity level according to analytical information _ _ enterprise and his competitors activities diversification to do of the enterprise role function of choice subjective _ _ condition this his of the leadership qualification and professional preparation level , its in the arsenal efficient business of ideas _ existence as well company of the leadership such ideas , attraction to do is the ability . Selected role function under the influence enterprise his own _ strategic instructions , methods , competitive.

Role to the function apparently , American marketing according to expert Philip Kotler by offer done to classification rather , competitive enterprises the following to species to be possible :

- leaders : 40 percent of the market or from him many programs control does .Among the leaders the most big trade volume and the most big work release potential have business firms enters ;

• Challengers : of the market about 30 % control to do They are the most Dangerous competitive position represents _ This role who plays many enterprises monopolistic to claims have.

• " swamp " - the market dependent participants , that's it including of the market known a part stable holding standing enterprises (market in the spaces strong settled). They are in 20 percent of the market themselves they feel confident .

" Swamp " is not leaders and to leadership plaintiffs with compete , of competitors achievements copy through money and the time saves ;

• new those who came market place looking for and in it own place is finding 10 % of the market reached those who did not go This place is bigger competitors not interested should , maybe useful to be and entrepreneurship of activity regularly growth for opportunities to create need .

Above classification offer in doing F. Kotler one to the criterion - indicated of competitors each one of type market per share relied on . Kotler's to his words according to 40 percent of leaders or from him a lot part control who does are enterprises .

Your activity initial stage each how enterprise new came role upon himself takes. Of course , in the beginning new of beginners a lot to be part of " swamp ". can't wait to put up with it very difficult.

Ambitious new those who came time pass with leader to be intention they do Leadership the way functional , organizational and subjective development , step-by-step capacity increase and competitiveness of strengthening a lot numerous from the stages consists of Therefore , this of the road At the beginning of enterprise owners and top managers in competition long term business of activity goals and priorities their understanding need .

A lot in terms of strategic to the competition enterprise of the leadership his competitiveness status determine effect to do need of the enterprise competitive status when you say relative volume is understood .

Big businesses , rule as , own in the industry technological development governing , wide scope work to issue attention which looks and monopolization , integration and competitive of behavior aggressive from the forms used without competitors to suppress aspiring bullies is recognized as.

Undiversified to the activity attention which looks and to them compliance who does big and medium enterprises competitive behavior guarantee . Usually , work release and household services show in the field activity host , partnership and adaptation strategy compliance did small business firms switch is considered

Various different competition statuses owners between competition forms , methods and methods inexhaustible and constant respectively changed stands _ Enterprises this division to the goal reach , choose competitive methods is based on

Abroad acceptance done approaches according to , to join when you say economy host of subjects each how union It is understood that as a result before two or from him more than from unity the only one economic unit organize will be done .

Enterprise of integration feature looking the following types there is :

- horizontal joining is one different industry of enterprises combination . one different the product work release or one different stages there is fulfillment structures work issue _

- vertical join - different in the fields of enterprises merger ; ready the product work release technological process with dependent , ie buy receiver enterprise own activities previous work release stages or raw material to the sources or to the next stages - final to the consumer expansion (for example , production release of enterprises merger). mining , metallurgy and engineering companies);

- general join - mutual depends products work issuer enterprises combination. For example , cameras work issuer enterprise photographic film or photo get for chemical reagents work issuer enterprise with unite ;

- conglomerate addition - production release union there is didn't happen different networks of enterprises merger (this without main work release determination difficult)

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