

Entrepreneurship Management and Main Directions of Regulating Entrepreneurship Activities

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Abstract: This article discusses entrepreneurship and the current position of management organizations. In addition, the main directions of regulation of the activities of financial and legal entrepreneurship were analysed, as well as a conclusion and recommendations were given.

1 INTRODUCTION

Any enterprise, whether large or small, must be managed. Meaning the art of managing enterprise, the word "Management" means an effective enterprise management system. Property and investment owners do not have to run the business on their own, but it is also possible to involve well-qualified managers who have the necessary knowledge and skills. Skilled managers in developed countries are entrusted with the ultimate goal of doing business - high profitability. The profession of manager is one of the highest paid professions.

Enterprise management is a comprehensive activity that includes the following tasks:

- Elaboration of the enterprise's goals and directions for the short and long term, and the strategy for its effective development;
- Production, commercial and financial planning of the enterprise;
- Organizing the manufacturing process, overcoming routine failures in production, management and technological processes;

- Establishment and management of material equipment;
- Organization and management of marketing activities;
- Financial management;
- Employment, recruitment, distribution and management of responsibilities;
- Risk management;
- Creating a system for data collection and analysis;
- Increasing the efficiency of the enterprise;
- Creation of reliable and effective system of control over the implementation of management enterprises, etc.

Internal and external factors influence the performance of management functions in the enterprise. Internal factors include tools such as enterprise size, resource allocation, technological armament, labour organization methods, production costs and pricing policies. These factors can be planned and controlled to some extent. The level of their effective use is measured by management decisions. [1]

Methods of management are a set of techniques that target employees can exert on their control. Effective use of material, financial and labour resources through management methods influences economic processes to achieve high results. Production efficiency is largely dependent on the perfection of management methods.

There are organizational, administrative, economic and socio-psychological methods of management.

Organizational-administrative methods refer to the process of management through organizational means, using the power and authority of the enterprise managers. Organizational and administrative methods of management include an impact system that ensures the effective functioning of management and managed systems. In many cases, organizational influence is based on the application of administrative law, that is, the implementation of orders and directives. Organizational-administrative methods provide organizational accuracy, define the tasks of each branch of management, ensure the efficiency and operation of the administrative apparatus, select and place personnel, monitor the execution of orders and instructions, and maintain order instalments and so on.

The essence of economic methods is to manage an enterprise's activities through economic means (price, credit, business plan, cost, profit, taxes, salaries, economic incentives, etc.). Another aspect of economic methods is the creation of economic conditions for the employees and the production community to meet their interests. Economic methods take the leading place in the system of management methods.

Socio-psychological methods of management are tools for managing the social needs and psychological characteristics of employees. Applying social-psychological management techniques requires an in-depth study of social events occurring in the enterprise and knowledge of the psychosocial (psychological) factors that affect the mood of the employees.

2 Materials and Methods

Pricing of products in the small businesses and private entrepreneurship is a complex and multi-step process. It can be illustrated in Figure 1 below.

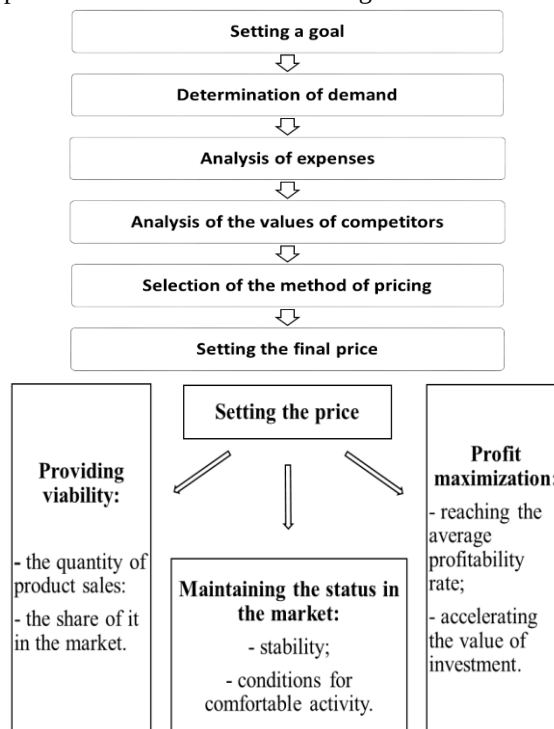


FIGURE 1. STAGES OF PRICING [1]

2.1. Setting a goal

In the course of carrying out its activities, any enterprise must pursue a specific goal. It is also easier to form a pricing policy if the objectives of the enterprise and its market position are clear. There are three main objectives of pricing policy: ensuring the enterprise's viability, maximizing profits and maintaining its market position (Figure 2).

FIGURE 2. GOALS OF ENTREPRISE PRICING POLICY

2.2. Providing the viability

When a large number of companies offer the same product in a competitive environment, the main purpose of the company is to maintain its market presence. The enterprise chooses this goal in the following cases:

- The demand for the product is variable [Ed> 1];
- The company seeks to increase its total revenue and sales by partially reducing the revenue (price) of its products;
- Increased sales are expected to reduce production and sales costs;
- Low prices weaken competitors;
- There is a large consumer market.

Under these conditions, lowered prices - the "jumping price" - will be set to gain a significant market share and increase sales.

2.3. Maintaining the status in the market

The main focus of the enterprise is to maintain its market position and create favourable conditions for it. To do this, it will take steps to maintain its sales volume and maintain its competitive environment, with due attention to changes in market conditions, price dynamics, emergence of new goods and competitors. In this case, a sharp rise or fall in prices is not justified. Therefore, we need to look for ways to reduce production and time costs.

2.4. Profit maximization

The desire to maximize profits is typical of both newcomers to the market and stable businesses with a prominent position. In the policy of maximizing profits, the company focuses on increasing long-term investment returns, maximizing profitability over the next few years, and increasing production efficiency and profitability through increasing capital investment. Determination of demand for the product. One of the most important factors influencing pricing. Without estimating the demand, the price cannot be calculated correctly.

2.5. Analysis of production costs

Analysis of production costs is the next step in pricing. It is important to know the proportion and weight of total, permanent and variable costs in the cost structure, as the company needs to determine the minimum sales amount to cover at least constant costs to ensure that certain market conjunctions. At the same time, it is necessary to analyse the impact of average total, moderate, constant, and variable costs on product prices. Analysis of competitors' values. The prices are significantly influenced by the behaviour of competitors in the market and the level of prices for this product. Each enterprise should carefully analyse the pricing policy of its competitors

and its features. The data obtained from the analysis can be used to determine an enterprise's pricing policy.

2.6. Selection of pricing method

In the market economy, there are the following ways of valuing small businesses' products: An enterprise introducing a new product to the market is priced using one of the following methods: "cream" or "market penetration".

The method of "sour cream" sets the maximum value based on the consumers who are ready to pay a high price for the product at the initial stage of its creation and market entry. The price can be reduced once the consumer is satisfied at the maximum price level. The advantages of this method are:

- Provides for reimbursement and sufficient profits associated with early production of high value goods;
- Creation of the first high-quality brand image and its successful sale in the future;
- Consumers are attracted to the high price and are convinced that the profitability of the product is high (consumers tend to understand that the more expensive the product, the higher its consumer properties);
- High marking errors can be corrected by reducing the price without damaging the unit.

The main disadvantage of this method is that it attracts the attention of its competitors. Therefore, it is advisable to use pricing in the "creamy" method in markets that limit the competitive environment.

Using a 'push-to-market' approach, an enterprise sets a low price on new products being introduced to the market with respect to those of its competitors. The main purpose of this is to attract a wide range of consumers and capture as much of the market as possible. This method of pricing can be justified if the output is large. For this purpose the demand for the product is highly volatile and should allow for a significant amount of profit, covering the increased costs of sales.

By using the market price method, which is determined by the demand and supply of the product, businesses set prices for their products based on the market demand and supply fluctuations. Based on market pricing, production costs and consumer behaviour are crucial rather than production costs

2.7. Psychological pricing method

The psychological valuation method should focus on the buyer's perception of the product. In this

method, the seller does not set a price in a single currency. For example, if a particular product is priced at \$ 9.5 instead of \$ 10, the following effect may be achieved:

- Buyers conclude that the cost structure includes a clear calculation of production costs;
- a lower price indicates that the buyer is biased;
- Buyers often like to receive refunds.

As a result of this, the seller will benefit more. This is because the amount of money sold and the cash flow increases.

The method of valuation of consumer segments of the market determines different levels of prices for the same type of goods or services based on the income, age, sex, category, taste and other characteristics of consumers. The aim is to take into account the needs of different segments of the consumer and come up with appropriate proposals.

The following pricing forms are available for competitors:

- Lower pricing than competitors. This pricing system can withstand the competition of large-scale products in the market and those with lower costs per unit of output. To avoid damage caused by low prices:
 - increasing sales by accelerating turnover;
 - focus on small-scale goods that do not require significant development costs;
 - development of production methods that are not beneficial to large enterprises.

Competitive pricing policies apply to high-grade goods that are of high value, rather than price levels for consumers. The basis of this pricing is not the costs of producing and selling the goods, but the level of "acceptance" of the goods by the buyers, with the following factors:

- Providing high quality customer service and additional conveniences (fast delivery of goods to home, beautiful packaging, access to credit, post-sale warranty service, etc.);
- Rare goods production;
- Advance small changes in consumer tastes;
- Be courteous to customers and organize sales wherever they can find them.

- The "follow the lead competitor" method

The "follow the lead competitor" method is based on the competitors' prices for these products. The largest competitor of the highest rank is based on the price of this product and ignores the cost and demand of its products. The level of the enterprise's pricing should not be higher than that of the leading competitor. The following methods of pricing differ depending on the cost of production:

- Estimates are based on the deduction of profit margins for product costs when adjusting the cost to the

average cost. This is the simplest and most common method, with the estimated cost of the product being planned for the product cost.

$$P = \text{PrimeC} + \text{PeriodC} + MC (\text{PrimeC} + \text{PeriodC})$$

Where P= price of product;

PrimeC= prime cost;

PeriodC= periodical costs;

MC= marginal cost.

The disadvantage is that this method is based on the cost of production, ignoring the level of supply and demand for products and the competitive environment in the market. However, this method is widely used for three reasons:

CONCLUSIONS

A graph is given of the ratio of the values of the results obtained, in percent. The values of the total monthly inflow of the specific heat flux per 1 m² calculated by the analytical method take into account such factors as: the transparency of the atmosphere, the actual conditions of cloudiness, the movement of the Sun during the day in the celestial sphere, which have a significant impact on the final results of the calculation.

In Uzbekistan, solar and wind resources are monitored using automatic measurement systems. Long-term averaged weather data allows you to determine the optimal installation locations and types of solar and wind power plants that work effectively with such resources.

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