



The Main Directions for Improving the Efficiency of the Enterprise

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ABSTRACT

The article considers the main directions of increasing the efficiency of the enterprise. The article also provides several tools that make it possible to increase the efficiency of the enterprise.

ARTICLE INFO

Article history:

Received 10 Nov 2022

Received in revised form

10 Dec 2022

Accepted 09 Jan 2023

Keywords: efficiency, enterprise efficiency, employee efficiency, competition, production rates, production efficiency.

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Today, in the era of post-industrial development of the world economy, the sphere of material production is undergoing significant changes in its scale associated with the complete replacement of methods and technologies for manufacturing products, there is a change in fundamental concepts that justify the methods of organizing production. The traditional system of industrial production is no longer able to ensure the sustainable and harmonious development of the national and world economy. The approaches to the organization of production and management of economic formations in industry developed during the period of the directive economy have almost completely lost their effectiveness.

Every leader creating his own enterprise wants to get as much benefit as possible at minimal cost. And if at the beginning such results are possible, then over time, activity may begin to decline. You need to understand the reasons why this is happening. Knowing the sources of newly appeared problems, they are easy to eliminate. To improve the performance of the enterprise, it is necessary to develop an effective plan that brings results. It must take into account the internal tasks and work of the company, as well as all changes in the external environment. Combining this with the peculiarities of production moments, we can find ways to increase the efficiency of the enterprise and get the desired result quickly enough.

In essence, production efficiency is the economics of activity. The more income at minimal cost, the higher the efficiency is considered. But that's not all, there are several other conditions that fall into the same category:

- increase in the rate of production;
- minimization of emissions into the environment;
- Increasing the quantity and speed of production.

In addition, there are other factors that determine

productivity and development of the enterprise. These points allow you to understand how high the profitability of a particular production. These include:

- efficiency of production on new technologies.
- the growth of financial turnover in the production of new products.
- the possibility of saving various resources used organization.

As a rule, in an effort to improve the quality of production growth, management focuses on the financial side of things. This does not always bear fruit, since such an approach can harm the circulation of the supplied goods or services. In this case, a completely opposite result is obtained, which is very difficult to change in the future.

Production efficiency improvement methods are considered truly productive under the following conditions:

- strong competitiveness. When you received results are significantly higher than those of your competitors in the market;
- growth of indicators of the financial side increases significantly faster than similar enterprises and firms;
- a sufficient number of unused resources that can be invested in updates and changes within the organization.

Development and compliance with the needs of consumers is the most important aspect in the work of any organization. Until your level fully meets modern requirements, the efficiency of the enterprise remains at a neutral level. It is important that each department work for a high result. Only in this case we will be able to achieve really high goals.

Tools for improving the efficiency of the enterprise.

Each organization must choose the right path of development, purely individual for any company. There are only a few basic rules that apply to any of them.

1. Cost reduction that does not affect the quality of production.

Many managers solve this issue by reducing staff or purchasing cheaper materials. In this case, you should pay attention to the fact that the speed can drop significantly, and the organization will lose profit.

2. Modernization and automation of the workflow. This should only be done after a detailed performance analysis. The housekeeping and production departments most often need such updates.

3. Search for new ways of organization and management issues. A leadership update will help bring fresh ideas and give new strength to the implementation of profitable projects.

4. Proper marketing. Advertising plays an important role in increasing the financial turnover of the company. A well-designed scheme for attracting customers can bring a lot of income at a relatively low cost.

Detailing each of these aspects can bring the desired result. But do not forget also that any company is primarily the people working in it. It is worth encouraging the initiative of employees, rewarding for good ideas. In this case, you will get a team interested in promoting the enterprise at all levels.

What affects the effectiveness of the organization: factors and nuances.

When looking for ways to improve the efficiency of the enterprise, pay attention to all aspects that may somehow relate to your business. First of all, this is an internal problem and ways to solve it. It is also important not to lose sight of the conditions of the external environment, directly or indirectly related to the affairs of the firm.

Let us consider in more detail each factor in increasing the efficiency of production, which you need to pay attention to.

Employee motivation. In addition to bonuses and encouragement for processing, do not forget about such an important thing as professional development. The selection of the right courses will significantly increase the competence of employees. This is much easier than looking for new people with higher levels of knowledge and skills.

More power for local managers. If your company is large enough and has branches in different cities, it becomes difficult for one person to control all levels. It is worth placing more responsibility and power on local leaders. The same applies to the heads of different departments. This will help manage all aspects of work from the point of view of a competent employee.

Use progress for good. Do not be lazy to visit various exhibitions and fairs, where new developments and technologies are presented. By updating the production aspect of the enterprise in time, you will be able to increase production volumes with the same resource costs.

Attracting investors. The injection of money from interested people will help to upgrade and significantly improve the profitability of the entire company.

Increasing the loyalty and efficiency of employees. Many employers do not pay attention to such an aspect as the proper rest of employees. Organize your employees the opportunity to visit various sanatoriums and recreation centers at reduced prices. This will help to significantly reduce the number of sick leave and increase the efficiency of people. Do not forget about corporate parties in honor of

important dates. Jointly held event is able to firmly unite the team.

Before you start planning changes in any direction of the company, you need to correctly and clearly analyze the style of the company. This will give you a better idea of which direction to go. A competent leader knows that a modern enterprise is a whole range of updates that cannot be dispensed with for maximum productivity.

For a detailed understanding of the situation within the enterprise, we need:

- statistics of previous years of work of the form. To this point relates to: the number of products, sales, staff replenishment or reduction, profitability, the level of salary fluctuations.
- average and highest turnover rates in the industry we need.
- full comparison of your company with competitors in terms of profit and expenses.
- analysis of all factors leading to financial losses of our enterprises.
- Appointment of those responsible for innovation and reforms in places.

Often a detailed assessment of the general information shows that reforms should start from the very top. In this case, management should review management methods and change them. Fundamental changes often bring results already at the first stage. It is very important to evaluate your own actions correctly. Admitting mistakes is the first step to success. Then progress will not become your enemy, but will work for the good of the company.

In conclusion, we must say that any enterprise begins with its leader. First of all, you should develop your own efficiency. To do this, you should first assess your own ability to develop and change. For this, it is possible to order analyzed companies, which will show us a complete decoding of our internal capabilities. Based on this, we will be able to understand how to develop our own effectiveness. Many consulting firms offer a detailed technical analysis of all aspects of the enterprise. In this case, we will only be required to provide statistical data, based on which a detailed assessment will be made.

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