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IMPROVEMENT AND DEVELOPMENT OF SMALL ENTREPRENEURSHIP IN THE FIELD OF CONSUMER SERVICES IN UZBEKISTAN

Musaboev Rustam Alizhanovich[1]

ABSTRACT

This article examines the problems of the development and creation of small enterprises, which are of particular importance for our economy, since small business is an essential component and massive subject base of a civilized market economy, as an integral element of its inherent competitive mechanism in the service sector.

Keywords-*Small Entrepreneurship, Consumer Service System.*

I. INTRODUCTION

In countries with developed economies, small enterprises provide a significant, and in some cases, the predominant part of the gross social product. The entrepreneurial structure gives the market economy due flexibility, mobilizes large financial and production resources of the population, carries a powerful anti-monopoly potential, serves as a serious factor in structural restructuring and ensuring breakthroughs in a number of areas of scientific and technological progress, and largely solves the problem of employment and other social problems of a market economy . Therefore, the formation and development of small businesses is a strategic task of the reform economic policy of the state, which is relevant for the medium and long term, especially in the public services system.

The purpose of the research in the article is to identify areas for increasing the efficiency of functioning and development of small businesses in the Republic of Uzbekistan in the field of consumer services for the population.

II. LITERATURE REVIEW

Scientific research in the field of theoretical and practical problems of entrepreneurship development is being quite actively developed in the economic literature of foreign and domestic scientists. Scientific publications in this area belong to Schumpeter I :, Cantillon R., Say J.-B., Smith A., McConnell K., Yarotsky V., Drucker P.F., Lapusta M., Shulus A., Litvak B. G., Balikoev V.Z., Vlasova V.M. and many other authors.

Certain aspects of the problem of entrepreneurship development, the location of productive forces, regional development and government influence on this process are reflected in the works of domestic economists such as D.Kh. Aslanova, M.T. Alimova, I.I. Ivatov ,IbragimovI.Kh., M.M. Muhammedov, A.K. Kalandarov , M.K. Pardaev , K.Zh. Mirzaev , I.S. Tukhliev and others.

However, many issues of the functioning of small businesses in the field of consumer services, as a factor in the social and economic development of the country, incl. management and regional regulation in modern conditions and the specifics of development in the Republic of Uzbekistan have not yet been

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sufficiently studied, which indicates the importance of a thorough examination of this direction of economic thought and its importance for domestic practice. This determined the purpose, objectives and directions of the research.

III. RESEARCH METHODOLOGY

The article uses methods of rational thinking and logical analysis as a theoretical and methodological basis; decrees, regulatory documents adopted by the Government on the development of the national economy and additional measures to support small businesses, as well as scientific and methodological literature on the research topic.

IV. ANALYSIS AND RESULTS

In recent years, a number of procedures have been critically revised in Uzbekistan in order to simplify and stimulate business activities, and many outdated bureaucratic barriers and obstacles that do not meet modern requirements have been eliminated. As a result of the measures taken, the business environment has been improved and ample opportunities have been created in the republic for business entities and private investors.

At the same time, meetings held with entrepreneurs and investors indicate a lack of awareness among local implementers regarding the essence and content of ongoing reforms in this area, a noticeable lag in regulations, and the presence of unnecessary bureaucratic barriers when issuing certain licenses and permits.

Decree of the President of the Republic of Uzbekistan dated November 20, 2019 No. PP-4525 “On measures to further improve the business environment and improve the system of supporting entrepreneurship in the country” defines the goals of further improving the business environment and continuing the reforms begun in the country to provide even greater freedom to entrepreneurship , as well as ensuring the correct application of adopted legislative acts locally.

In order to develop the service sector based on special approaches based on the specifics of the regions, providing business entities with financial resources and infrastructure, as well as introducing a favorable tax regime for them, the Resolution of the President of the Republic of Uzbekistan, dated January 27, 2022 No. PP-104 “On additional measures for development of the service sector" identifies priority directions for the development of the service sector, based on the size and density of the population of the regions of the republic, geographical location, specialization and level of infrastructure provision.

Production relations, as theory proves, can be catalysts for the development of productive forces, or they can also be a brake. In relation to small businesses, there is a system of social relations determined by the investment, credit, tax, and protectionist policies of the authorities at the state and regional levels.

At the heart of the economic phenomenon of entrepreneurship is the ability to create new opportunities from the very fact of change. By staying ahead of the existing market, the entrepreneur has the chance to use this advantage to generate excess profits for some time as a result of the leap in productivity. This ability is characteristic only of the economically active population, which is not squeezed into the tight framework of bureaucratic requirements.

A characteristic feature of a modern economically developed state is profound transformations in the service sector. The active growth of the public service sector contributes to the activation of the human

factor, the role of which has increased immeasurably in the context of complex technological processes and problems being solved by society at present.

The potential possibilities of the consumer service are varied and wide. However, the degree of their disclosure depends on the socio-economic situation of a given time, in particular, on the level of effective demand and the subjective tastes of customers and consumers. These potential opportunities are most fully revealed in market conditions, when any form of monopoly is eliminated, and the quality of service is increased by competition among producers and interested control by consumers.

In order for small businesses to fulfill their socio-economic objectives, it is necessary to increase the viability and sustainability of small businesses. This, in turn, becomes possible only as a result of a set of targeted measures to support small businesses.

Household services are potentially the most suitable area for mass small businesses: they have a short production cycle and a correspondingly high rate of capital turnover. Considering the heterogeneous composition of small consumer service enterprises, it is advisable, in our opinion, to distinguish the smallest - with the number of employees up to 15 people, small - from 15 to 50 people, and small - from 50 to 100 people.

Small business is a special organizational and legal form of social production; adapted to market conditions, prerequisites for growth, which are determined by the state of development of productive forces and production relations.

Small business can become an important basis with the help of which a turn towards positive economic processes, the real formation of the market, the restoration of abandoned industries, the development of new resources, the creation of new jobs, etc. will be carried out . One of the factors hindering the formation of a civilized market in Uzbekistan is the lack of an effective mechanism for the development of small businesses. Meanwhile, supporting and stimulating small capital and preventing its spontaneous washout from production require active efforts on the part of the state.

It is necessary to take into account that the very logic of creating a market economy presupposes a “bottom-up” movement - from the interest of an entrepreneur to the centralized formation of a market infrastructure (tax, credit policies of banks, exchanges, conditions of privatization and demonopolization), an organized structure of “market” management that serves and realizing this interest.

V. CONCLUSION/RECOMMENDATIONS

The foregoing allows us to conclude that sustainable, that is, irreversible economic and social development of small businesses is possible only if there are necessary and sufficient conditions (prerequisites) for such development.

Underestimating small businesses and ignoring their economic and social opportunities during reform reforms can be qualified as a major, strategic miscalculation, fraught with numerous economic negatives.

Analysis of the “legal field” will reveal the main shortcomings of the regulatory framework from the point of view of entrepreneurship:

- Legislation lags behind practice;
- Inconsistency of various legislative and regulatory acts;

- The possibility of different interpretations of legislative provisions;
- Impossibility of implementing the most important provisions of adopted laws;
- Poor information about adopted laws.

The development of consumer services in Uzbekistan is justified by the role of this sector of the economy, as the most acceptable and prepared for the organization of small businesses of a mass nature using the tools of a program-targeted approach, developing the concept of state regulation and support for small businesses of the system of consumer services for the population, identifying the main factors hindering the development of small business in this system to increase the efficiency of government regulation and support for small businesses in the Republic of Uzbekistan.

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