

FACTORS ENSURING THE ACTIVITY OF ENTREPRENEURIAL ACTIVITIES.

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Annotation. The article describes the development of entrepreneurship using motivational sources of scientific and methodological foundations, entrepreneurial activity factors that ensure activity analyzed and selected the grouping of supply factors, methods of effective management organization.

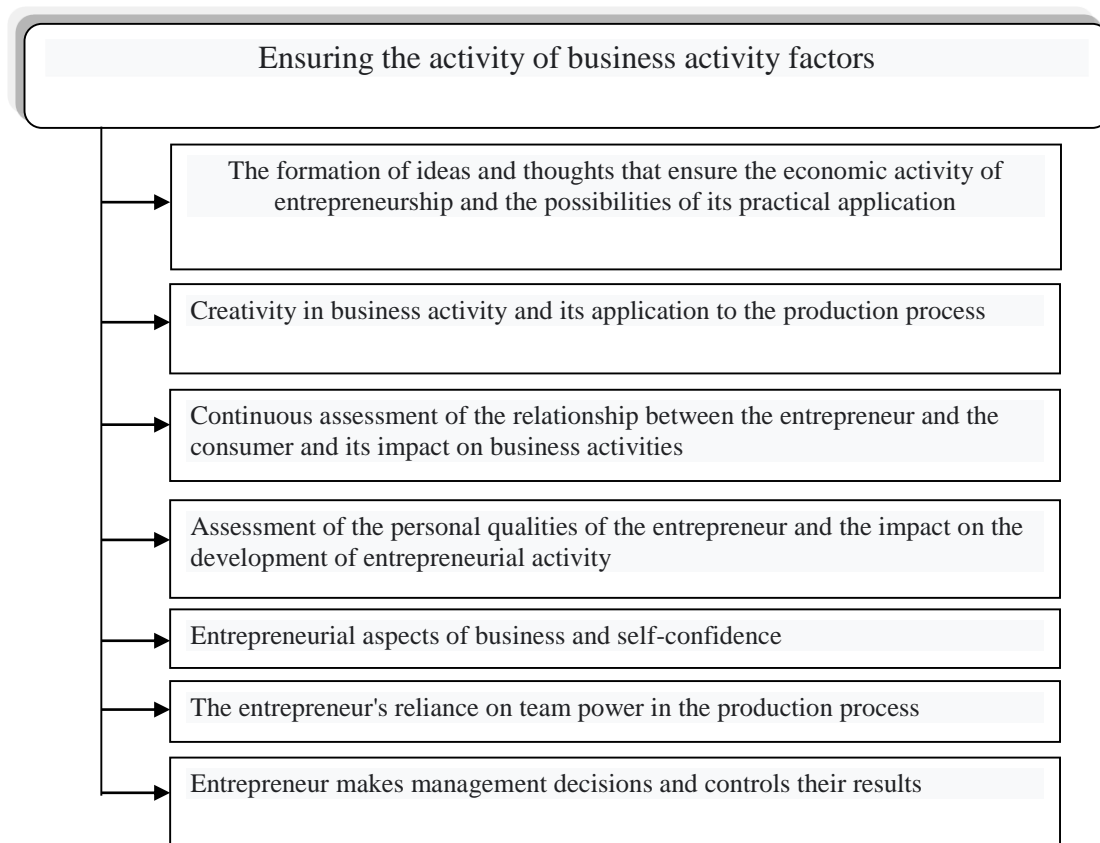
Key words: entrepreneurship, business, motivation, consumer, market, competition.

It is carried out based on long-term experience in the organization and management of business activities in each country. However, the organization and management of business activities is complicated, and the regulation and development of this will not depend only on the entrepreneur. Various influencing factors and developmental factors are also involved.

The correct organization of business activity requires the elimination of any unexpected obstacles and problems encountered in the course of its management, as well as the entrepreneur's ability to use all his resources to make a profit. Taking this into account, entrepreneurial activity is a unique type of economic activity in this society, which is based on the entrepreneur's independent initiative, responsibility, creativity, idea-based and profit-oriented motivational factors.

Any entrepreneurial activity is considered a separate element of its own economic activity, and its initial link is inextricably linked with a certain idea and thinking activity or its result, only then it appears as a material form.

The transformation of the results of the entrepreneur's thinking into a material form means that by introducing innovations into the production process, fundamental changes in the production structure of the enterprise by changing the production activity of the entrepreneur require creativity from the entrepreneur (Figure 1).



Drawing 1. Grouping of factors that ensure the activity of entrepreneurial activity

Creative aspects of entrepreneurial activity bear fruit in new methods of rational organization of production or new modern and compact technologies in a new management system.

Business management is not only about managing the work process or employees, but it is also difficult to manage new born ideas and creativity.

Therefore, in any process, the entrepreneur is the main subject of his activity. However, in all spheres, the entrepreneur is not a single subject, but in any case, he appears as a consumer of produced goods or services, a competitor in various situations, and in some cases he is forced to interact with the state. At the same time, both the consumer, the state, and the hired (employee) employee are recognized as subjects of business activity.

The relationship between the entrepreneur and the consumer is a constant and ongoing process, which requires constant assessment of the impact of this process on business activity. In such conditions, the entrepreneur is embodied as an active subject category and in the analysis of mutual relations with the consumer, the

consumer performs the role of an indicator of the entrepreneurial process. Business activities can be carried out in a more organic way only with a positive assessment of the consumer, otherwise the entrepreneur can break in the competition or end his activity.

The product created by the entrepreneur is evaluated by the consumer, after which it is known that he is ready to buy this or that product. Entrepreneurs are required to plan and organize their future activities taking into account the consumer's mood, wishes, and interests.

In the conditions of market relations, any entrepreneur should act taking into account the interests of the consumer, otherwise there is no other way to influence the consumer.

This does not mean that the entrepreneur must always act in accordance with the consumer's interests, but if the entrepreneur creates a new product that matches the consumer's taste and income, the consumer's demand for this product will inevitably begin to form. It can be concluded from this that the following methods of organizing business activities can be cited:

- The method of determining consumer interests of the entrepreneur;
- Method of "forcibly instilling new goods or services into the mind of the consumer" based on the entrepreneur's activities;
- A method of studying consumer requirements and creating goods that the consumer did not expect by conducting entrepreneurial marketing research.

Taking into account the above, the main goal of the entrepreneur's activity is to constantly determine the need for his goods in order to have his customers in the market. In this case, the entrepreneur should take into account the following factors when acquiring his customers: the novelty of the product and its compatibility with the customer's interests, quality, price, the degree of universality of the product, its appearance, compliance with the customer's demand, after-sales service, compliance of the product with state and international standards, advertising and attracting customer attention.

When an entrepreneur is formed as an active subject from the point of view

of social production, the consumer plays an active role in the entrepreneurial process itself, in the effectiveness of its work, and the entrepreneur can never deny it.

After the factors that ensure the activity of entrepreneurial activity, the entrepreneur's personal characteristics, abilities, capabilities and work qualities are the power of forming entrepreneurial actions. Right now, the qualities of an entrepreneur should be based on the following principles:

- finding its place in the economic system by analyzing the level of supply of goods and services of the market;

- readiness to create a personal production structure;

- based on the results of marketing research, make preliminary business calculations;

- the ability to direct the leadership in the implementation of the business project;

- the entrepreneur makes management decisions based on his idea and controls it in practice;

- to be the first to implement a new technical, technological idea and use this idea in practice, to imagine what final result, products or services can be obtained from it. These mentioned principles are based on the entrepreneur's business nature and require creativity from him.

Based on Y. Schumpeter's opinion about the presence of creativity in an entrepreneur and its improvement, he emphasized that "the entrepreneur allows to work by paying attention to things that others do not pay attention to and do not know."

In fact, today's entrepreneur creates products and services that have not been noticed by people, and at the same time penetrates the human heart with his new products, it depends on the creativity of this entrepreneur.

The entrepreneur's business acumen and self-reliance factor require business acumen in the market conditions at the highest level from every entrepreneur, in this process the entrepreneur strongly believes in his own strength. Although the business acumen of an entrepreneur brings great benefits in the conditions of fierce

competition, but confidence can also be the reason for the entrepreneur's defeat in the competition.

In this case, it is appropriate for the entrepreneur to study all the processes and start working.

Another key factor in entrepreneurial activity is the entrepreneur's reliance on teamwork in the production process. In most cases, an entrepreneur works together with his team, and he succeeds only when an entrepreneur creates a team that effectively influences the process of realizing his idea. A good relationship with the team is one of the most difficult problems faced by the entrepreneur.

One of the problems is to determine what kind of specialists are needed for the success of entrepreneurial activities, what qualities they need to have, and whether they can enter the mental environment formed by the entrepreneur.

Finally, one of the main factors in the development of entrepreneurial activity is the entrepreneur's ability to make management decisions and control their results. One of the most important qualities of an entrepreneur is making the right decision in managing the company's activities. Every decision made by an entrepreneurial manager determines the future of business activity.

This is the entrepreneur's responsibility in the field of his activity, his business. In fact, an entrepreneur, having made a decision and implementing it, takes responsibility not only for his partners, but also for the outcome of his future decision. The entrepreneur's responsibility to take responsibility also means taking risks. Thus, the ability to see the risk and the readiness to eliminate it are also important qualities characteristic of an entrepreneur.

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