

CREATING A CLEAN COMPETITIVE ENVIRONMENT AMONG ENTERPRISES

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ANNOTATION: Competition is a struggle between independent producers (enterprises) to produce goods on favorable terms and sell them at a good price, to strengthen their position in the economy as a whole. This article provides the necessary insights into competition and how to create pure competition between businesses.

KEYWORDS: resource allocation task, innovative task, adaptation function, distribution function, control function.

Competition is a conflict of economic interests between market participants, which means the struggle between them for higher profits and greater profitability. Competition is a multifaceted economic phenomenon that represents a complex relationship between all market participants. Competition between resource suppliers is to sell their economic resources (capital, land, labor) at high price. Competition between producers and suppliers of resources is most evident in a market economy where the economy is fully liberalized.

A "clean" competitive environment refers to a marketplace where businesses compete fairly, based on merit and value creation, without unfair advantages or unethical practices. This type of environment encourages:

Innovation and Efficiency-when businesses are motivated by competition, they are driven to innovate, improve their products and services, and find more efficient ways to operate. This leads to the development of new technologies, better customer experiences, and higher-quality offerings. **Equitable Market Access**-a clean competitive environment ensures that all enterprises, regardless of their size or resources, have an equal opportunity to succeed. This reduces barriers to entry and promotes diversity within industries.

Consumer Welfare-consumers benefit from fair competition in the form of lower prices, higher-quality products, and better services. In a competitive market, businesses must cater to consumer needs to stand out, which drives improvements across sectors. **Economic Growth**- a dynamic and competitive environment fuels economic growth by encouraging new investments, job creation, and the efficient allocation of resources. It fosters a spirit of entrepreneurship that can uplift entire economies.

Competition also takes place between consumers, who buy goods at convenient and affordable prices, that is, the buyer tries to get more profit for every penny spent, and strives to buy cheap and high-quality goods faster. There is a struggle among producers to make more profit on the costs incurred, and in pursuit of these profits to sell goods, favorable markets, cheap raw materials, energy, and cheap labor resources. Competition is based on the separation and independence of producers as

property owners, and conflicts of interest. Because every property owner has their own **interests**, and they strive to achieve those interests. The property owner's activities in the production of goods and in all other spheres will be subject to this interest. Another condition for the existence of competition is the existence of commodity relations, a certainly developed market system. Therefore, the main area of competition is the market.

The introduction of new technologies, the rapid development of demand-driven products, the availability of skilled labor and the use of modern marketing services will be the prerequisites for winning the competition. A monopoly is anti-competitive because it provides the producer with sole control and does not create conditions for competition. Competition is divided into fair and impartial in terms of the choice of the path of struggle. Fair competition is based on market rules, accepted in the struggle in the market, in ways acceptable to all. Prohibited and condemned methods of competition include criminal methods such as fraud, deception, defiance, economic espionage, subversion, and even physical violence. The market economy actually only recognizes fair competition. Competition keeps the economy healthy. State antitrust laws play an important role in the use and control of competition in the public interest.

According to the method of competition, it is divided into price competition and priceless competition. Price competition means the sale of goods or services to competitors at a lower price due to the temporary reduction of profits in Karaganda (discounts, discounts for wholesale buyers, etc.). Extension, environmental friendliness, security, etc.) According to their scale, competition is divided into two types - intra-industry and inter-industry competition. The economic literature singles out four forms of intra-industry competition. These are free competition, monopolistic competition, monopoly and oligopolistic competition. These conditions can only exist in an environment where market relations are established. As the principles of monopolization intensify in the economy, competition will be limited. In order to create a competitive environment, the state pursues antitrust policies, takes measures to de-monopolize the economy, and implements antitrust laws.

The Law on Restriction of Monopolistic Activities (August 3, 1992) prohibits the monopolization of prices, the creation of a deliberate market deficit, and the use of unfair competition. The Law on Consumer Protection (April 26, 1996) Particular attention is paid to the creation of a mechanism to prevent excessive competition. The Law "On Restriction of Monopolistic Activities and Competition in Commodity Markets" (December 27, 1996) also provides the legal conditions for a healthy competitive environment.

The Decree of the President of the Republic of Uzbekistan Sh. Mirziyoyev "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" reads as follows: Paragraph 3.2 is entitled "Deepening structural changes, increasing its competitiveness through modernization and diversification of key sectors of the national economy" in the annex to the "Strategy", which states phase reduction; to master the production of fundamentally new types of products and technologies, based on which to ensure the competitiveness of national goods in domestic and foreign markets. At the heart of the development and liberalization of the economy is, of course, the deepening of structural reforms, increasing its competitiveness through the modernization and diversification of key sectors of the national economy.

Theories of competition Competition is a conflict of economic interests of market participants, which means the struggle between them for higher profits and greater profitability. The first complete theoretical rules about competition and its driving forces, antitrust management mechanisms, appeared only in the middle of the XVIII century. The role of A.Smith and D.Ricardo, representatives of classical political economy, is great. In the following periods, the theory of competition further developed due to the work of F. Perru, A. Marshall, J. Keynes, V. Leontev, J. Schumpeter, P. Sraffa, M. Porter, F. Kotler and others. As for the nature of competition, it can be divided into three main approaches. Including the behavioral approach, the structural approach, and the functional approach. In today's market economy, the following main tasks of competition can be identified:

1. regulatory function;
2. resource allocation task;
3. innovative task;
4. adaptation function;
5. distribution function;
6. control function.

The task of regulating competition is to influence supply in order to align production with demand (consumption). It is through this task that supply in the economy is determined by demand, the structure and volume of production by individual and social needs, that is, the economy is regulated by market laws.

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