

WAYS TO INCREASE THE ECONOMIC EFFICIENCY OF TEXTILE EXPORTS

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Abstract: The textile industry is considered one of the main sectors in the economy of each country. This network is actively developing not only on the basis of domestic needs, but also on the basis of external market requirements. At the moment, the priority is to achieve the economic stability of the country through the export of textile products, increase revenues from exports and increase foreign currency revenues. At a time of increasing competition in the global market, it is required to introduce new approaches to effectively organize exports and increase profits. In achieving economic efficiency, a systematic approach is important in technological modernization, quality management, improvement of the logistics system, modernization of marketing strategies and state support.

Keywords: textile, export, economic efficiency, innovation, competitiveness, marketing, logistics, foreign market, state support, modernization.

In order to increase the export potential in the textile industry, first of all, it is necessary to adapt the quality of manufactured products to world standards. The export of quality products forms confidence in the foreign market and gives competitive advantages. In this regard, enterprises should introduce modern technologies, implement advanced production methods, strengthen quality control at each stage. At the same time, the constant focus on product certification, determination of compliance with international requirements and standards, increasing product ratings is a requirement of today. Minimizing production costs is also important in increasing the export potential of Textiles. Cost analysis, rational use of resources, simplification and automation of the production process, the rapid implementation of technological innovations are the most important factors for improving efficiency. In addition, the introduction of energy-efficient technologies into the production process also provides significant economic benefits. This reduces the cost of the product and increases the volume of net profit from exports.[1]

State assistance in creating favorable conditions for exporters and developing a systematic approach also has its place. Preferential loans, tax status, laws and decisions on export support, projects aimed at the development of infrastructure will serve to further develop the activities of exporters. The modernization of the logistics system and transport infrastructure in the delivery of export products to foreign markets ensures timely and low-cost delivery of the product. This in turn causes an increase in

export volume and efficiency. The role of modern marketing strategy in the export of textiles to foreign countries is incomparable. In order to be competitive in the world market, it is necessary to study the demands and needs of the market, effectively use modern advertising and internet tools, create and promote a brand, find new markets and constantly monitor. In addition, it is necessary to develop stable cooperation with customers, to employ new marketing approaches in increasing export revenues, to develop marketing strategies globally and individually within each country. Great results can also be achieved through the introduction of innovative technologies in the export of Textiles. The introduction of modern technologies makes it possible to increase the quality, design and functionality of products, accelerate production, create new types of products, reduce waste in production. Within the framework of innovative approaches, the use of advanced tools, IT technologies in production is also relevant. This increases not only productivity, but also net export revenues.[2]

An important place is occupied by public policy aimed at improving the efficiency of export. Strengthening of legal framework, improvement of law and regulatory documents regulating export activities, creation of Customs and tax relief and development of incentives for exporters provide opportunities for new results in the field. The comprehensive support of domestic producers and exporters by the state, timely solution of export problems, reforms in the management system, improvement of the investment environment are considered the main factors in increasing export capacity. It is necessary to develop an export strategy that is resistant to competition with foreign markets and is based on constant cooperation. Expanding the geography of exports, exploring new markets and adapting products to those markets serve to increase economic efficiency. Regular study of textile demand, price, quality and design requirements in foreign markets, constant monitoring and analysis in this regard will help exporting enterprises to effectively determine their direction. In establishing the export of textile products, the potential of personnel and their professional development are also of urgent importance. In this regard, it is necessary to retrain and improve the skills of specialists in the field, deepen technological knowledge, bring modern production skills, and train qualified personnel in management and marketing. Such approaches help to raise export potential and achieve high results in production.[3]

To increase the volume of exports, it is necessary to expand research in the field, develop new innovative products and adapt them to the world market. The types of products produced on the basis of new technologies, environmentally friendly and energy efficient products, products created on the basis of modern technologies can be highly appreciated in the international market. Another of the successful approaches to exporting textiles is to identify potential buyers and partners in foreign markets, studying them in a gross and individual way. An in-depth study of customer needs,

establishing the production of products based on their requirements will help to increase economic efficiency. This also increases the volume of exports and foreign exchange receipts. Digitalization and automation of the export process is also one of the important innovations. Electronic trading platforms, participation in international exhibitions, simplification of export practices, online registration of necessary documents and permits serve to organize exports in a modern and efficient way.[4]

Conclusion:

In conclusion, increasing the economic efficiency of the export of textile products is associated with many factors. Product quality, reduction of product cost, introduction of advanced technologies, development of marketing and logistics strategy, state support, expansion of export geography, training of personnel – each of these serves to increase export potential. Through the widespread implementation of new and modern approaches, the implementation of complex and systematic reforms, it is possible to achieve an increase in the overall economic efficiency of the export of Textiles. This, in turn, has a great positive effect on the national economy, strengthening the country's place and position in the world market.

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