
Essence of Concepts Related to Competition in Providing Employment of the Population

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Annotation: Using this marketing strategy in this article In order for Uzbekistan to take its position as a country that can compete in international markets with telecommunication services and goods, it is proposed to form an innovative system. It has been shown that the demand for the quality of telecommunication services and goods and competitive relations are of decisive importance in the current conditions.

Key words: Marketing concept, marketing strategy, modernization, telecommunication services, e-money, e-mail marketing, e-banking, e-services, e-commerce.

Introduction

In the current conditions, the demand for the quality of telecommunication services and goods and the decisive importance of competitive relations in this are very important, and this process is being given great attention in the following years in Uzbekistan. Because in the positive changes taking place in the country's economy, it is important to increase the volume of production and increase the employment and competitiveness of the population in the field of telecommunication services in the country.

Research methods

According to A.N.Romanov, Yu.Yu.Koryakov, S.A.Krasilnikov, "Competitiveness is defined as a wide range of competing goods that serve to determine the success of a product in the market, comprehensively describe its consumption and value (price-value), that is, under the circumstances, this product is understood to be superior to other products" [2]. According to A.A. Ambartsumov, F.F.Sterlikov, "Competitiveness of goods and services is a set of consumer characteristics of the goods that determine the difference in the cost of purchasing and using them in terms of level and scope of meeting the customer's needs compared to other similar goods"[3] A.A. Tarasova, F.A. Krutikov noted: "Competitiveness of the product - compared to the type and use of other products,

Result and discussion

The competition between independent producers of goods in enterprises consists in the struggle to produce goods under favorable conditions and sell them at a good profit-making price, to strengthen their position in the economy as a whole, and they spend the necessary funds to purchase the necessary means of production, raw materials and materials, and to hire labor. Competition between producers is ultimately determined by the attraction of consumers in the market.

Table 1. The essence and characteristics of concepts related to competition in ensuring employment of the population

The name of the categories	Unique features
Competition	Striving for leadership, overall victory, manifested through the struggle for survival. Absence of competition is a sign of crisis. Competition and competition are common concepts.
Rivalry at work	The form of competition in the field of labor is the desire to show oneself in work and achieve good results. It requires, in particular, the measurement and comparison of personal achievements in labor with the results of other participants in the production process. Rivalry at work is a relatively clear concept compared to competition in general.
Competition	It is a form of competition in the field of social production and is directly related to the comparison of the results achieved by the participants in a certain way. Competition requires a desire to raise the rating, increase the status. It puts all the participants of the labor process in their place and leads to their stratification.
Competition	The form of competition in the field of commodity relations is market rivalry. It is a struggle to buy and sell raw materials and semi-finished products, to have relatively favorable conditions for selling manufactured products, to get more profit. Competition leads to the stratification of commodity producers, and becomes a regulator of commodity production.

"Competition" is used with the word competition. The competition is about who can excel and who can achieve good results, because the underachievement and underachievement are ensured in "numbers".

Mandatory mobilization method in the competition:

- spirit of initiative;
- the possibility of improving quality and reducing production costs;
- under the rule of the "gross product" ideology, competition indicators are performed based on quantitative indicators. Competition is the driving force of the stimulating economy. Therefore, it occupies a strategic place in the mechanism of the digital economy.

In the digital economy era, it is important to take into account the existing real opportunities for the development of competitive relations. Competition is unplanned and controlled by transparent smart technologies.

Here:

- supply and demand;
- price-price;
- level of oligopoly and monopoly;
- the antimonopoly policy of the state is of decisive importance.

There will be no compulsory mobilization in the competition. Here, in exchange for the development of honest and free economic competition, the domination of buyers over producers is established.

In the development of healthy competition in the field of telecommunications, it is important to develop a system of measures to eliminate the following problems typical for the digital economy in most cases:

- inconsistencies in the structure of networks and lack of high technologies in production;
- violation of the criteria of fairness in competition at the level of industries and sectors;

- abuse of business activities by officials;
- preservation of the monopoly position in price setting, in particular, sharp price differences in the agricultural and industrial sectors of the economy;
- smuggling of goods into the country;
- the existence of cases of hiding the type of activity and income;
- insufficient market infrastructure resulting from current conditions for healthy money circulation;
- lack of deep understanding of the rules of the market economy by the subjects;
- existence of cases of economic crime.

It is the main tool of competition and serves as means of demand formation and sales promotion. Buyers get basic information from product manufacturers. Buyers are mainly interested in consumer value of goods. Competition can mainly take the following forms:

- competition for goods and services aimed at satisfying the same need;
- competition through the production of the same goods by different firms;
- production of goods in different modifications by the same company.

Competing through price is the most common. Nowadays, the competition is taking on a unique shape. Price competition requires production to be located in countries where costs are lowest. Price competition arose in the past when there was free market competition, where the same goods were sold at different prices. By lowering the price, the manufacturer was able to differentiate his product, draw attention to it, and ultimately gain the desired market share. In the current market conditions, open competition with price does not apply, because when one of the producers lowers the price, its competitor does the same, which does not change the position of the firm in the market, but leads to a decrease in profits in the industry as a whole. leading to a decrease in investments for the renewal and expansion of fixed assets. As a result, instead of the expected victory and defeat of the opponents, there is an unexpected destruction and fracture. Therefore, industrial monopolies tend to keep prices as long as possible, to increase profits by reducing costs and marketing costs. Thanks to the progress of scientific and technical development, favorable conditions have arisen for the use of non-price methods of competition. In non-price competition, not the price of the product, but its high quality, low consumer price, modern design, service, reputation of the company that produced it becomes the main factor of competition. When studying the strategy of capturing the market by lowering the price, the following questions will be answered: As a result, instead of the expected victory and defeat of the opponents, there is an unexpected destruction and fracture. Therefore, industrial monopolies tend to keep prices as long as possible, to increase profits by reducing costs and marketing costs. Thanks to the progress of scientific and technical development, favorable conditions have arisen for the use of non-price methods of competition. In non-price competition, not the price of the product, but its high quality, low consumer price, modern design, service, reputation of the company that produced it becomes the main factor of competition. When studying the strategy of capturing the market by lowering the price, the following questions will be answered: As a result, instead of the expected victory and defeat of the opponents, there is an unexpected destruction and fracture. Therefore, industrial monopolies tend to keep prices as long as possible, to increase profits by reducing costs and marketing costs. Thanks to the progress of scientific and technical development, favorable conditions have arisen for the use of non-price methods of competition. In non-price competition, not the price of the product, but its high quality, low consumer price, modern design, service, reputation of the company that produced it becomes the main factor of competition. When studying the strategy of capturing the market by lowering the price, the following questions will be answered: seeks to increase profits by reducing costs and marketing expenses. Thanks to the progress of scientific and technical development, favorable conditions have arisen for the use of

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- What are the factors that determine the competitiveness of other goods?
- What are the advertising means and sales promotion methods of competing companies?
- what trademarks are used?
- what is highlighted in the packaging-decoration, design of competitors' goods?
- what kind of service is offered during the product warranty and subsequent periods of use?
- Are the goods sold through national trade networks or has the company opened its own branch?
- movement of goods used by competitors (transportation, volume of reserves, warehouses and their location. As a result, the questions are answered: are competitors acting like this? Is there no other way? According to P.S. Zavyalov, "Competitiveness means a set of consumption and value characteristics that ensure the purchase of goods in the market , that is, in conditions where there is a large offer to exchange similar competing goods, it is necessary to understand the ability to exchange the same goods for money". The buyer's costs consist of two parts, one part of which is the purchase costs (goods price), and the other part is the costs related to its consumption. Competition is wide is a concept that is influenced by many factors. In assessing the level of competitiveness of the firm, the factors that determine the intensity of competition in the network market serve as a basis for analysis.

These factors include:

1. The number of competing firms and their relative strength;
2. The degree of diversification of competitors' actions;
3. Study of market demand;
4. Level of product differentiation;
5. Movement of the consumer from one producer to another;
6. Market exit barriers and their level.
7. Market penetration and its level.
8. Situation in neighboring network markets.
9. Differences in competitors' strategies.
10. The presence of special reasons for competition in this market, the level of competition is also determined by the special attractiveness or, on the contrary, annoying characteristics of the market.

J. Lamben groups competitive advantages into two broad categories - external and internal competitive advantages, that is, competitive advantages that describe the competitiveness of the firm and the brand. An external competitive advantage represents a good's "market power, which means that it can force the market to accept higher selling prices than that of its favored competitor, and relies on advantages in identifying and satisfying the wants of customers who are dissatisfied with existing goods. Internal competitive advantage is a product-based product that allows a firm to achieve lower production costs than its competitors and creates value for the producer, and is more tolerant of market or competition lowering selling prices."

The scheme of classification of factors representing product attractiveness and competitiveness can be shown in the form of a chain: price - quality - service - marketing environment.

Competitiveness is related to quality and value factors. They can be fully characterized with the help of quality, economy and marketing indicators.

Using the profitability matrix, we will look at the issue of achieving growth at the cost of increasing profitability. In this case, we will look at the issue of ensuring the optimal ratio, dividing the average purchase amount and the speed of visitors into segments. Effective segmentation based on consumer purchasing behavior and decision-making characteristics helps to effectively manage marketing and sales efforts and focus them on key business growth issues.

It should also be noted that different subjective or objective understanding of small and medium business by one or another researchers and politicians complicates the determination of population employment boundaries. There may not be uniform criteria even at the level of a country.

Introduction

Qualitative options for determining population employment imply the use of qualitative criteria. In addition, some quantitative indicators can be used in qualitative definitions, but this approach is based mainly on subjective judgments and experiences. According to the results of the above analysis, the use of the above-mentioned methods to ensure employment of the population, in particular, the profitability matrix and the use of the segments of the average amount of purchases and the speed of visits, will serve to ensure the employment of the population in our country and its regions, and to increase the effectiveness of management organization in them.

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