

Ways to increase competitiveness in enterprises that grow organic vegetable products

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Abstract: In recent years, organic vegetable cultivation has become one of the key areas of focus worldwide. The growing demand for healthy food products creates new opportunities in this market. At the same time, improving competitiveness remains a pressing issue for enterprises. This article analyzes the importance of the concept of competitiveness in managing the activities of organic vegetable product manufacturing enterprises and explores methods for achieving it.

Keywords: Competition, competitiveness, management, organic product, certification.

Introduction: Amidst growing globalization and an increasing awareness among consumers about food quality and safety, organic farming is becoming more and more relevant. Consumers, aiming to provide themselves and their families with healthy and environmentally friendly food, are increasingly opting for organic vegetables, fruits, and other food products.

In Uzbekistan, favorable conditions exist for the production of organic products in the agricultural sector. The abundance of natural resources, ecologically clean lands, and a climate suitable for agriculture create great potential in this area. Furthermore, there is high demand for Uzbek agricultural products in international markets, opening up broader opportunities for organic production.

Today, the demand for organic food among the population is steadily increasing. On the global market, the demand for environmentally friendly and organically certified products is growing. This trend is not only linked to consumers prioritizing health but also to increasing attention to environmental protection. Therefore, enhancing competitiveness is a crucial task for enterprises involved in organic vegetable production.

The economic and social significance of developing organic farming is also high. This direction contributes to creating jobs in rural areas, effectively utilizing local resources, and improving the well-being of the

population. Especially when agricultural enterprises undergo certification in compliance with international standards, they gain the ability to export their products and achieve significant profits.

However, despite the growing demand, not all organic producers succeed in competing in the market. This is due to several challenges, including the lack of modern technologies, difficulties in the certification process, insufficiently developed marketing strategies, and other issues. Hence, a deeper understanding of the concept of competitiveness and methods to enhance it is a critical issue today.

At this point, it is appropriate to discuss what competitiveness entails and how it can be achieved.

Competition (from the Latin *concurrere* – collision; English competition, rivalry) refers to the economic process of interaction, communication, and struggle between enterprises in the market, aimed at ensuring the most favorable opportunities for selling their products and meeting the diverse needs of customers. Competitiveness, on the other hand, is a concept that reflects an enterprise's ability to operate successfully in the market, meet consumer demand, and achieve economic stability.

In scientific literature, the concept of competitiveness is interpreted in various ways. Yu.B.Rubin and V.V.Shustov define competitiveness as a company's ability to determine its real and potential capabilities,

ensuring high appeal to consumers in the process of designing, producing, and selling products.

A.O. Blinov and V.Ya. Zakharov interpret enterprise competitiveness as the ability to create an advantage over competitors to achieve its objectives. T. Konno considers competitiveness as a combination of market share, the ability to produce and develop products, and the ability of top management to achieve strategic goals.

From our perspective, the competitiveness of organic product manufacturers is the ability of a company to achieve stable success in domestic and international markets by effectively utilizing available resources, adhering to high standards of organic production, meeting the growing demand for environmentally friendly and healthy products, and offering a unique

market proposition that distinguishes it from competitors.

Competition is highly beneficial for consumers as it improves the quality of products and services, lowers their costs, and provides a wider choice. Under current conditions, organic production in Uzbekistan can stimulate not only the agricultural sector but also many related industries.

In today's context, environmental factors are gaining importance in determining enterprise competitiveness. The introduction of new ecological standards encourages manufacturers to seek methods that minimize environmental harm. Methods to ensure the environmental safety of products and enhance their competitiveness are outlined in Table 1.

Table 1. Methods of ensuring the competitiveness of enterprises for the cultivation of organic vegetable products

	Methods	Description
1	Certification and Compliance	Organic products must meet international standards. Certification is a key requirement for market entry, especially for increasing export potential.
2	Efficient Use of Resources	Efficient use of water, land, and other resources can reduce production costs. Modern irrigation technologies and the use of natural nutrients play a crucial role in this, promoting both cost reduction and ecological sustainability.
3	Improving Marketing Strategies	Creating a brand and establishing trustful relationships with consumers enhance competitiveness. Developing unique product features, such as specific varieties, packaging, or cultivation methods, alongside targeted advertising campaigns and online sales platforms, is essential.
4	Adopting Innovative Technologies	Using drones, nutrient monitoring systems, and smart agricultural equipment improves product quality. Automation of production processes and ensuring environmental safety are also required.
5	Developing Cooperation	Forming agricultural cooperatives helps combine resources, reduce costs, and create opportunities for broader market access.

It is worth noting that for enterprises involved in organic vegetable production, competitiveness is not only about economic stability but also about social responsibility. Such products contribute to improving public health and protecting the environment.

CONCLUSION

Organic farming can save enterprises from bankruptcy

and contribute to the development of small and medium-sized businesses in rural areas, as well as create regional quality brands and promote them. This, in turn, strengthens competition, replacing poor-quality food products in the market with organic ones. Improving competitiveness in managing organic vegetable production enterprises not only ensures the economic stability of enterprises but also contributes

to public well-being by promoting healthy food products.

High-quality products, modern technologies, and effective management strategies are key factors leading enterprises to success. Therefore, consistent reforms and the introduction of innovative solutions are essential in this area.

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