

BUSINESS MANAGEMENT STRATEGY

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Annotation: this article will talk about a business management strategy, a set of measures that the management uses to ensure the success of the Strategy Enterprise, Strategic Planning, improving the effectiveness of Strategic Management and planning of the enterprise, an effective business strategy to increase the competitiveness of the business, increase profits and create the right business plan.

Keywords: business, strategy, plan, quality, activity, profit, efficiency, competitiveness.

Аннотация: в данной статье речь пойдет о стратегии управления бизнесом, комплексе мер, которые использует руководство для обеспечения успеха Стратегии предприятия, стратегическом планировании, повышении эффективности стратегического управления и планирования предприятия, эффективной бизнес-стратегии для повышения конкурентоспособности бизнеса, увеличения прибыли и создания правильный бизнес-план.

Ключевые слова: бизнес, стратегия, план, качество, деятельность, прибыль, эффективность, конкурентоспособность.

Annotatsiya: Ushbu maqolada biznesni boshqarish strategiyasi, Strategiya korxonaning muvaffaqiyatini ta'minlash uchun rahbariyat foydalanadigan tadbir-choralar majmuasi, Strategik rejalashtirish, korxonani strategik boshqarish va rejalashtirish samaradorligini oshirish, Samarali biznes strategiyasi biznesning raqobatbardoshligini oshirish, foydani ko'paytirish va to'g'ri biznes reja tuzish haqida so'z boradi.

Kalit so'zlar: biznes, strategiya, reja, sifat, faoliyat, foyda, samaradorlik, raqobatdoshlik.

The main component of any management process is strategy. Within its framework, it is considered as a well-developed long-term direction for the development of the company (in particular, the strategy is based on the scope of its

activities, forms, tools; the system of internal relations between all participants; position; environmental concerns of the company).

The implementation of business development projects by itself has not yet been indicated by the expanded and developed strategic management. However, in a company with regular survival and well-being, the project portfolios are carried out in accordance with the plans of strategic activities arising from high-level processes. Even more understanding of strategy, this form of demonstration of this document and a promising goal in the future will take everything in the modern world the most important. When reviewing the document, we note several criteria for a good strategy: pride evokes the owner's feeling for bringing the appearance of the future business; draws a picture of the growth of the owners' well-being; creates a way to ensure the competitiveness of the company in the closest and long term; generates satisfaction from the main employees of the company. Strategic planning as a concept is much more accurate than the organization itself is more accurate and easier and easier.

A business development strategy is a list of actions that a company plans to take to achieve its goals. With its help, it is easier to understand what tasks need to be solved, how many employees need to be hired, as well as what resources are needed to implement these plans.

Having a business strategy will help specialists from different departments to work more harmoniously, since each of them in this case better understands the general vector of the development of the company and contributes to its development.

The strategy consists of an event-a set of measures that management uses to ensure the success of the enterprise. Management creates a strategy to know how to manage an enterprise business, as well as to correctly choose one of the alternative directions in a multi-factor environment. The strategy that management has decided to use is one of the existing business solutions and indicates that a specific way of doing business has been chosen. Strategic planning is a management process that focuses on developing company development goals and ways to achieve them. Strategic planning provides the basis for enterprise management, unites the entire company and covers all its levels. Strategic planning is not just the task of the management, it should be involved in IT employees of all levels of the company. All measures envisaged in the strategic management of the enterprise and in improving the efficiency of planning, as practice shows, the task of developing production can be successfully established if, in addition to the

management of the enterprise, the task of the staff is also assumed, and in the future it can be carried out on time and efficiently. Employees are becoming a rule, almost a necessity, for the behavior of many economic entities in the current conditions in which the forms of Management in the economy are leading, business and entrepreneurship are born exclusively for business, not selected individuals, but each individual can deal with

Choosing a business idea for business development purposes is an important step to starting a small business. But doing research for your product or service is very important when starting a small business. This involves gathering and analyzing information about a particular market, such as potential customers, competitors, and the current economic environment.

Research helps companies understand the emerging market, identify opportunities, and develop strategies for success.

In addition, market research helps companies identify potential risks and develop plans to reduce or use them for their own benefit.

A business management strategy is a plan developed to achieve the long-term goals of a business. It covers all aspects of business, including marketing, finance, manufacturing and human resources. An effective business strategy should be aimed at increasing the competitiveness of the business, increasing profits and ensuring long-term stability.

The development of a business management strategy consists of the following steps:

1. Analysis:

* Internal environment analysis (SWOT analysis): identifying the strengths and weaknesses, opportunities and threats of a business. This analysis will be the basis for determining the current state of the business and the formation of a future strategy.

- External environment analysis: analysis of the general state of the market, the environment of competitiveness, economic factors, political and social changes and technological progress.

- Target market identification: identifying who buys the products or services of a business and studying their needs.

2. Setting goals:

- Long-term goals: to determine the goals that the business wants to achieve in the future 5-10 years. These goals must be clear, measurable, achievable, relevant, and time-limited (SMART goals)

- Short-term goals: setting short-term goals to achieve long-term goals.

3. Strategy development:

- Creating competitive advantage: developing strategies to create competitive advantage in the market. It can be quality products or services, low prices, innovations or strong branding.

- Marketing strategy: develop a strategy for promoting and selling a product or service.

- * Finance strategy: develop a strategy for financing a business and the effective use of financial resources.

- Production strategy: develop a strategy for the production and delivery of a product or service.

- Human resource strategy: developing a strategy for recruiting, training and encouraging employees.

4. Implementation and control:

- Implementation of the strategy: implementation of the developed strategy and control over its implementation.

- Monitoring and evaluation: regularly assess the effectiveness of the strategy and, if necessary, correct it.

The business management strategy is essential to ensure the growth and development of the business. It should include all aspects of the business and aim to achieve the long-term goals of the business. The success of the strategy depends on its accuracy, planning and regular monitoring of its implementation. It is also necessary to update the strategy from time to time, taking into account the changes in the business environment.