

TEXTILE COMPANIES COMPETITIVENESS ISSUES

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Abstract. As the Republic of Uzbekistan actively integrates into the global economic space, the development of the textile industry—one of the leading sectors of the national economy—has been identified as a strategic priority. This sector constitutes a significant portion of the country’s export potential, provides thousands of jobs, enables deep processing of agricultural raw materials, and facilitates the export of finished products to international markets. In this context, enhancing the competitiveness of enterprises plays a vital role not only in ensuring microeconomic efficiency but also in achieving macroeconomic stability.

Key words: competitiveness, textile industry, economic indicators.

Despite significant achievements in Uzbekistan’s textile industry in recent years, the level of competitiveness remains insufficiently studied. Global market price pressures, compliance with quality standards, technological gaps, logistics issues, and the need to compete with foreign brands pose serious challenges to the sustainable performance of industry enterprises. These circumstances necessitate the formulation of scientifically grounded strategic decisions. Although the issue of textile industry competitiveness has been extensively addressed in international academic literature, there is a lack of research tailored to Uzbekistan's specific conditions. In particular, studies on the efficiency of resource utilization, innovation capacity, and market share of domestic enterprises are limited. Therefore, there is a need to examine this topic in the local context.

The primary objective of this research is to develop scientifically grounded proposals for enhancing the competitiveness of textile enterprises in Uzbekistan. To achieve this goal, the following tasks have been set:

- analyzing the current state of the industry,
- identifying key competitiveness factors,
- studying advanced international practices,
- developing a national model,
- outlining strategic directions.

Within the scope of the study, a specific system of indicators will be developed to assess and enhance the competitiveness of textile enterprises in Uzbekistan. Additionally, a strategic model will be proposed to ensure effective



use of resources in the sector. Based on this model, the strengths and weaknesses of each enterprise will be identified. The findings of this research will provide a theoretical basis for the formulation of scientifically supported strategies. From a practical standpoint, the developed recommendations may be used by industry ministries, business entities, analytical centers, and entrepreneurs. Specifically, these recommendations will support investment attraction, the implementation of innovations, and the expansion of export potential.

The study includes a statistical analysis of development trends in Uzbekistan's textile industry in recent years. For example, during the period 2017–2024, the average values, distribution, and minimum-maximum ranges of key indicators were identified. The average annual production of cotton fiber amounted to approximately 895.75 thousand tons, ranging from 468 thousand to 1,230 thousand tons. The processing rate was relatively high, approaching a maximum of 100% (1.0) in some years, although in certain years it declined to as low as 40%. The average volume of industrial production in the sector amounted to 62.5 trillion soums, while the standard deviation of about 34.5 trillion soums indicates a certain level of instability in the sector.

Currently, some Uzbek textile enterprises rely on imported raw materials, which increases production costs and reduces competitiveness. At the same time, to effectively compete with foreign companies, it is necessary to lead in design, branding, and marketing. Government support programs, the attraction of foreign investors, the development of cluster approaches, and the implementation of advanced technologies can be effective in this regard.

This study aims to conduct a comprehensive analysis of ways to enhance the competitiveness of Uzbekistan's textile industry, including the assessment of internal capabilities and the external competitive environment of enterprises. Based on international experience and local economic conditions, practical recommendations will be developed. Their implementation is expected to lead to improved product quality and increased export potential of textile goods.

Uzbekistan's textile industry has historically been a well-established sector that plays a significant role in employment, contributes to gross domestic product, and enhances export capacity. However, in the context of today's global market, domestic textile enterprises are compelled to develop new strategies not only to maintain regional competitiveness but also to compete at the international level. Key factors for improving competitiveness include technological advancement in production, increased energy and resource





efficiency, compliance with quality and standards, implementation of innovative solutions, in-depth market analysis, and enhancement of workforce skills.

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