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DESCRIPTION OF FACTORS AFFECTING THE INTERNATIONAL MARKET OF THE RAILWAY TRANSPORT INDUSTRY

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ABSTRACT: This article analyzes the international potential of industrial enterprises of JSC "Uzbekistan Railways" in the main areas, the purpose of foreign economic activity and sustainable competitive advantages, as well as the active relationship of the railway with the outside world due to the factors influencing the globalization of the international market economy. rapidly evolving.

Keywords: transport, goods, international, infrastructure, analysis, development, products, services, costs, market, profitability.

Today, foreign economic activity is an important component and an important direction of a market economy. In the process of development of the Republic of Uzbekistan, foreign economic activity plays an important role in the country's economy and helps to solve various economic problems at different levels. In general, it plays an important role in the development of the country's economy, organizations and enterprises.

It is known that due to the times, the international market-oriented economy is developing rapidly and due to the process of globalization, the active interaction of enterprises with the outside world is inevitable. The formation of a global market for technology, goods, services, labor, investment space is a characteristic feature of the process of globalization. As a result, the role of foreign economic activity in ensuring the competitiveness of the enterprise is growing. No company is able to implement this cooperation, but working with foreign partners, achieving international quality standards in the production process and focusing on cooperation with multinational companies in foreign economic activity will ensure its economic stability and profitability.

The purpose of the foreign economic activity of the enterprise is as follows:

expansion of sales markets; diversification of activities; getting cheaper resources; obtaining the international status of the company; increase business efficiency.

The expansion of foreign economic activity is of particular importance for the railway transport industry of the Republic of Uzbekistan, and the exchange of goods for profit creates the basis for high industrialization.

There are subjective and objective factors of possible problems in ensuring international activity. Objective barriers are various factors that affect the overall business environment in a particular external market. These include financial, legal, economic, technological and organizational issues that may prevent new businesses from entering and exiting this market.

Objectives of a subjective nature are the actions of economic entities in foreign markets in accordance with the law, business ethics, and the pricing and sales policy of these firms. Modern international markets can provide sustainable growth in sales of a large number of goods and services. However, the problem is that how successfully companies achieve growth potential, how much time and money they spend to enter the international market, how successful they are, is a step-by-step process that solves the problems they face in their path. Thus, industrialized enterprises are to demonstrate to the outside world the potential they have in exporting their products and services. Their huge potential will allow them to take a worthy place in major trade fairs, where providers will activate the opportunities for sales staff and the enterprise to enter foreign markets.

International opportunities of industrial enterprises of Uzbekistan Railways can be analyzed in the main directions:

Analysis of consumer demand in key geographic regions: market size, saturation, historical aspects of market development - including specific customers such as large multinational corporations attracted as customers in a particular region.

Competitor analysis: domestic and international companies operating in the market of countries, their market share and opportunities - their main competitive advantages.

In the Russian Federation there are competitive manufacturing enterprises such as JSC "Jeldormash" in the group of transport and industrial enterprises "Lokotex", and in the Republic of Kazakhstan - JSC "Vostokmashzavod", JSC "Locomotive Demonstration Plant". These types of plants have several advantages over Uztemiryolmashtamir in the country, for example, Jeldormash has a high production capacity and all major spare parts are produced at the plant. Among the CIS countries, Uztemiryolmashtamir has a clear advantage over other border areas, except for the possibility of repairs at the enterprises of the Kazakh railways;

International and regional infrastructure development analysis: key costs associated with communication, transportation, distribution and promotion of products or services in different parts of the world.

Transport infrastructure includes trade and economic relations in the region, regional transport corridors for freight transportation. Agreements with OSJD member states and relations within the CAREC Central Asian Interregional Economic Corporation, as well as strategies developed by regional countries to develop domestic transport infrastructure, ensure interregional systemic development. These strategies include the Resolution of the Kyrgyz Republic of September 30, 2014 "On approval of the main directions of development of railway transport of the Kyrgyz Republic for 2014-2020", and the Resolution of the Republic of Kazakhstan of September 6, 2019 "On approval of the Company" development strategy of the joint-stock company;

Economic Development Trends and Political Situation Analysis: At this stage, the focus is on key aspects such as the country's economic growth and political risks: analysis and study of international

trade barriers, tariffs and quotas: the existence of serious problems that support or hinder market opportunities for the organization.

Sustainable competitive advantages of a company: This is an advantage over competitors that cannot be easily replicated by other companies operating in this market. They form the theoretical basis for developing an effective strategy. The advantages of sustainable competition are easy to discuss in principle, but more difficult to determine in practice. The company's competitive advantages in the domestic market should form the basis of its international development strategy. For companies that already exist in international markets, the focus will be on benefits that outperform competitors.

A number of industrial production and service enterprises operate within Uzbekistan Railways JSC. In order to ensure the effective operation of the network, in 2015-2019, the company implemented 4 projects worth \$ 541.8 million at its own expense. Of that, \$ 71.38 million. The company received 48.8 million from its own funds. dol. As a result of projects implemented by the Fund for Reconstruction and Development of the Republic of Uzbekistan, the modernization of the Foundry Mechanical Plant, the increase in the range of finished products through the introduction of modern technologies in the production process and the production of 25.6 thousand tons of castings and 600 tons of metal structures. was achieved.

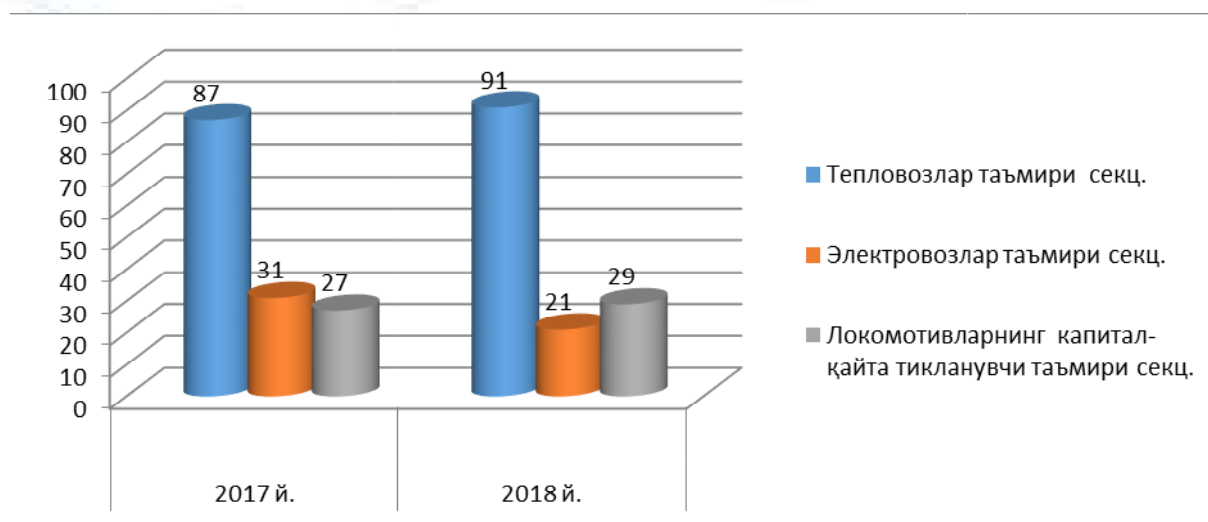
Also, the development of the transport network of the Republic of Uzbekistan has the potential to modernize the fleet of freight cars, overhaul 1,500 cars a year, build 1,200 new cars and 950 containers.

In its international relations in 2016-2018, Uztemiryolmashtamir UK was mainly engaged in the export of services, the main consumers of which are the Republics of Kyrgyzstan, Tajikistan and Kazakhstan. Table 1 below provides a comparative statistical analysis.

Source: taken from the report on the work done by the company in 2016-2018.

It is appropriate to provide a summary of the work performed on each repair base for the period 2017-2018, which covers the work within the export potential and can be seen in Figure 1 below.

Figure 1. Work performed in 2017-2018 under the repair program



According to the source, the workload on locomotive repairs in 2017 represents a relative increase of 4.6% compared to 2018, ie an absolute increase of 4 sections. At the same time, service exchange agreements with the Republic of Tajikistan, the Republic of Turkmenistan and the Kyrgyz Republic are important. The shortage of repaired sections in the repair of electric locomotives is an absolute decrease of 31 in 2017, 21 in 2018, and a relative decrease of 32% in general. in the example of neighboring

countries in the market, there is a reason to study them in relation to arousing the need to use our service. The indicator of capital-renewable repair of locomotives also reflects the upward trend of 7.4%.

In addition, taking into account the fact that the number of sections repaired during the 2-year repair service covers them, as well as the size of the foreign market, the annual profitability is recorded. This information gives us a clear proof in monetary terms in Figure 2.3 below.

This economic situation shows that the company's sales in 2018 at comparable prices amounted to 82 332.4 mln. soums, an annual growth rate of 9.5%. In the growth of market prices, this share is 32.1%, and it should be noted that the share of exports to foreign markets, foreign economic activity plays a very important role in sales..

One of the competitive advantages of industrial enterprises of JSC "UTY" is diversification. Diversification is the specific characteristics that distinguish a company as a brand or a particular level of service.

He spoke about the rapidly developing economy of the railway transport company, which is currently oriented to the international market, and the factors influencing the process of globalization, as well as their active interaction with the outside world. Criteria and normative legal norms of foreign economic activity, as well as methods of carrying out these activities were covered in detail. Today, if we apply certain elements of the existing world experience in the industrial sector, we can illustrate the example of the company "Uztemiryo'lmashtamir" UK, which is a large exporter of services and products. Only after a large-scale modernization, there is an opportunity to create repair programs and export services in the short term. At present, if the main partner countries of the company are only the Central Asian region, we need to lay the groundwork for cooperation between Europe and other regions.

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