www.wordlyknowledge.uz Volume: 2, Issue: 2, 2023

# STRATEGIES OF BUSINESS MANAGEMENT

**Rushana Mardonova**

August 29. 2006 School 24

**Abstract.** In the article, the issue of achieving prospective management of each enterprise in the development of business structures is considered as a component of the management of the development strategy of our country. In this case, the need to define a strategy and act on this basis was interpreted as a trend in the formation of private business structures related to the development of market relations in the country.

**Keywords:** entrepreneurship, market economy, management, necessity, strategic management, planning, risk, risk.

It is well known that fostering entrepreneurship across the board in the economy is crucial to quickening the pace of the reforms underway in our nation. The new stage of entrepreneurship in our country at the present time is a new, civilized stage of entrepreneurial activity in the independent Republic of Uzbekistan, which is distinguished by the process of enthusiasm, taking the example of the advanced countries of the world. Therefore, the improvement of the business environment in Uzbekistan is a clear proof of this. Therefore, it would be expedient for an entrepreneur operating in our country today to thoroughly learn the true essence of strategic management of enterprises in order to achieve the desired economic development. It helps today's entrepreneur to equip himself with the necessary theoretical and practical skills, which are the foundation of not only his own, but also social development. Analysis of literature on the topic.

In our scientific research, we theoretically based on the historical decisions of the head of our state aimed at comprehensive development of entrepreneurship, defining the development strategy of our country and implementing the principles of market economy in practice [1-4].We systematized the scientific views on the topic as follows: In the works of foreign scientists R.S.Kaplan, D.P.Norton, the main attention is focused on evaluating the main features of the strategic management system for the enterprise and organization, its effectiveness [5]. In the views of I. Ansoff, the assessment of the prospects of the enterprise and the factors affecting them in the strategic management system is studied [6]. In M. Porter's views, the place and process of innovation in the development of companies and the issues of achieving competitive advantage of companies are researched [7].

We considered the management of business enterprises in terms of historical, economic, logical principles, deterministic approach and discourse analysis method. Also, methods of scientific abstraction and systematic analysis were used in the implementation of research. Historically, we all know that any labor activity, whether it is large or small, whether it is a manufacturing or service sector, necessarily requires more or less management. In other words, in order to ensure the development of human society, the process of continuous creation of material goods requires some level of management. Therefore, even in small groups, labor activities performed with the participation of two or more people take place through management. However, in order to control, the controller must be aware of the properties of the controlled object. In the national encyclopedia of Uzbekistan: Management (in economics) is the process of regulating and directing the state of the economic system of an economic object, it means the conscious purposeful influence of subjects, agencies on people and economic objects, which is carried out in order to direct their activities and achieve the intended results [13]. During his activity, an entrepreneur faces various situations - it is required to manage a group, a brigade, a workshop or a department, and the enterprise as a whole. However, an enterprising person or

www.wordlyknowledge.uz Volume: 2, Issue: 2, 2023

group, armed with a new idea, differs from others in that they have a complete picture of ways to make a profit. More precisely, they know, with their long research, which sector, industry, activity or geographical region they tend to attract investment today. However, any ambitious entrepreneur aims not only to achieve the average profit rate in the market competition, but also to make more profit. Therefore, such a motive encourages the entrepreneur to achieve superiority in any competition. It certainly doesn't happen by itself. This aspiration, the intended goal requires knowledge, experience, and high skills from the entrepreneur, and this situation creates the inner experiences, plans, and goals of the entrepreneur with the necessary perfect calculation. All this ultimately forms the entrepreneur's future plans.

In other words, the need for prospective planning in the enterprise's activities and, accordingly, the task of creating it, are opposite to the entrepreneur. Consequently, in this way, the entrepreneur has a perfect long-term planning of the expansion of his enterprise. Now that it is necessary to implement this intended long-term, profitable plan, the question naturally arises, how can this be achieved? We think that in such a situation, the necessity of strategic management of the enterprise arises, and the pursuit of a clear mechanism of its operation occurs. However, this situation requires strategic management based on the requirements of the economic laws of market relations. So what exactly is a "strategy"? As it is known, the issues related to the use of this term in circulation are discussed in er.av. 480 and 221 in the history of Ancient China, it was expressed in the work "The Art of Strategy" written by the commander Sun Tzu. The word "strategy" comes from the Greek word "strategos" - which means leadership or "the art of the general". It still means the art of planning military operations of the military commander. However, it was "priority" that allowed Alexander the Great to conquer the world. Therefore, the Strategy has brought him a worldwide reputation. Therefore, if we dwell on the original meaning, "Priority" is a deep, comprehensively developed complex, a plan, which is the realization of the main task of the enterprise and the realization of its goals. It is worth mentioning here that we do not think it is necessary to recall the different scientific approaches to defining Strategic Management in science

Therefore, the Strategy is an embodied planning policy in the basic sense (on the way to the intended goal). From the point of view of an enterprise operating in the conditions of a market economy, as well as from a military point of view, strategy means the direction of action and the art of leading to the realization of a goal. Therefore, strategy is the time to guide the implementation of the goal. In other words, when making a decision for each process situation, it is necessary to distinguish the most important issues and directions in the development of certain actions, as well as to develop the optimal mechanism for their implementation. Summarizing based on the above points, strategic management is the management of a business firm in such a way that it relies on human potential, focuses production activities on consumer demand, makes rapid adaptation and timely changes in the organization, and in the long term, the firm maintains its goals and the end result is to achieve the intended result. In other words, strategic management - strategic management of small business and business entities - is a set of actions that represent the measures aimed at achieving the goal of the enterprise, organization in the future. It is clear from the above that conducting strategic management necessarily requires strategic planning. Accordingly, the task before the theoreticians is to inculcate the philosophy of strategic planning in the minds of our young entrepreneurs who are forming today.

Consequently, this in turn cannot be done without taking into account risks and dangers. Accordingly, it is necessary for today's entrepreneur to have a deep understanding of what risk is and what kind of material and moral damage it causes. However, this thought causes the entrepreneur to be the center of attention every day. It also requires a deep scientific approach to the study of this issue. At its core, risk is defined as the possibility of adverse outcomes, such as

www.wordlyknowledge.uz Volume: 2, Issue: 2, 2023

loss of profits and other causes of harm. In Russian it is called risk. In other words, a risk is: - an action taken with the hope that the outcome will be good, assuming the possibility of danger; - the risk of complete or partial loss of resources or income; -a natural state, situation for any brave manager in the face of uncertainties; - to put it more precisely, it means the quantitative evaluation of an unfortunate outcome. If this issue is interpreted from a spiritual point of view, it is a whole philosophy of bad luck. Yes, luck and bad luck are a dialectical unity. Therefore, businessmen are insuring the property and even the behavior of private enterprises in order not to be exposed to it. As an exception, we must not forget that there are also risks that cannot be linked to insurance. However, there is only one guarantee for all of them - if there is only one, it is the creation of a reserve fund.

In conclusion, formation of management thinking in new entrepreneurs, implementation of management strategy in small business and entrepreneurial enterprises is of great importance nowadays. The management strategy consists in aligning the capabilities of enterprises with the market situation, defining complex means of achieving the goals set to lift the population out of poverty. Therefore, in accordance with the "Strategy of Development" of the administration, the rational implementation of the chosen strategy for the development of our country on renewal and modernization plays an important role in joining our country to the ranks of advanced and developing countries in the world. This encourages our businessmen to take responsibility for their management primarily at the microeconomic level, that is, to provide employment to the population, reduce poverty, and improve their material well-being by ensuring the stable pace of socio-economic development in our country.

**REFERENCES:**

1. Mirziyoev Sh.M. Development strategy of new Uzbekistan. Third edition. - T.: "Uzbekistan" publishing house, 2022. - 440 pages.
2. Mirziyoev Sh.M. We will resolutely continue our path of national development and raise it to a new level. - T.: "Uzbekistan", NMIU, 2017. - 68 p..

3. Decree of the President of the Republic of Uzbekistan dated October 23, 2019 PD-№5853 "On approval of the strategy for the development of agriculture of the Republic of Uzbekistan for 2020-2030". // People's word, October 24, 2019.
4. Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026". // People's Word, January 29, 2022.
5. Каплан Р.С., Нортон Д.П. Организация, ориентированная на стратегию. Как в новой бизнес-среде преуспевают организации, применяющие сбалансированную систему показателей/пер. с англ. М.: ЗАО Олимп-Бизнес. 2004-416 с.

6. Ансофф И. Стратегическое управление. – М.: Экономика, 1989. – 358 с.
7. Портер М. Международная конкуренция: Пер. с англ./ Под .ред. В.Д. Щетинина. – М. Международные отношения, 1993. – 64 с;
8. Хонкельдиева Г.Ш. Иқтисодиётни модернизациялаш шароитида корпорацияларни бошқаришнинг илмий-методологик асослари. Иқт.фанлари доктори илм.дараж. олиш учун ёзилган дисс. автореф.-Тошкент, 2018-71 б.