

EFFECTIVE WAYS OF MANAGING THE DEVELOPMENT OF ENTREPRENEURSHIP IN THE FIELD OF SPORTS

Yuldasheva Jamilakhan Mukhtorovna

Teacher of Kokan State Pedagogical Institute, Uzbekistan

Email Address: jamilaxony624@gmail.com

ABSTRACT

Any sports organization needs funds to develop its production process. In general, one of the best ways to provide funds for strategic development of sports organizations is to attract investments. When attracting investments, it is considered one of the most urgent issues today to show investors, first of all, how much the organization has developed through investment.

Keywords: Investment Financial status of the enterprise, income structure, cost structure, profit growth coefficient, financial independence, comparison of the level of debt and creditor debt.

At present, in a market economy, any sports organizations necessarily need funds for the further development of their activities. In general, one of the best ways to secure funding for the strategic development of sports organizations is to attract investment. When attracting investments, one of the most pressing issues today is to show investors, first of all, how much the organization has developed due to investments.

Objective and reliable information about sports organizations is of great importance in attracting investments. Since information such as production capacity, labor and financial condition, the level of economic efficiency of sports organizations shows how the organization works, the analysis of the organization's competitors and what achievements and shortcomings they have in comparison with them determines the possibility of further development of this organization. For example, such information is needed by the state to assess the effectiveness of the use of benefits provided by the state, to analyze the negative and positive sides of the state policy of regulating enterprises, as well as ways to support such enterprises in the future. And for investors, it is necessary to find answers to the questions of how it is profitable to invest in an enterprise, whether it is possible to invest at all.

Therefore, in order to attract investments for the development of the enterprise, it is appropriate to conduct a comprehensive analysis of the investment development of the enterprise. This analysis should include such indicators as the level of development of sports organizations, the level of effective production, financial and economic status, personnel qualifications, management and marketing policy. Such an analysis, first of all, by determining the overall potential of the organization, shows the need for investment for the enterprise, and at the same time provides for investors in which directions the enterprise will work for development in the future.

There is no single system for evaluating the investment attractiveness of sports organizations. Therefore, the author of the article proposes a 3-step system for assessing the investment attractiveness of sports organizations based on the results of the analysis of several literatures. In this system, the general situation of the enterprise can be accurately described and investors can get the necessary information.

In step 1, the necessary database is created to analyze the enterprise's activities. As we mentioned above, a data base is always needed for the development of any activity, including whether the

enterprise needs investment and what results the investment will bring. This database should be systematically organized in such a way that it should be understandable to everyone and it should be possible to get the necessary information in a timely manner, and it should be able to help make decisions based on this information.

Based on the above considerations, the main purpose of creating an enterprise investment database is as follows:

1. To ensure that the decisions made related to the investment are scientifically based;
2. Creating an opportunity for the responsible persons to receive the necessary information in a timely manner in order to solve investment-related questions.

The formation of a database schema is of course highly dependent on the data source. In the opinion of the author, the formation of the base of necessary authorities in assessing the investment attractiveness of the enterprise should be as follows.

When assessing the attractiveness of organizations to investors, database analysis should be performed through the following main functions:

- to determine the need for investment for the future of the enterprise;
- to plan the investment;
- to calculate and calculate the investment, to optimize the costs of implementing investment projects;
- to choose the target directions of investments; - to control the investment projects;
- to evaluate the effectiveness of the investment .

In the 2nd stage, the need for investment, the possibility of attracting it, based on the information collected in the 1st stage, the activity of the enterprise is analyzed. It is proposed to divide the general activity of the enterprise into 4 blocks and perform a comprehensive analysis, these blocks consist of the following:

1. Financial status of the enterprise: - income structure; - cost structure; - profit growth coefficient; - financial independence coefficient; - comparison of debtor and creditor indebtedness.
2. The level of debt burden: - the level of tax burden; - the structure of debt obligations; - the level of current liquidity; - the level of indebtedness on the balance sheet; - the level of dependence of the amount of debt on cash flow.
3. The state of the enterprise in the market; - the level of services provided; - the demand for the services provided; - the share of the enterprise in the market; - the level of competition.
4. Management (management) level: - the form of ownership; - the quality of personnel management; - the level of training of personnel; - the fulfillment of the main purpose of the enterprise.

The components of these 4 mentioned blocks can be changed depending on the purpose of the analysis, as a result of each of these blocks analyzing a certain direction of the enterprise's activity, the general condition of the enterprise today, the enterprise in the future at the 1st stage, the necessary information for analyzing the enterprise's activity base is created. As we mentioned above, a data base is always needed for the development of any activity, including whether the enterprise needs investment and what results the investment will bring. This database should be structured in such a way that it is understandable to everyone and it should be possible to get the necessary information in a timely manner, and it should be able to help make decisions based on this information.

Based on the above considerations, the main purpose of creating an enterprise investment database is as follows:

1. To ensure the scientific basis of the decisions made, which depend on the investment;

2. Creating an opportunity for the responsible persons to receive the necessary information in a timely manner in order to solve investment-related questions.

In the 3rd stage, based on the results of the 2nd stage, the factors affecting the investment attractiveness of the enterprise are determined and a mathematical model is created. It is known that many factors influence the investment activity of the enterprise. Developing a mathematical model, a list of factors that most influence the investment activity of a sports organization is compiled, and through correlation, the impact of these factors on the final financial state of the enterprise is considered. In this way, answers to questions such as whether sports complexes need investment and, if so, in which directions, are received.

Summarizing the 3rd stage of evaluating the investment attractiveness of sports organizations mentioned above, first of all, it is necessary to create a database, then analyze the collected data, based on the obtained results, determine the need for investment in the enterprise, and pay attention to which directions to carry out investment activities. must indicate the need to give.

The database should be based on primary and secondary data. The primary data includes various industry data that are allowed to be published openly, data from the State Statistics Committee, and information such as the report of the enterprise for previous years. Secondary data includes new information that needs to be collected to solve the problem.

At the second stage, it analyzes the blocks based on the collected data. In the next block, based on the results of the analysis, he draws the necessary conclusion.

The sports field is a complex and diverse phenomenon, a part of the national economy, and a special institutional system characterized by a certain process of social activity. In developed and developing countries, it is considered a profitable activity that covers various sports, as well as the manufacturing industry of sports goods and equipment. It involves thousands of organizations and millions of people, including not only athletes, but also businessmen, state structures, specialized organizations and associations, service workers, mass media, sports journalists, non-profit organizations, sports clubs and, of course, spectators and fans.

The sports industry is constantly evolving today. The increasing popularity of different types of sports and sports events at different levels is the reason for the increase in the demand for the production of sports goods.

Tasks related to market research, competitive positions, audience preferences and impressions, on the basis of which a competitive and popular sports product is formed, and related to the establishment of relations with federations, leagues, unions .

The tasks related to the promotion, production and development of sports competitions, teams and athletes, especially the popularization of certain types of sports, image formation, awareness raising, activities of sports organizations, teams or athletes in various mass media and the Internet providing regular information, ensuring participation in various targeted events, and thereby increasing interest in sports. This causes an increase in the number of sportsmen. As a result of the increase in numbers, the need for sports goods increases in the form of percentages. As the demand for sports goods increases, the efficiency of goods production enterprises increases. This has an impact on the production of sports goods in our country and the creation of its best brands through reasons that enhance each other's development. The demand for the quality of the produced products will increase, and through this, the reputation of national sports goods will increase around the world and find their place in the world market.

All subjects of the sports market have different goals and objectives, in particular, to popularize a type of sport, to increase the number of fans, as a result, to increase the number of ticket sales for games and competitions, to increase the demand for goods and services, sponsors and aimed at attracting professional coaches and increasing the profitability of sports business. Achieving these outcomes depends on many factors, which are political, social, economic, cultural and competitive. Here, management of the mechanisms that require the highest professionalism and knowledge of the specifics of this industry through marketing activities creates several effective ways to achieve high results.

Along with the strengthening of competition in the field of sports, the development of ways to influence fans and a wide audience, the active use of sports events for political, economic and image purposes, the importance of sports marketing, which has various forms and mechanisms, is also increasing in the modern market.

For this purpose, based on the above considerations, the following conclusions can be made as suggestions and recommendations for the development of the sports management system in our country: firstly, the study and research of the local population's interest in sports and their compatibility with national values play an important role in the development of a certain sport. Secondly, it is of great importance in introducing the participants to the big sport. Thirdly, the main goal of studying the needs of consumers of sports organizations is to determine the possibilities of fully satisfying their needs for the services provided by the organization. To achieve this goal, we make the following recommendations. Unified (integrated) systems to ensure quality management in the modernization of physical education and sports management for the current and future period.

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