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THE ROLE OF INNOVATIVE MARKETING IN THE DEVELOPMENT OF SMALL BUSINESS

Abstract: The article analyzes the place and role of small business and private entrepreneurship in the socio-economic development of Uzbekistan, as well as ways to effectively use this factor in ensuring long-term sustainable GDP growth in the country. In addition, foreign experience in the development of small business and private entrepreneurship, features of small business in the Republic of Uzbekistan has been studied, statistics on small business and private entrepreneurship in various countries of the world are given, and its role in enhancing the competitiveness of the national economy is shown.
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Introduction

The role of small business and private entrepreneurship in the country's socio-economic development is remarkable. The small business and private entrepreneurship is one of the most important factors in filling the domestic market with competitive and high quality products, providing employment and increasing the welfare of the population, and shaping and forming a class of proprietors in the community.

In accordance with the Decree of the President of the Republic of Uzbekistan dated February 7, 2017, 4947, Strategy for Action in the five priority areas of the Republic of Uzbekistan for 2017-2021 has been approved. In paragraph 3.4.4, the reduction of state participation in the economy, further strengthening of the private property protection and its priorities, the continuation of institutional and structural reforms aimed at stimulating the development of small business and private entrepreneurship, and in paragraph 4.1, the priority tasks of employment and real incomes was set as. [1]

Analysis and results

The growing number of small business and private entrepreneurship in our country is relatively young. It plays an important role in the creation of new jobs, reducing unemployment, improving the living standards of the population, and the socio-economic development of our Homeland. In order to support these entities, it is necessary to formulate and develop the infrastructure of banks, companies, companies, businesses and organizations. We have come to the conclusion that we have compared the programs of a number of economically developed countries to support small business and private entrepreneurship.

In the period from 2000 to 2017, the volume of goods and services produced by small businesses and private entrepreneurship in the structure of GDP increased from one year to another (Fig.1).
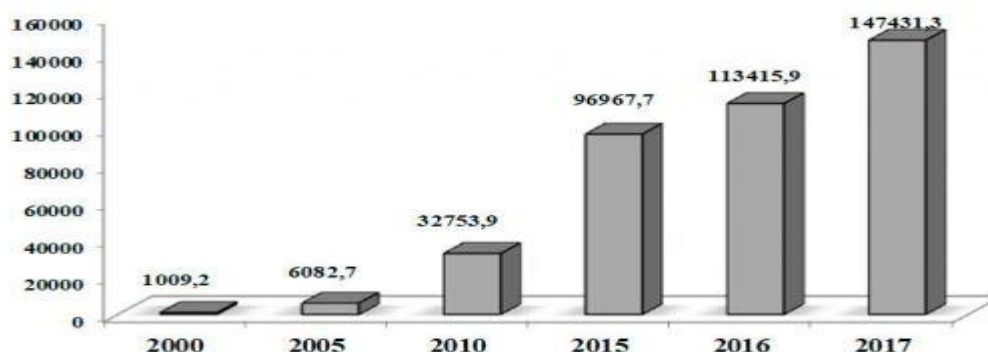
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Fig.1 Total volume of goods and services produced by small business and private entrepreneurship (UZS billion in current prices)

Figure 1 shows that the number of small business and private entrepreneurship entities in the country exceeded 1 trillion in 2000. The volume of goods and services produced in Uzbekistan rose by 148 times in 2005 to 6 trillion in 2005, up to 32.7 trillion in 2010, 97 trillion in 2015, and by 2017 - almost 148 times in 2017, amounting to 147.4 trillion soums. The production of goods was produced in the amount of UZS. With regard to GDP, the share of small business and private entrepreneurship in 2000-2017 increased from 31.0% to 53.3% and rose to 22.3 units (Figure 2).
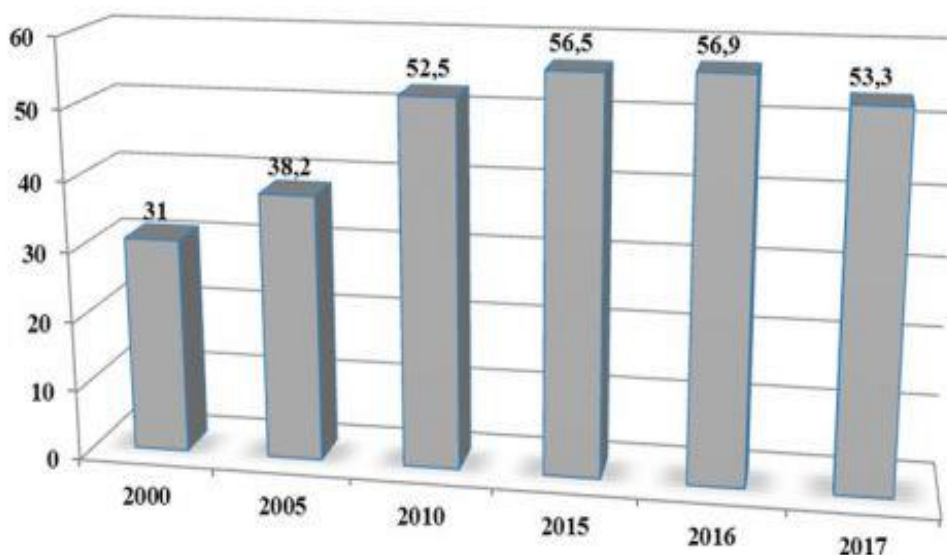

Fig. 2. Share of Small Business and Private Entrepreneurship in GDP

Figure 2 shows that the increase in the share of small business and private entrepreneurship in the GDP of the republic shows how much the Government pays attention to this area and is working to improve its support mechanisms. Uzbekistan is one of the most developed countries in the world in terms of the share of small business and private entrepreneurship in GDP.

An analysis of world experience shows that the development of small business has been used as a pillar of economic policy in a number of countries. Including:

- The main area of labor force employment;
- source for the development of innovation capacity of the economy;
Source of search and implementation of new forms of production activity;
- filling the state budget with tax;
- prevention of production decline;
- the basis of sustainable development of the country and the competitiveness of its economy, connected with large business [10].

Socio-economic development of any country depends on the extent to which the government has

developed economic policies. In particular, in the regions of the republic a great deal has been done to support small business and private entrepreneurship, and it has been producing its own results. In 2017, the share of small business and private entrepreneurship in GRP increased to 74.2 and 72.1 percent in Jizzakh and Surkhandarya regions. Also, this figure was 70.6% in Namangan, 70.5 in Samarkand and 74.2% in Khorezm region. Share of small business and private entrepreneurship in Syrdarya, Bukhara, Andijan, Ferghana, Tashkent and Kashkadarya provinces, Tashkent and the Republic of Karakalpakstan is in the range of 50-70 percent and is moderate. At the same time, in the Navoi region, which is low, this figure was 37.6%.

In recent years, the results of small businesses have been gaining momentum in the country as an important factor in creating new jobs and increasing incomes and well-being of the population. In 2000 the number of employed in the sphere of small business and private entrepreneurship amounted to 4.5 million people. In 2010, the figure was $ 8.6 million. and in 2017 - $ 10.6 million. and the number of people employed in the sector is 6.1 million compared to 2000. or 2.4 times more than in the same period of the last year (Figure 3).

In addition, this year the share of those employed in the industry in the total number of employed in the economy was 78.3%. 61.9% of them are engaged in individual entrepreneurship, 16.3% - small enterprises and microfirms.
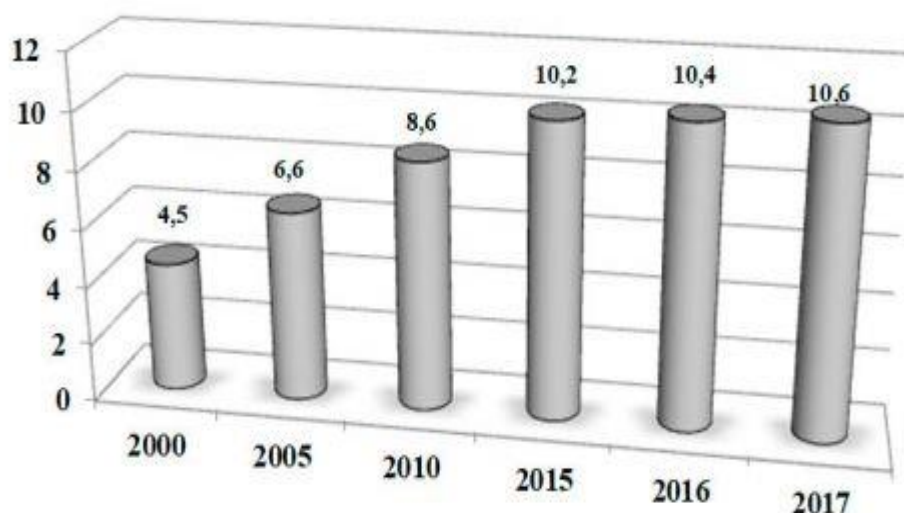

Fig. 3. Number of employed in Small Business and Private Entrepreneurship (mln)

Due to high rates of growth of small businesses in the country's industries, creation of favorable business environment, reduction of single tax rates, simplification of conditions for access to resources and production infrastructure, as well as increase of small business entities' cooperation with large companies, their share in industrial output From 12.9 percent in 2000 to 39.7 percent in the year 2017, or 26.7 percent, respectively.

This sector is one of the leading sectors of the economy to support the development of small business and private entrepreneurship in the country, including further liberalization, simplification and elimination of all processes related to business, financial support for small businesses and private entrepreneurship. Measures to be taken in this area play an important role.

The research has shown that in spite of the country's achievements in this area, it is necessary to further support the activities of small businesses and private entrepreneurship, eliminate a number of

obstacles to their activities, and improve the regulatory and legal mechanisms on this issue.

In accordance with the Decree of the President of the Republic of Uzbekistan of January 17, 2017 "On measures to accelerate the sale of state-owned facilities for business use and further simplify its procedures", the generalized taxes will be paid from the moment of signing the purchase and sale agreement of buyers of state-owned property objects Exemption from property tax and land tax on newly acquired state property for a period of 12 months, Steiermark objects of modernization, technical and technological re-equipment and development have been directed determined.

In 2016, efforts were also made to reduce the costs associated with organizing business. For example:

- the cost of obtaining the architectural and planning task packages - 4 times;
- cost of expertise of design estimates - 2.5 times;

- the cost of registration of cadastral documents - 2 times.

Measures on financial support of small business and entrepreneurship have been intensified. In particular, in 2016, small businesses and private entrepreneurship will receive about 1 trillion soums. 850 bn. Over UZS worth of loans were issued.

In the practice of the developed countries, the funds of credit institutions are a major source of financing for the development of small businesses. The share of commercial banks in foreign countries is financed by small businesses and private entrepreneurship. For example, small business loans in South Korea as of January 1, 2013, are 38.9 percent of GDP, 33.7 percent in Thailand, and 20.1 percent in Malaysia. The share of small businesses in the total volume of loans issued by banks is 30-40% in countries such as China, South Korea, Thailand and Indonesia, Malaysia and Kazakhstan, almost 20%. Experience of developed countries shows that active state policy on forming and developing an effective financial infrastructure to provide small businesses with investment funds is required. According to foreign experience, effective support for small businesses can be accomplished through a broader mandate, financial means, and a specialized agency with branches throughout the country. Nowadays, economically developed countries are more often used indirectly to support small businesses directly with financial support. We'll look into the credit guarantee system in the following chart.

Small business enterprise Small and Medium Enterprise (Small Business Enterprise, Small Business Enterprise, SBA), Small and Medium Enterprise (Small and Medium Enterprise), Small and Medium Enterprise State Agency for Financing Small Businesses in South Korea and the Czech Republic, a Private Equity Credit Institution in Germany, the Agency for Entrepreneurship Development in Poland (PARP), Trade and Industry in Singapore at the

Ministry of Entrepreneurship Development Agency (Spring), "Entrepreneurship Development Fund" JSC in Kazakhstan, Belarus (Damu), referred to as the "Entrepreneurship Fund for financial support".

In accordance with the Decree of the President of the Republic of Uzbekistan of October 5, 2016 "On additional measures to ensure accelerated development of entrepreneurship, comprehensive protection of private property and qualitative improvement of the business environment", legal regulation of entrepreneurship, reduction of inspections of business entities, prevention of unreasonable interference, further liberalization of business entities' liability, financial and taxation changes and privileges in the field of improvement of customs and customs, enhancement of judicial protection of entrepreneurs, improvement of business environment, investment attractiveness and international rating of the republic. Thus, from January 1, 2017, all types of non-scheduled inspections of entrepreneurs (except for short-term inspections, conducted in accordance with the Decree of the Republican Council on coordination of controlling bodies on the basis of appeals of physical and legal entities on cases of violation of legal entities) are invalidated. were removed. For the first time, persons who have committed offenses related to the illicit entrepreneurship activity have been released from administrative and criminal penalties for voluntarily covering the damages within one month from the date of detection of the offense, as well as issuing the necessary documents, registered and authorized by the business entity. Completion of barriers hindering the bank's effective operation, as well as full realization of the right of clients to freely dispose of their money were ensured and, according to this decree, the Law of the Republic of Uzbekistan "On Combating Corruption" was adopted on January 3, 2017.
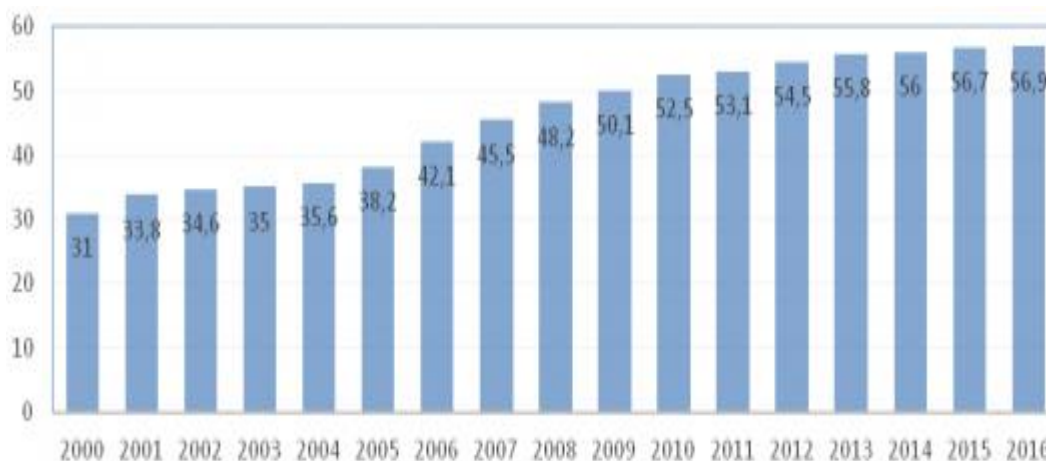

Fig. 4. Share of Small Business and Private Entrepreneurship in GDP.

Thus, as a result of the measures taken, the share of small businesses in the GDP in 2016 amounted to 56.9%. However, in 2000 this figure was 31 percent. First of all, this result is a result of the constant support of small businesses and private entrepreneurship. Measures to reduce licensing procedures and to optimize payments are continuing.

President of the Republic of Uzbekistan Sh.M.Mirziyoev said: "We make every decision on the life of the country in consultation with our people, on the basis of direct communication. The idea that public institutions should serve the people is not a criterion for our activity. "

As it can be seen from the information, the amount of loans directed to small business and private entrepreneurship has grown by almost 11 times in 2010-2016.

Also, the rapid development of small business and private entrepreneurship has a significant impact on the establishment and maintenance of infrastructure facilities serving it.

Today, about 8,000 infrastructure companies and more than a dozen types of services are provided to the country's small business, creating the necessary conditions.

As a result, the results of small businesses and private entrepreneurship are becoming increasingly important in the country as the most important factor of creating new jobs, raising incomes and wellbeing of the population. In particular, 391.8 thousand (41.7%) of the total number of new jobs created in 2016 are created in the sphere of small business and private entrepreneurship. This is 4.7% more than in the previous year. Almost 21 percent of the total number of new jobs was created through the introduction of home-based work in various forms, 7.5 percent in commissioning of new facilities, reconstruction and expansion of existing ones and implementation of additional measures to increase the number of vacancies. As a result, the share of employed persons in small business in the total employment in the economy was 73.1 percent in 2015, reaching 74.2 percent by 2016.

It is seen that in the context of the global financial and economic crisis, our country is becoming an important factor in accelerated development of small business and private entrepreneurship, ensuring economic growth, creating new jobs, raising the incomes and well-being of the population.

According to the Decree of the President of the Republic of Uzbekistan of February 1, 2017 "On Additional Measures to Improve the Mechanisms for Public Services to Business Entities", the implementation of the registration of 16 types of permits for business activity without departure from other agencies for the entrepreneurial activity by "Single Window" Centers , which helps save time and material costs of business entities. In order to expand this positive experience, it is planned to gradually introduce the mechanism of registration of additional 86 types of licenses and permits through "Single window" centers.

In addition, since January 1, 2018, the registration of licenses and permits issued through the "Single window" centers on the special form of paper was canceled. At the same time, the information about the issued, suspended, revoked, reissued, canceled, as well as the validity of permits and licenses were obtained through a complex of information systems "License".

It is important to know the ways in which entrepreneurs operating under the conditions of market relations are to be identified and analyzed as a result of free competition and to ensure their safe operation.

Each entrepreneur plans to earn a certain amount of income during his / her career. It does not spontaneously spell, it requires spending some money. The goal of the entrepreneurial income is to cover its expenses and make a profit. If the earnings just cover the expense $(D = X)$, it indicates that the entrepreneur has been hurt. If $(D > X)$ the entrepreneur is working on this, if (d <= "" p = "">

In order to improve, evaluate and analyze the organizational, economic and social relationships required, it is necessary to identify the level of harm to the entrepreneur.

At the same time, it is necessary to develop an automated information system (AAT) program for the correct analysis of problem-solving problems using modern information systems.

Determining the level of enterprise's vulnerability in the development of the program will be organized as a separate module. In this case, the composition of entrepreneurial income is determined first of all.

Entrepreneur income can be divided into the following elements:

- reimbursement of business expenses (X);
- payments to the state budget (C);
- arranging profits (F).

In this case the following equation is formed:

$D=X+C+F(1)$

As can be seen from this formula, the entrepreneur's income is proportional to its costs, taxable income, and its profits. Which of these can be (if it is low), the size of the income may also increase? Using this simple equation, the first module and base for determining the level of business vulnerability will be developed. Developed base can be used to determine the degree of utilization of any business activity.

Information base software will be created in econometric modeling of costs and taxes. As we know, some of the costs and taxes are variable and some are unchanged.

The following figure shows the actual size of the result and factors that are expressed in the following formula.

$$D = (X_{uz} + X_{um}) + (C_{uz} + C_{um}) + F \quad (2)$$

As you can see, this formula differs greatly from the formula above.

Here are some of the following:

X_{uz} - constant costs;

C_{uz} - The Variable Surplus of Currencies;

C_{um} - An integral part of taxes.

If you want to create a base module together by adding the variable $(Xuz + Cuz)$ and $(Hum + Cum)$ in this formula, the following formula is derived.

$$D = (H_{uz} + H_{um}) + F \quad (3)$$

Here $H_{uz} = X_{uz} + C_{uz}$га , $H_{um} = X_{um} + C_{um}$. The relation of these factors to the income level is as follows: the increase in income increases the variable costs. Increasing the cost of variable costs will result in the final outcome. It can be used to calculate the correct coefficient (Km). Then the 3 formulas will have the following form:

$$D = K_m * H_{uz} + H_{um} + F \quad (4)$$

In order to determine the coefficient of variability, variable product costs are added together with a variable tax part (H_{uz}) whose value is:

$$K_m = \frac{Huz}{P} \quad (5)$$

According to this formula, it may be necessary to calculate how much income a businessman can cover to cover his or her disability. For this purpose, the first "gain point" of income (D_{tn}) is defined, that is, the amount of revenue should be sufficient to cover all expenses. There is no benefit in this. Then, formula 4 is expressed as:

$$D = K_m * H_{uz} + H_{um} \quad (6)$$

The formula 6 can be written as follows to accurately represent the coefficient of correlation between the result and the factor:

$$D^{tn} = \frac{H_{um}}{1 - K_m} \quad (7)$$

According to this formula, it is possible to determine how much the entrepreneur should earn for covering all costs and tax collection.

In order to clarify the issue, the businessman analyzes the status of one product. In practice, entrepreneurs can also engage in the production and sale of several goods at the same time. In this case the harmful performance of the enterprise will be determined by the results of activities related to the production and sale of all goods. In this case, we will use the following formula:

$$D^{tn} = \sum_{k=0}^{n} \left(D\frac{n}{k} - Huzi \right) - H^{umi} \quad (8)$$

In this case, H_{uzi} -the goods generated by the goods;

H_{um} -variable expense for the production and sale of express goods;

Humidity - the actual amount of all permanent immovable costs;

i - number of order groups $(i = 1, n)$;

n - the total number of manufactured and sold brands.

In practice, it is difficult to calculate revenue and expenses for each product. This is because of the total amount of revenue and expenses.

Then, the calculation of the financial result (F) is simplified and the following formula is recommended:

$$F = D^t = \left(\frac{H_{um} * Y_z}{100} + H_{umi} \right) \quad (9)$$

Where D is the actual amount of the quarterly income;

H_{um} - Amount annual interest rate;

Y_z - share of unimpaired expenses in the t – quarter;

H_{umi} - actual amount of variable costs per quarter:

It is possible to carry out modeling of the given stages. It is necessary to indicate that the coefficients and values of the given sequence are related to the values of common factors. For this purpose, it is envisaged to identify the factors affecting production processes.

Once the econometric models have been identified, reports of the selected objects will be obtained to reflect the relevance of the models to entrepreneurs and to reflect the economic processes. So, next task is to develop a set of econometric models.

This requires:

- Data obtained for modeling should be in the same range as the results obtained. Also, it should be noted that the more information received (by years), the greater the chance of achieving accuracy in the results;

- a set of econometric models that selects statistical information, reports and other official documents that combine socio-economic indicators with specific periods of production of the selected production facility, with the main sources of information, the quantitative indicators required for continuous and simultaneous modeling, to be in the nature of the character.

In addition, the database software for econometric modeling is used as a ready-made package of data analysis and application software (EXCEL, PHP) of modern computer techniques. Thus, it is desirable to solve the quantitative parameters providing entrepreneurial efficiency with a complex and systematic approach to econometric modeling and formulation of information in future identification.

Conclusions

In our opinion, it is necessary to implement the following measures in order to further support the interests of small businesses and private entrepreneurship in the country:

First, the development and implementation of targeted development indicators and regional programs for the future.

Secondly, creating equal conditions for small businesses, simplifying the conditions and payments for business processes expertise (optimization).

Thirdly, the organization of financial and material support for business, as well as studying existing problems.

Fourthly, continually studying the laws, decrees, decisions made in the field of small business and improving the legislative framework.

Based on the above considerations, it is possible to conclude that the capacities of small business and private entrepreneurship are widely used in the country, primarily in terms of GDP growth and growth, sustainable development of the economy, increasing employment of the population, increasing the income of the population, positive results are achieved. But it is also an objective necessity to use the vast opportunities of small business and private entrepreneurship to further improve the socio-economic development of the country.

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