

## THE SOCIAL SIGNIFICANCE OF ENTREPRENEURIAL ACTIVITY

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### ANNONTATION

The current stage of economic reforms in Uzbekistan is characterized by the development of small business and private entrepreneurship, giving it broad economic freedom. In this regard, the definition of measures to counter the risks of the global financial and economic crisis, the prevention and combating of any negative consequences of this crisis that may affect the economy of our country, "Anti-Crisis Program for 2009-2012" Ensuring the successful implementation of the tasks set out in the Constitution is a priority for all of us today.

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### INTRODUCTION

Giving independence to small businesses increases their sense of responsibility for the end results of their activities. Development of small business and private entrepreneurship is one of the most important priorities of economic reforms in Uzbekistan.

Over the past short period, the country has created an economic and legal framework for the development of small business and private entrepreneurship. it is worth noting. As a result of these legal and regulatory documents, the socio-economic situation of small businesses and private entrepreneurship has also changed for the better.

In particular, the State Program "Year of Small Business and Private Entrepreneurship" in the field of further improving the legal framework of small business only in the first half of 2011 "On protection of private property and guarantees of property rights", "On Oil Entrepreneurship", as well as a new version of the Law "On Guarantees of Freedom of Entrepreneurship" and the Tax Code, "Licensing of certain activities" Development of relevant draft laws on amendments and additions to the Laws of the Republic of Uzbekistan "On" Leasing "and" On Leasing "in connection with the creation of favorable conditions for further development of small business and private entrepreneurship output functions are defined.

In Bukhara region in 2011 the share of small business in the economy was 19.9% in industry, 98.3% in agriculture, 64% in construction, and 63.6% in paid services.

According to our scientific analysis, to date, the state support for small business in our country has been carried out mainly in the following areas:

- The necessary legal and regulatory framework for the development of small business and private entrepreneurship has been created in the country;
- Priorities for small business development have been identified, a program to support small business and private entrepreneurship has been developed and implemented;

A market that promotes small business development  
infrastructure was laid;

Preferential taxes, subsidies, from the state and the budget

Soft loans from foreign funds, international

Attracting loans from financial institutions is a small business

Stimulates development;

Foreign and national to legal entities and individuals

Developed a mechanism for issuing microloans in foreign currency and being introduced.

It is well known that in a market economy, in the conditions of free competition, marketing comes first. Because marketing is a process that determines the path of a product from production to consumption. It is a complex system of production and sales, based on a comprehensive study of customer demand and needs. This process is a system of adapting to a changing market. The marketing approach to production and management in general covers a wide range of aspects of customer influence. The marketing department should be considered as the interconnector of all other departments, the main link at the beginning of production. As a result of their cooperation, the market will be studied, new business opportunities will be explored, marketing strategies and tactics will be developed, specific measures for advertising and product movement will be developed, pricing will be set, plans will be developed and monitored. is performed. One of the main tasks of marketing is to organize and launch the production and sale of guaranteed high-quality, competitive products that meet customer requirements.

In this case, one of the elements of marketing in the management of the economy is the role of advertising. Well-organized advertising allows you to anticipate market demand and manage the flow of customers in market conditions. Advertising is the work done to promote an enterprise, product, service, social activity. To this end, advertising attracts the attention of the general public to any product or service of the enterprise or social activity.

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