



FROM PRODUCTION RESOURCES IN ENTREPRENEURSHIP EFFECTIVE USE DIRECTIONS

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Abstract: This article briefly discusses the directions of entrepreneurial activity and the effective use of resources in its production process, the problems faced by small businesses today, and their theoretical solutions.

Keywords: entrepreneur, small business, private entrepreneurship, agriculture, taxes, taxation, tax policy.

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In a market economy, the effective use of resources in the production process is a decisive factor in increasing the competitiveness of business entities, reducing product costs and increasing profits. The success of entrepreneurial activity largely depends on the level of rational use of these resources, which is achieved through a scientific approach, economy, innovative technologies and proper management[1].

Resolution of the President of the Republic of Uzbekistan No. PQ-3974 dated September 5, 2018 “ On the effective use of industrial areas, the acquisition of unused state property by the private sector, as well as the promotion of the establishment of production facilities on the basis of public-private partnerships” , Decree of the President of the Republic of Uzbekistan No. PQ-4204 dated February 22, 2019 “ On the implementation of measures to combat desertification and drought, including the implementation of measures to restore forests, establish and increase forests against erosion and desertification” The goal of creating broad conditions and opportunities for the effective use of production resources in entrepreneurship is considered to be a pressing issue today.

A wealth of literature on the subject .

"Productive resources are limited, and human desires are unlimited. Effective economic management consists in their optimal allocation."

Samuelson believes that resources (land, labor, capital, entrepreneurship) are in constant shortage, so entrepreneurs should seek ways to maximize the use of these resources. According to his theory, each resource should be approached from the perspective of value and efficiency. This idea shows that the rational use of resources in entrepreneurial activity is an economic necessity [5].

Porter believed that companies that use their productive resources efficiently can respond more quickly to market demand, reduce costs, and increase profits. His concept of the “value chain” identifies how resources create added value at each stage. This theory is an important direction for entrepreneurs in strategic planning.

According to Gulyamov, the availability of productive resources in the country may be sufficient, but if they are mismanaged or regional potential is not taken into account, the resources will not be used effectively. He suggests ways to use resources effectively in Uzbekistan through regional branching, clusters, and public-private partnerships.

His views emphasize financial resources as an important type of production resources. Especially for small businesses, if financial resources such as loans, investments and grants are not

distributed rationally, the efficiency of the production process will be low. This problem can be solved by strengthening financial management.

Economists believe that the efficient use of production resources is a key factor in ensuring not only economic efficiency, but also social stability and competitiveness. For entrepreneurs, managing these resources not only saves money, but also opens the way to adapt to market demand and innovative development.

Analysis and results .

In small businesses and entrepreneurship, finding the resources needed for production is one aspect of the issue, while the other is the effective use of existing resources. Production resources are all the tangible and intangible assets used to create a product or service. They are divided into the following categories: Natural resources - land, water, minerals and other raw materials; Labor resources - human potential, skills, knowledge and experience; Capital (financial and real) - equipment, buildings, technologies, investments; Entrepreneurial capacity - initiative, risk management, management skills; Information and technology - knowledge, innovation, digital technologies[3].

Also, as with problems in all sectors, the main problems that prevent **businesses** from using their resources effectively are:

- ❖ use of outdated equipment;
- ❖ shortage of skilled labor;
- ❖ poor organization of resource accounting and control;
- ❖ waste of energy and raw materials;
- ❖ slow implementation of innovations.

Production directions for the effective use of production resources

N o.	Resource type	Effective usage methods	Expected positive results
1	Natural resources	Water-saving technologies, renewable energy	Raw material shortages are reduced, environmental sustainability is ensured
2	Labor resources	Advanced training courses, creating modern working conditions	Productivity and motivation increase
3	Financial resources	Cost analysis, targeted investment	Profitability increases, financial waste decreases
4	Main means of production	Modern equipment, automation	Production efficiency increases, waste decreases
5	Information and digital technologies	ERP, CRM, MRP systems, cloud computing technologies	Resource movement is under control, management is simplified
6	Entrepreneurial ability	Competitive strategies, risk management, innovation	Market demands are quickly mastered, stability is enhanced

Source: Prepared by the author.

Based on the above table, we should make the following comments. It is possible to make different opinions in each case. That is:

Natural resources : Entrepreneurs need to use resources such as land, water, and energy efficiently. For example, drip irrigation technology reduces water consumption by 40-50%. The use of renewable energy - solar panels - reduces costs in the long run.

Labor resources : A skilled workforce is a key factor in determining the quality of production. Entrepreneurs must continuously train their employees, motivate them, and provide a working environment.

Financial Resources : Small businesses often face financial constraints, making budget planning, cost analysis, and revenue reinvestment a key part of this.

Basic means of production : Updating equipment and technologies allows you to automate the production process, improve product quality, and ensure competitiveness. Outdated equipment causes waste of resources.

Information Technology : Digitalization makes it easier to track, analyze, and manage resource movements in real time. For example, through an ERP system, all enterprise resources are coordinated in a single system.

Entrepreneurial skills : Running a successful business requires not only resources, but also the ability to manage them. Analyzing the market, anticipating risks, and adapting quickly to changes are the keys to success.

At the same time, we will look at the directions that ensure effective use [7].

Following measures are important:

- switching to energy-efficient equipment;
- digital automation and optimization systems.
- staff training;
- development of a system of employee motivation.
- analysis and planning of resource turnover;
- effective organization of logistics and reserve management.
- resource management through systems such as erp, crm, mrp;
- using online monitoring and analytics platforms.
- use of renewable resources;
- measures to reduce negative environmental impacts.

As we know, in entrepreneurship, the efficient use of resources in the production process is always the key to the development of the enterprise.

Conclusion and suggestions .

business is an important factor determining the sustainability and economic profitability. Through the rational distribution of natural, labor, financial and technological resources, it is possible to increase production efficiency, reduce product costs and increase profits. Today, entrepreneurs should pay special attention to the use of innovative technologies in the use of resources, digitalization, the introduction of energy-saving methods and investment in human capital.

It is also possible to fully utilize existing opportunities by optimizing resource use, updating outdated production facilities, and strengthening control over resources, taking into account the regional characteristics of the Uzbek economy.

We can make the following suggestions for this.

- It is necessary for businesses to automatically control and optimize the movement of production resources through systems such as ERP, CRM, and MRP.
- encourage the introduction of resource-saving technologies aimed at controlling the consumption of water, electricity, gas, and raw materials.
- Strengthen cooperation between vocational colleges, higher education institutions and production to maximize the use of labor resources.
- introducing resource efficiency-based assessment criteria when allocating loans, subsidies, and grants to small and medium-sized businesses.
- review the depreciation policy in order to encourage technical and technological innovations.

– develop regional development programs taking into account available resources at the level of each region or district.

We believe that this will not only improve resource efficiency, but also reduce environmental impact.

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