



## **ENTERPRISES IN COMPETITIVENESS FINANCIAL RISK IMPORTANCE**

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**Annotation:** Long term in the period competitiveness support and increase necessary condition of the enterprise next to develop aimed at active position , that with together progressive development process with related risks control to do and to manage is to provide .

**Key words:** work release activity , service activity indicator , investment activity indicator .

Development vector farm driver subject strategic priority directions and future growth opportunities indicating organization of activity main directions of the enterprise working issuance , investment and commerce is an activity .

This with together , working release activity activate , this market needs into account received without working release size increase , product types expansion or material and labor from resources use efficiency increase for there is reserves done increase necessity with related to be possible , available working release capacities expansion , reconstruction to do or modernization in doing expressed the company investment activity activation with directly is related . The organization working release and investment activity increase final purpose working release size indicators and the enterprise to develop directed investments size regular accordingly increase , its in the world competitive position is to strengthen .

Other as in other words , work release activity indicator as report during the period working release size growth pace past to the period relative , investment activity indicator as and of the enterprise investment size growth from their pace use offer is being done .

With this together , working from issuing inseparable thing organization commerce activity is , its result the product from sale taken is income . It is known that the enterprise commerce activity how much effective if so , its business activity how much high if , that is enterprise assets rotation deadline so much shorter will be . That's why for entrepreneurship activity assessment for of the enterprise own at your disposal was from resources of use rationality and intensity main indicator was turnover of funds rotation from the coefficient use offer is being done .

We are the company potential indicator following structural from parts consists of that we define :

- service activity indicator ;
- investment activity indicator ;
- entrepreneurship activity indicator .

Every one farm driver subject activity risk-taking with related is , its level mainly of the enterprise next stable development prospects defines . The organization working release and investment activity with related was , the company to grow financial threats brought releasing and macro and microeconomic of risks general in the collection the most serious role playing of

risks separately group financial are risks . They economic activity to the results noticeable impact shows , this external economic of factors instability with further increases .

Farm driver subject financial condition for main risks as the company financial stability and credit qualification reduction , enterprise liquidity loss risks seeing exit possible . The enterprise financial condition indicators according to risks assessment him/her as to use opportunity gives .

financial from reports all necessary of information source and analysis to do for financial stability , liquidity and payment of ability one row main from the proportions Use the enterprise . risks assessment for financial from indicators use opportunity organization financial stability , liquidity and payment of ability contradiction his/her stability reduction , loans and loans according to to pay incapacity , bankruptcy with related relevant risks that with explained .

With this together , the company development risks level many in terms of financial coefficients in values not , maybe their being studied in the era change in trend reflection will reach . So as a rule from values high was values in the zone being studied indicators positive dynamics of danger decrease shows and on the contrary . If the coefficients values values in the field standard even if it is lower than the values positive dynamics of the enterprise financial status and financial stability about conclusion to release opportunity does not give . danger still high at the level . So financial indicators dynamics in learning their real values standard values with comparison need .

Marked financial risks between danger level according to leader role of the enterprise financial stability reduction danger plays , this own to nature according to enterprise assets formation sources imperfect structure with depends . debt capital excess in the share . On the ground financing sources attraction to do , to the owners payable from dividends different as , from them use for interest pay necessity brought releases . Economic of the situation negative change or enterprise in the activity internal interruptions if , debt to the funds service show expenses high was organizations for financial complications and bankruptcy probability high The organization will the amount of financial leverage ( debt) and own capital ratio ( descriptive ) indicator is the financial leverage ratio .

Financial risk second component - liquidity loss risk , first of all , enterprise own obligations own on time to do for valuable papers or other inventory assets cash to money convert in the process financial losses in the event of is expressed . , enterprise counterparties in front of debt and financial obligations own on time and complete complete can't , this and , his in turn , the organization to bankruptcy take arrival possible . Fast liquid assets sell through current the debt short within the period own on time pay opportunity , also slow and difficult for sale assets size about complete imagination giving indicator . Year during enterprise by cash money demand to be done it is possible , this fast liquidity coefficient .

The enterprise on credit competence reduction danger organization loans and debts according to big in quantity debts accumulation ( high debt with load ) related is , this his/her performance and development provision for additional debt funds attraction can not to receive take comes . works release , as well as debt of funds designated in terms of time complete return provide . From this besides , the company on credit competence level decrease new attraction made debt capital value to increase take comes , that is organization credit ability the lower the engagement made loans and debts according to percent rate so much high will be . Creditors in front of obligations fulfillment quality and product from sale fallen from the proceeds taken loans to pay possible was deadlines descriptive indicator far term and short term debts to the size ratio bank loans that are and loans according to debt ratio is considered .

## Used literature

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