



## **CORPORATE STRATEGY OF THE JOINT STOCKCOMPANY: ESSENCE, NECESSITY AND METHODOLOGICAL BASIS OF DEVELOPMENT**

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### **Annotation**

In this article the fact that the production of products that others do not produce, or the import is limited, determines their individual superiority. A strongly developed strategy firm will be able to lay down its requirements by developing strategies that will generate high profits in a well-established market. In this situation, the strategy occupies two important places.

**Base words:** In industries, where, scale, results, expressed, much, organizations, strengthen, competitive, advantage.

### **Introduction**

The first is an empty space strategy, which is sufficiently capacious, requires the possession of space, designed to ensure the implementation capacity and growth prospects, as well as strategic compliance with the goals of organizations

Like many markets, there is no shortage of pure competition. They are deficit and asymmetric. In them, sellers and buyers are limited, the product is distinguished by homogeneity, the uselessness of information or the fact that some firm has powers in relation to others, as well as its immobility. The fact that the production of products that others do not produce, or the import is limited, determines their individual superiority. A strongly developed strategy firm will be able to lay down its requirements by developing strategies that will generate high profits in a well-established market. In this situation, the strategy occupies two important places.

First: this is the position of the firm with firms in the same network. An effective strategy, taking into account the strengths and weaknesses of the company, the risks of the market, allows it to create a competitive position. Therefore, it is very important to formulate a strategy when it is possible to compare the environment in which the company operates competently.

Second: internal coordination of firm activity and investor. The strategy studies the situation after the selection of the usefulness of the choice in the market. As soon as the firm's market position is determined, it is necessary to agree on mutual networks on each point. In the same order, investments should also be made.





They should be able to interact and concentrate on each other, creating a high level of competitiveness.

The strategy of the stockadorlik community is to find equilibrium in a segmented market easier than competitors. This organizational plan determines the superiority of competitors.

The strategy answers the following:

- To what extent is the competitiveness of the enterprise;
- The enterprise determines what is superior to its competitors;
- what is the main advantage of the enterprise?

Corporate strategy is the general management plan of the Stockadorlik society (firm), which includes the ways and methods of establishing its business principles in different areas of the diversified Stockadorlik society, as well as actions and approaches that contribute to the improvement.

The development of corporate strategy is determined by the following actions::

- Actions to achieve devirsification;
- Actions to optimize overall performance in the sectors where the corporation is already operating;
- Find ways to achieve a synergistic impact between relevant business departments and turn it into a competitive advantage;
- Setting the most priority areas of investment and mobilizing corporate resources in The most promising areas.

The executive body of corporate strategy, that is, develops managers at a higher level, the participation of managers of the middle and lower levels of Bunda is also ensured, their proposals and recommendations are taken into account.



1-picture. Channels of implementation of corporate strategy



Thus, the main role of corporate strategy is to implement management as a whole in a qualitative way in customer demand relative to competitors.

Strategy structure is an expression from the implementation of strategy among middle class managers as well as workers to those who act as manager and temporary chief.

Weak corporate governance limits the arrival of investment in corporations and consequently limits both growth and development. It is not necessary to blindly trust the effectiveness of corporate leadership. Corporate governance is becoming an increasingly important factor in the fight for global capital. The "Code of business conduct", adopted voluntarily, is the first in the process of improving leadership in strengthening compliance with the legal revelation.

The financial policy of corporations is part of the overall strategy of the corporation and is consistent with its objectives and objectives. The strategy for the development of the corporation ensures the effective promotion and use of all funds: it maintains a level of stability in the competitive environment of material, financial, labor resources, as well as land and technologies.

The essence of the corporate strategy is that it determines whether an enterprise will benefit from this strategy together with the requirements of the current period. There are two development assumptions of corporate strategy, one is based on strategy, the other is enterprise opportunity.

Business should take into account 3 basic strategies to maximize its profitability. Must be able to analyze to achieve the intended goal.

- 1) corporate strategy;
- 2) business strategy;
- 3) functional strategy.

When developing a corporate strategy, it is important to take into account the characteristics of the Stockadorlik society, in which network it operates, and the state of the market. In it you can throw out one or more of the following types of strategies:

1. Strategy associated with diversification
2. A strategy not tied to diversification
3. Capital squeeze and liquidation strategy

The diversification strategy looks at the entry of new areas of business into the portfolio of the business sector of the organization, using the following:

- having an organization;
- create an organization "from the beginning" ;
- creation of joint ventures;



As a result of the diversification within the portfolio of the business environment, the integrated enterprise will be manifested in the decline in costs and will be formed from the account of the multifunctional use of resources,

- ✓ Synergistic effects can be. Synergistic effects in strategic management are referred to as strategic compliance (SM), and they are defined as similar parts of expenditure, in the structure of costs of different organizations, belonging to a portfolio of only one business sphere that can be interrelated.
- ✓ In the development of a corporate strategy, it is necessary to calculate the following: in individual areas of business, the existing changes in strategic plans; the expediency of the incorporation of new areas of business with the help of portfolio-bound or unbound diversification; the expediency of unprofitable business areas; the expediency of creating an alliance with foreign firms, political parties, alliances, groups of consumers
- ✓ One of the earuri tasks in the process of corporate strategy development will be a general change in the individual business areas of the strategic goal and the apparent competitive advantage of the portfolio, since SM does not automatically provide a competitive advantage. Therefore, the corporate strategy should provide for practical ways of changing similar elements in the structure of the costs of business areas in the portfolio with the costs of SM.
- ✓ The strategic plan should provide for Corporate Strategic Coordination of various business areas. In its development, it is necessary to pay attention to the following tasks::
- ✓ Coordination of purchase, transfer, production capacities, sales networks and use of transport capacities;
- ✓ to coordinate the strategy related to the field of business with the aim of general corporate approach to customers and suppliers, consolidation and consolidation;
- ✓ Coordination of actions on defense and attack, strengthening of general-purpose positions and repression of competition;
- ✓ With the influx of technology among the corporate sphere of business

Coordination of actions on exchange of experience;

Coordination of plans for diversification, in the areas of existing divisional business, in order to strengthen SM;

Coordination of plans for the creation and development of a common corporate culture.

It is referred to actions that have a sense of nature, as a protective strategy.

It is possible to distinguish several areas of implementation of an offensive strategy:

- Attack on the strong side of the competition;





- Attack on the weak side of the competition;
- Versatile attack;
- Strategic border capture;
- Warning actions.

The main reasons for the implementation of the vertical integration strategy for organizations - from the account of the weakening of the competitiveness of suppliers and consumers, to the strengthening of the CP. Location From the point of view of Porter's "national Rhombus", vertical integration is a method of strengthening the "organization - supporting network" connection.

In industries where scale results are not expressed much, organizations can use several strategies to create and strengthen competitive advantage.

The first is an empty space strategy, which is sufficiently capacious, requires the possession of space, designed to ensure the implementation capacity and growth prospects, as well as strategic compliance with the goals of organizations.

The second is a specialization strategy, carefully selected, designed to work with several army segments.

The third is a strategy that distinguishes the difference, aimed at creating products of an incredibly high quality, with a unique feature.

A quaternary is a peaceful go-to strategy of work, designed in segments where competition is weak or nonexistent. In this strategy, the organization usually, without paying attention, but will also be affected.

Fifth-the growth strategy using seizure. Organizations that implement it increase their market share with the help of joining and having non-strong competitors .tiradi

Goldsmith is a strategy of a distinctive image, which aims to create and maintain a significantly differentiated image from its competitors. It can be an image of an organization on goods of inexpensive, high quality, original design with the best after-sales service, etc.

Statistics show that the usefulness of organizations in networks with low-scale results is poorly correlated with their size.

A strategy for vulnerable and crisis-prone organizations. There are several strategic alternatives in organizations with weak positions. First - the protection strategy is used when the organizations have the necessary financial resources. It can be attributed to a decrease in the cost or the application of a stratified drawing.

The second is an aggressive protection strategy, which involves increasing sales, increasing profits and strengthening a competitive position, for example, a sharp drop in price, various, sometimes sufficiently strict measures to promote advertising.

The third is the strategy of getting out of business using sales or liquidation.





The Quaternary is a strategy of obtaining a yield, which provides for the development of organizations in a separate order between operating and leaving the business. In carrying out this strategy, the organization transfers its market share to financial resources. Here, adequate standard procedures are used, that is, the cost part of the budget is cut to the level at which it can be the least, the prices are raised, the costs of raising and selling are reduced, the quality of the goods and the post-sale service are reduced, the investment in equipment is terminated, the costs of its profile are reduced, the The main task of these activities is to maximize the acquisition of financial resources in the short term.

Table 1 Description of the classic life cycle of networks and the stages of strategies that can happen

Description	Probability level
The "game of profit" has not been formed, the basic technology is not clear.	Starting a new business using business creation
The emergence of the network is going on; based on cents	Voltage estimate forward and reverse vertical integration
The network is formed; detected	Breakdown of foreign organizations
The usefulness of the network decreases	Linked diversification, creation of specified termination innovation organizations
The competitiveness of suppliers will increase, the importance of the amount of service will increase, perhaps international competition will increase, the number of acquisitions of organizations will increase	Protection strategy, aggressive defense strategy, quick exit using sales or termination, network and yield strategy

Table 1 provides a description of the classic life cycle of networks and the stages of possible strategies.

Some water networks are characterized by the following:

- Lack of a single leader;
- a large amount compared to smaller competitors. Examples of such industries are bakeries, hotels, restaurants, pharmacies, workshops, medical clinics, clothing, footwear, etc.

The main features of some networks:

- Absence or poor expression of scale results.

Corporate strategy is a strategy of several enterprises and organizations aimed at achieving a single goal. There are basically 2 different methods used to do this, namely: Diversification-linked strategy Diversification-linked strategy.

There are pros and cons of statregia associated with diversification. The positive side of this is that it allows you to quickly and more volume of the market, the dependence



of the enterprise on external factors is reduced. Along with the work, there are disadvantages of this strategy: the Bunda is the interdependence of each of the joints, that is, the negative indicators of one joint can negatively affect the functioning of the entire system and cause it to be dislodged.

There are both pros and cons of a strategy that is not tied to diversification. On its positive side it is understood that negative indicators in one syllable are compensated by positive indicators in the other syllable, while on the negative side their dependence on external factors increases.

Proceeding from the above, both strategies have both negative and positive sides. Again, it can be concluded that the use of this strategy should be used taking into account the specific aspects of the economy.

In our opinion, "entrepreneurial risk " characterizes economic relations more accurately, more perfectly. "Entrepreneurial risk" is a reason when we take from a philosophical point of view in relation to "entrepreneurial risk", that is, when the "risk" is perceived, the small business entity in the perceived conditions takes any action as a risk. This means that entrepreneurship is an action that is carried out despite the risk that there will be risks, at the same time, risk can also pose a risk. Bunda can sometimes not clearly see what the consequences of the risk it is made of. Risk performs certain functions as an economic category, which further clarifies its essence.

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