

The role of innovative technologies in the development and management of entrepreneurship

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Abstract: This article provides information about the role of innovative technologies in business development and management.

Key words: Entrepreneurship, business, labor resources, entrepreneurial activity, idea, economy, profit, spent funds.

Entrepreneurship (entrepreneurial activity is economic profit) is considered an independent activity aimed at regular income from ownership of property, sale of goods, performance of work or provision of services, carried out at one's own risk. Persons engaged in business activities should be registered in this position in accordance with the procedure established by law, unless otherwise provided by law. It is clear that special cases of performing work or providing services, such as the sale of goods that do not bring profit in the system, are not considered entrepreneurship. In order to conduct business activities, the entrepreneur himself must use the property, i.e. intangible assets and labor resources, attracted from the outside. There is no guarantee that the funds spent will pay for themselves, and that the product will be sold at a profit. This is related to the risk of losing all or part of the property. The effectiveness of business activity can be evaluated not only by the amount of profit, but also by the change in the value of the enterprise (the market value of the enterprise also depends on goodwill). Usually, the formation of an idea is distinguished by the following stages:

Creating a business idea;

First expert evaluation of the idea;

Obtaining market data (determining the relationship between demand and supply, determining prices, etc.);

Calculation of costs for the implementation of the idea;

Expert assessment of market data and costs to implement the idea;

Making an entrepreneurial decision, preparing for the practical implementation of the idea.

Decision-making cannot be done without carefully studying the marketing or market situation, the relationship between competitors, scientific forecasts of possible changes in supply and demand, and the purchasing power of the population. Practice shows that there are many sources of new ideas, for example: reviews of contractual business partners and counterparties, products of competitors, publications of state bodies, information leaflets of patent offices, etc. When entrepreneurial activity is often related to small business, the owner is also the leader. In a large company, management functions are often performed by hired managers, but it is well known that the founder of the company makes a profit. They only occasionally vote at general meetings.

Sometimes social entrepreneurship is distinguished as a separate category.

Forms of business activity.

Individual:

Individual entrepreneur;

Sole proprietorship;

Collective;

Corporate;

Company;

General partnership;

Fellowship of Faith;

Limited liability company;

Additional responsibility society;

Economic cooperation;
Investment cooperation;
Non-state joint-stock company;
Public joint-stock company;
Family business;
State.

They separate illegal business.

According to the nature of their activity, they are divided into production, trade and commerce, credit and finance, service (services), etc. In order to protect their interests, the Russian business community may form various associations in accordance with the Law "On Non-Commercial Organizations".

Sources of capital for starting a business can be:

Own funds:

For an individual entrepreneur - his personal funds and savings, his property (building, equipment, car).

For a legal entity, the charter capital formed by the founders is often financed from their own funds.

Investment attraction:

Venture funds and business angels are active participants in new projects.

Fundraising through crowdfunding. Funds may be accepted in exchange for future products or as donations (especially if distributed under a free license).

Loans from banks or individuals (debt financing).

Free support (grants or subsidies).

In addition, there will be state and public organizations, technology parks and business incubators to help entrepreneurs starting their new business.

Nowadays, it is not enough to have high quality products and services for business. You need to have a strong marketing strategy to differentiate yourself from your competitors and encourage customers to choose you. Currently, some world-famous brands have products and services. There are many advantages to investing in marketing. It will help you reach a wide audience interested in your product and subsequently increase your sales at their expense. In addition, strong marketing will increase your brand's reputation, making it easier for you to gain the loyalty of your customers. (conventional advertising, social media, etc.) exist, and it is important to know where and how to use them.

Below are some effective ways to start marketing your business

Learn to plan. To start any kind of marketing, you need a plan. You can divide your plans into groups and write down their elements and make a list of your goals using your calendar. Your plan doesn't have to be big. The most important thing is that it is useful and achievable for your business. You should also be ready to give people a short but interesting information about your product or service and your brand within 30 seconds. One good way to formulate your plan is to study people's reactions to your services or products. Whatever you do, your main goal is to make a good impression.

Create your website Many people and businesses are inextricably linked with technology. Because of this, many potential customers will search for your business on Google. If you have a website, they can easily see what your business has to offer them. When you create your web page, it is important to adapt it to different devices. You can also monitor the activity of your page using Google Analytics.

Take advantage of social networks. Many people use social networks every day. Most users are on Facebook, so if your business doesn't have a Facebook page yet, now is the time! If you don't have your own page in this network, you can lose a lot of opportunities.

Register your business online. Anything related to your business can be found online. If you want to see or control what people are reading about your products and services and what they are searching for most on your page, you can achieve this by registering your business online.

Use Google Ads. These ads help you target specific types of products and services. In addition, Google ads allow you to choose a target address and work on your budget. Improve your relationships with other businesses and organizations. Such relationships are a great way to develop marketing efforts and attract the attention of other business leaders. Establishing good relations with other businesses, organization owners, business associations will cause information about your business to spread quickly. You can support various charity or social events and other programs for this. Not only will you make your business famous, but you

will also benefit your community. Give them a free trial of your product or service. In the beginning, you can attract customers in this way. A customer who is satisfied with your product will come back again and share his warm impressions with his friends and colleagues. Advertise. You should show that your product is superior to the products offered by your competitors and reflect the unique aspects of the product in the advertisement. . It should also include information on how they can contact you. And finally, copyright. Copyright protects your ideas from being stolen without your permission. You must protect them by law. Now you know how to sell your product effectively. You should follow these steps consistently.

Summary:

So, business is not about making money out of nothing, but about organizing a complex production or service. An entrepreneur is always devoted to his work, knowledgeable. It is necessary to study for entrepreneurship, not only at the beginning, but an entrepreneur must study and research all his life.

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