

SPECIFIC CHARACTERISTICS OF A CONSTRUCTION INDUSTRY ENTERPRISE

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Abstract : When studying the economic potential of construction industry enterprises, it is necessary to consider their current state and development opportunities. Because construction industry enterprises have different aspects from other industries, and these aspects play an important role in the development and effective operation of the enterprise.

Keywords : Construction site , construction activity , effective investment , return on capital

a construction industry enterprise allows us to highlight the following main characteristics of the construction industry, which are reflected in the mechanisms of its operation.

1. The fixed location of construction objects as goods and the mobility of fixed assets.
2. The dependence of construction activities on weather and environmental influences.
3. The production process takes a long time and the construction products (goods) have a high cost.
4. Specific forms of cooperation.
5. Difficulties in organizing team work.
6. The existence of a special form of specialization with the alienation of the main means of labor from the performers.
7. Use of special payment forms.
8. The fact that construction production has a large material cost.

From the above characteristics, it can be concluded that the economy of the construction industry is significantly different from the economy of all other sectors of the national economy. For example, the current situation in the construction industry differs from other industries in terms of the organization of the work process, the need for a large amount of costs, the difference in the form and properties of the product (goods), in addition, the direct impact of the weather on the conduct of construction activities, etc.

Table 1.2 presents the elements of the economic potential of a construction industry enterprise and the sequence of features and limitations of the formation and functioning of its components. The category of “economic potential” of a construction industry enterprise is divided into types such as financial potential, production potential, labor potential, innovation potential,

investment potential, and in some economic literature, marketing potential, market potential, technological potential¹ and management potential, according to the scope of influence.

The financial potential of an enterprise occupies a very important place in the structure of the economic potential of an enterprise. In modern economic literature, there are various definitions of the concept of "financial potential".

For example, the financial potential of an industrial enterprise "includes relations related to achieving the maximum financial result that can occur in the enterprise, and they are interpreted as follows:

- the availability of sufficient equity capital to meet the conditions of liquidity and financial stability;
- the ability to attract capital in the amount necessary to implement effective investment projects;
- profitability of invested capital;

Table 1.2

Specific characteristics of a construction industry enterprise²

Features	The author's views on the management of economic potential, taking into account the specifics of the activities of construction enterprises
1. Immobility of construction sites and mobility of production facilities and equipment	The production of construction products is carried out in a specific place according to an approved project and requires the creation of temporary structures for workers, warehouses for storing materials, etc., in addition, some materials cannot be stored at construction sites. In this regard, the role of controlled machines and mechanisms, building materials and labor resources in maintaining the stability of the production process increases, therefore, when analyzing the economic potential of a construction enterprise, it is necessary to use indicators characterizing the impact of the intensity of use of existing factors of production.
2. Large capital volume and high material costs of construction production	Construction work in the winter season requires the use of building materials and equipment that are convenient for work at this time of year. This leads to an increase in the cost of construction and installation work. Unlike small enterprises, the impact of seasonality is not so great for large enterprises, since they can afford such costs in order not to disrupt the construction period. Otherwise, stopping or
3. The presence of a direct impact of the technological process on the environment	

¹ Sovershenstvovanie metodiki analiza ekonomii cheskogo potentsiala economic subject: monograph / T. G. Sheshukova, E. V. Colesen; Perm. Mr. nats. issled. un-t- Perm, 2013. - 196 p. (p. 14).

² Developed by the author.

	carrying out work only during the active construction period can lead to a shortage of working capital at enterprises. Therefore, when analyzing the economic potential of construction enterprises, it is necessary to take into account the efficiency of using material and technical resources.
4. The length of the production cycle and the high estimated value of construction products	The duration of construction can be calculated in years, so it is necessary to take into account the regular increase in prices for fuel and lubricants. However, the increase in prices for building materials in most cases is not due to the fault of enterprises, but is due to objective circumstances. In some cases, enterprises can sharply increase the need for working capital, which is mainly covered by borrowed funds. Also, these factors affect the nature of planning the size of profits. Thus, when analyzing the economic potential of a construction enterprise, in addition to material and technical resources, it is necessary to assess the possibilities of attracting financial resources and the efficiency of their use.
5. Availability of special forms of payments	
6. Specific forms of cooperation existence	The establishment of production relations and the association of workers in production teams at one enterprise or at different enterprises implies a rational division of labor among workers. Consequently, effective management of labor resources allows the enterprise not only to increase the productivity of workers, to make better use of equipment, valuable semi-finished products and materials, but also to have a positive impact on its economic potential.
7. Organization of brigade work	
8. Having a special form of specialization	Specialization of enterprises may not imply diversification of several types of construction activities. For example, specialization in the construction of summer houses and country houses during a crisis does not justify itself due to the decrease in incomes of the population and their inability to pay for construction costs. Therefore, when assessing economic potential, it is necessary to pay attention to the production capabilities of a construction enterprise.

- the existence of an effective financial management system, ensuring transparency of the current and future financial situation ³.

As we know, labor is carried out as a result of the movement of a person as a labor force through tools and means of labor, and at the same time, the production process arises as a result of the interaction of production factors. The production process, in turn, implies a combination of the effects of production factors on each other, which requires a certain order, effective and

³ Fomin P.A., Starovoytov M.K. Osobennosti otsenki potenciala promyshlennyx predpriyatij. [Electronic resource]. The regime is accessible: http://www.cfin.ru/management/manufact/manufact_potential.shtml (data obrashcheniya: 27.06.2012).

rational combinations of the organization of each production process. The timely implementation of processes is determined by the order of production, the creation of necessary reserves, and the uninterrupted provision of workplaces with equipment and materials. These tasks are solved on the basis of the development and implementation of operational planning systems, taking into account the type of production and the technical and organizational characteristics of production processes. According to Ye. B. Figurnov, “production potential” characterizes production resources, their quantitative and qualitative parameters, which determine the maximum capabilities of society at any given moment for the production of material goods ⁴.

The labor potential of construction industry enterprises, due to its unique characteristics, is considered a very important component of economic potential. The concept of “labor potential” as a term is interconnected with such concepts as labor force, personnel issues, employees of the organization, their age and level of education. Economist W. Petty introduces the term “active living forces” into science, which he defines as “the various properties and abilities of a person used in the production process are concentrated in living forces”. At the same time, he defines these forces as the “initial and final result of labor” as the composition of national wealth ⁵. In turn, the outstanding economist Adam Smith distinguished in his works simple and complex labor of workers and, accordingly, underdeveloped and highly developed abilities. He also defines that the qualitative difference in labor capacity is created not by nature, but by acquired knowledge, practice and skills, and is formed due to the existing “various professions” ⁶.

The innovative potential of an enterprise is also one of the factors that directly affect its future development and economic growth. The “innovative potential” of an enterprise is the sum of all available intellectual, financial, human, information, material and technical and other resources and capabilities of an enterprise or organization, or any business entity in general, regardless of the industry or sector in which it operates, form of ownership, organizational and legal status, and size, to develop new developments, create discoveries or inventions, useful models, and effectively apply them in its current activities ⁷.

In his study of the investment potential of enterprises, the economist L.A. Tolstolesov interpreted it as a set of investment resources and included in its composition the capabilities of the territory, which are a necessary condition for attracting investments ⁸. L.A. Tolstolesov studied the sources of potential separately in the study of financial and investment potential, and included a set of material, financial, intellectual and other resources traditionally taken into account in the formation of investment potential, as well as capital owners and investment

⁴ Figurnov E.B. Proizvodstvennyy potencial sotsialisticheskogo obshchestva // Politicheskoe samoobrazovanie. 1982. No. 1 S. 38-46

⁵ Petty W. Economic and statistical work. M.: Sotsekgiz, 1940. 211 p.

⁶ Smith A. Issledovanie o prirode i prichinax richatka narodov. M., 1962. 477 p.

⁷ Shanazarova G.B., Some theoretical issues of evaluating the innovative potential of industrial enterprises, http://iqtisodiyot.tsue.uz/sites/default/files/maqolalar/4_G_Shanazarova%20t.pdf

⁸ Tolstolesova L.A. Finansovo-investitsionnyy potencial syrevyx regionov i strategiya ego realizatsii // Vestnik Tyumenskogo gosudarstvennogo universiteta. 2011. No. 11. S. 120–126.

objects⁹.

Concluding from the above, we have divided the economic potential of a construction enterprise into the following types of potential: financial, production, labor, innovation-investment, marketing, management, and potential (Figure 1.5).

Therefore, when managing the economic potential of construction industry enterprises, the goal and mission of the enterprise are first determined, and in organizing the effective management of the types of potential within the economic potential, it is necessary to act in accordance with internal and external factors.

The role of external factors in managing the economic potential of construction industry enterprises is important and is considered to be factors that are not directly related to the enterprises. By themselves, these external factors cannot directly affect the economic activity of the enterprise. In this regard, external factors include the level of inflation in the country, the state's monetary and credit system, state tax policy, scientific and technical progress, the geographical location of the country, climatic conditions, as well as the level of interest of people, etc.

Internal factors, on the other hand, refer to internal opportunities, obstacles, and problems in organizing the activities of an enterprise. These factors include the enterprise's accounting policy, fixed assets and their level of use, the composition and structure of the enterprise's financial assets, personnel policy, management capacity, and so on.

As components of the economic potential of a construction industry enterprise, we have formulated the following types of potential: financial, production, marketing, labor, innovative, management and potential (Figure 1.6). The need to manage the economic potential of a construction industry enterprise requires the establishment of cause-and-effect relationships in the effective use of existing types of potential. Managing the economic potential of construction industry enterprises means organizing all existing types of potential, including production, financial, labor, marketing, management and innovative potential, on the basis of management principles, functions and forms.

Evaluating the components of the economic potential of a construction industry enterprise based on the interest index proposed by us allows us to determine the optimal production volume. At the same time, we will be able to identify and forecast the break-even points of enterprises.

Thus, taking into account the classical views on the definition of the concept of "economic potential" of all the above definitions, we propose to define the concept of economic potential of a construction industry enterprise as follows. In our opinion, the economic potential of an enterprise is the sum of the general capabilities of all existing types of potential, including production, financial, labor, marketing, management and innovative potential.

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⁹ This source . . .



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