



CONDITIONS AND PRINCIPLES FOR THE DEVELOPMENT OF FRANCHISING IN UZBEKISTAN

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Abstract: At the modern stage of economic development of Uzbekistan, the franchise business model occupies an important place in the development of the entrepreneurial environment in the country. The increase in the number of enterprises operating on the basis of franchising, the creation of new jobs and the increase in the quality and volume of services are important factors for the sustainable growth of the national economy. The economic policy of Uzbekistan provides favorable conditions for the growth of the franchise system by developing market mechanisms, supporting entrepreneurship, creating new opportunities for small and medium-sized businesses.

Keywords: franchising system, management, business, Advanced Technology, model, jobs, entrepreneurship, mechanisms, economy.

Through the franchise model, it is possible to introduce modern management and experience in doing business, achieving results that are beneficial to both parties on the basis of reliable and stable cooperation. One of the advantages of such a system is that the entities operating under it will have a ready-made business model, style and standards offered by the franchisor company, as well as advanced technologies. At a time when market segments are expanding in the economy of Uzbekistan, the franchise system allows you to effectively meet the requirements in many areas. Also, on the basis of franchising technology, the spread of new services and products for consumers will also accelerate. For the successful development of the franchise process, the legal base anchayin is of paramount importance. The country is constantly improving the laws in the economic sphere, in particular regulatory legal acts on entrepreneurship and franchising. Opportunities for free expression of business and feedback are being expanded by the state. This, in turn,



ensures the development of franchising activities in a free market environment, the formation of creativity and innovative approaches. The openness and effective cooperation of state management structures are also important in the development of franchising.[1]

The services and products developed on the basis of franchising in the local market are formed on the basis of a clear Study of consumer demand and market needs. Structural changes taking place in the economy, the combination of national and modern traditions, changes in the lifestyle of the population are laying the groundwork for the emergence of new directions in the field of franchising. And the rapid development of innovative technologies has led to the fact that franchise entities become more flexible and modern faster. New opportunities are opening up for the exchange of advanced experience in doing business on the basis of franchising technology, in particular in the areas of marketing, Management, Finance and logistics. The formation of an effective competitive environment in a market economy serves as an important factor for the sustainable development of the franchise system. While franchise entities acting in the economy of Uzbekistan compete with each other, they use corporate norms and unified power in their work activities. This ensures efficiency in the chain from raw materials to finished products in different segments of the market. With the help of the franchising model, entrepreneurs will be able to reduce risks, master new technologies, train employees on the basis of modern programs, and adapt to international standards.[2]

For the successful introduction of franchising technology, the economic literacy, knowledge and skills of the population, the growth of modern customer service culture are also an important factor. The rapid progress of the urbanization process of Uzbekistan, the increase in the standard of living and consumer potential of the population are the reasons for the increase in demand for services based on your franchise. The participation of young people and women in the growth of



entrepreneurial activity is increasing. Various business education programs, training and seminars, practices are being organized for them. Due to this, the maturation of qualified and professional specialists in the franchising market, the introduction of a modern management system at enterprises have a significant positive effect. On the basis of the franchise system, strong relations are established between large and small business entities. One of the specific principles of cooperation is the formation of an atmosphere of openness and trust, loyalty to universal values, non-compromising trademark and image, constant introduction of innovation and advanced approaches. Franchising technology has multiple advantages, and the introduction of unified standards, quality criteria and management methods throughout the system gives the participants of the network the same, equal opportunities. Franchising principles are important in ensuring the reliable and thorough operation of businesses across the country.[3]

Within the basic principles of franchising, an important place is occupied by openness, reliability and transparency in doing business, striving for renewal and continuous development, achieving blessing, productivity and efficiency in cooperation. Franchising entities make the most of the business model, brand, marketological styles and management experiences developed by the franchisor. All participants operating in the system strive to achieve promising results, moving towards single goals. In recent years, the increased openness of the economy of Uzbekistan, the simplification of Export - import Operations, the widespread introduction of electronic payment and internet technologies have a direct positive effect on the development of franchise entities. As a result of the practical implementation of the principles of franchising, it is possible to create an atmosphere of mutual competition, trust and blessing in the market. There are also positive trends in the franchising system, such as increasing the volume of sales, expanding the range of products and services, increasing the geographical area of the business. Mutual trust relations between enterprises also provide a favorable environment for



investors, customers, partners, increase stability and growth opportunities in the economy. As a result of the analysis of the results achieved on the basis of franchising, the potential of Uzbek entrepreneurs to operate in cooperation with large brands and companies is steadily increasing.[4]

Effective cooperation between the public and private sectors has been established in the field of franchising. Currently, these relations are enriched on the basis of mutual cooperation not only in the local, but also in the international circle, new directions are being laid. Through the modern franchise system, the country's economic potential is growing, new jobs are emerging in the labor market, the interest of the population in entrepreneurial activity is increasing. The franchising system has an incomparable value in the rapid delivery of quality products and services for consumers in the conditions of the open market. Mastering new areas and segments in the country's market, expanding the activities of domestic manufacturers, making the most effective use of innovative technologies are included in the most relevant areas of franchising technology. The franchising model promotes the use of foreign experiences by both local business representatives, the assimilation of modern management principles, the development of marketing strategies and business development. Entrepreneurs, experts and professionals are actively involved in the development of new projects based on franchising in cooperation.[5]

Through the franchising model, the formation of a stable business environment in the structure of domestic and foreign brands, the education of new leaders and individual entrepreneurs, the increase in labor productivity, the exchange of mutual experience and the expansion of knowledge lead to positive results. The wide range of applications of franchising technology, the provision of reliable cooperation between entrepreneurs and consumers, the wide introduction of innovations and advanced experience are important tools in the development of the country's



economy. Developing a modern business culture through the franchising system, mastering advanced management experiences, increasing the quality and volume of customer service will increase the competitiveness of the country's economy. On the basis of franchising, the possibilities of forming corporate values, bringing brands to international markets, providing domestic manufacturers with new technologies are expanding. The franchise policy, supported by the Uzbek government, also serves to improve overall economic stability, investment attractiveness, and the business environment.[6]

Factors such as infrastructure development, expansion of communication and information technologies, improvement of the logistics system, training of qualified personnel are also important in the development of franchising. The launch of the activities of new business incubators, technoparks, innovative clusters in the country opens up new prospects in the field of franchising. The increase in the qualifications of entrepreneurs, modern professional skills, knowledge of business planning and management serve to show high efficiency in the modern stage of the franchise system. Extensive access to regional, information and Consulting Services, Credit and investment resources is being created for legal entities and individuals participating in the franchised-based business. This will ensure the opening of new directions and the sustainable development of their activities for those who want to start entrepreneurship and business.

The franchising system provides competitiveness, stability and modernity in a rapidly changing market environment and the ability to apply a ready-made business model to achieve high results in the future. In order to achieve qualitatively high results in conducting business on the basis of franchising, the use of advanced management models and modern technical means, mutual information exchange, marketological and economic analysis, innovative ideas should be constantly redesigned. On this basis, all participants are also making advanced achievements in



improving efficiency and quality indicators in their activities, meeting the needs of consumers.

Conclusion:

In conclusion, in the conditions of Uzbekistan, the necessary conditions and principles are being formed for the rapid development of franchise technologies. The sustainable growth of the economy, the openness of the market environment, the conduct of public policy in the direction of supporting entrepreneurship, the economic literacy of the population, the rapid introduction of modern technologies are becoming law. The franchising system directly proves in practice that it is an important tool for local business entities in the way of improving modern management and management skills, delivering high-quality products and services for consumers, attracting international brands and technologies, ensuring economic stability and competitiveness. In the coming years, it is confident that the economy of Uzbekistan will become more stable and competitive by using all the capabilities of the franchising model more widely, mastering advanced international experience, further developing existing infrastructure, creating a comfortable and open business environment for franchising entities, wide introduction of modern standards and skills in business. The franchising model is an important foundation for the development of modern entrepreneurship, the promotion of employment, the rise of the national economy to new stages of development at the modern stage.

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