

# IMPROVEMENT OF PRICING POLICY AND ITS IMPACT ON THE FINANCIAL ACTIVITIES OF TEXTILE ENTERPRISES IN UZBEKISTAN

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**Introduction.** The textile industry plays a key role in Uzbekistan's economy, contributing significantly to the country's GDP and export supplies. In the modern era of globalization and high competition, textile enterprises face the necessity of a flexible and strategic approach to pricing policy formation. An effective pricing policy not only helps maintain competitive market positions but also enhances financial stability, improves profitability, and attracts new consumers.

This article examines the main approaches to improving the pricing policy of textile enterprises in Uzbekistan and its impact on financial activities [1].

## **The Importance of Pricing Policy for the Textile Industry**

Pricing policy is one of the most important management tools that determine the level of profitability, product competitiveness, and opportunities for long-term development. In Uzbekistan's textile industry, pricing strategy formation depends on numerous factors, including:

- Production costs, including raw material expenses, labor costs, energy consumption, and logistics;
- Demand levels and consumer preferences in domestic and foreign markets;
- Competitive environment and pricing strategies of other manufacturers;
- Government regulations (tax incentives, export duties, subsidies, and grants);
- Exchange rate fluctuations and inflation levels.

A well-developed pricing policy enables enterprises to adapt to market changes, minimize financial risks, and ensure stable income growth. [3].

## **Methods for Improving Pricing Policy**

To enhance the effectiveness of pricing policies in Uzbekistan's textile enterprises, various strategies can be applied:

### **Price Differentiation**

- Developing a flexible pricing system depending on purchase volume and customer category.
- Introducing special discounts for loyal customers and wholesale buyers.

### **Optimization of Production Costs**

- Implementing innovative technologies and production automation to reduce costs.
- Using local raw materials to decrease dependence on imported materials and reduce currency risks.

### **Competitive Pricing**

- Monitoring market prices and introducing a dynamic pricing system.

➤ Developing a unique selling proposition that includes additional values (e.g., improved quality, exclusive design, environmental sustainability).

### **Geographical Market Diversification**

➤ Adapting pricing policies based on regional demand characteristics.  
➤ Expanding export supplies to new markets where enterprise products can be more competitive.

### **Impact of Pricing Policy on Financial Activities**

A well-structured pricing policy directly influences the financial performance of a textile enterprise by ensuring:

- Growth in sales volumes and increased revenue;
- Higher product margin levels;
- Improved profitability indicators;
- Optimization of cost structure and increased operational efficiency;
- Reduction of financial risks associated with fluctuations in raw material prices and exchange rates.

For example, the implementation of dynamic pricing allows enterprises to respond promptly to market demand changes, minimizing losses from excessive inventory and increasing sales profitability. Meanwhile, reducing production costs through local raw material sourcing and automation helps enterprises maintain competitive prices without sacrificing profits. [4].

### **Practical Examples and Development Prospects**

Textile enterprises in Uzbekistan that successfully implement improved pricing strategies demonstrate significant financial growth. For example, the introduction of contract pricing and flexible terms for export buyers has allowed several companies to expand their foreign supply volumes. Moreover, digitalization of pricing management processes enables real-time market analysis and strategy adjustments based on current economic conditions. [2].

The future prospects for pricing policy development in Uzbekistan's textile industry include:

- Expanding the use of digital technologies to forecast market trends and automate pricing;
- Further integration into international trade networks through competitive pricing strategies;
- Developing branding and marketing strategies that allow premium pricing through product uniqueness.

### **Conclusion**

Improving pricing policy is a crucial tool for ensuring the sustainable development of Uzbekistan's textile enterprises. Cost optimization, pricing flexibility, competitive analysis, and export expansion enable companies to strengthen their positions in both domestic and international markets. Effective price management enhances financial stability, increases profitability, and fosters long-term industry growth. Thus, a strategic approach to pricing becomes a key factor in successful business operations amid global competition. [4].

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## ACTUAL PROBLEMS OF THE FINANCIAL MARKET AND METHODOLOGICAL FOUNDATIONS OF ITS REGULATION WITHIN THE FRAMEWORK OF THE "UZBEKISTAN-2030" STRATEGY

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**Annotation:** The article provides an overview of the financial market's current issues and the rationale behind its regulation in line with the Uzbekistan-2030 strategy, highlighting the impact of regional and international factors on the country's transition to a new level.

**Key words:** Finance is categorized as behavioral finance, disciplinary boundaries, financial economics, international political economy, methodology, sociology and social studies.

**Аннотация:** В статье представлен обзор актуальных проблем финансового рынка и обоснование его регулирования в соответствии со стратегией «Узбекистан-2030», а также освещено влияние региональных и международных факторов на переход страны на новый уровень.

**Ключевые слова:** Финансы подразделяются на следующие категории: поведенческие финансы, дисциплинарные границы, финансовая экономика, международная политическая экономия, методология, социология и социальные исследования.

**Annotatsiya:** Maqolada moliya bozorining dolzarb muammolari va uni "O'zbekiston-2030" strategiyasiga muvofiq tartibga solishning asoslari umumiy ma'lumot keltirilgan, shuningdek, mamlakatning yangi bosqichga o'tishiga mintaqaviy va xalqaro omillarning ta'siri keltirilgan.

**Kalit so'zlar:** Moliya quyidagi toifalarga bo'linadi: xulq-atvor moliyasi, intizomiy chegaralar, moliya iqtisodiyoti, xalqaro siyosiy iqtisodiy, metodologiya, sotsiologiya va ijtimoiy tadqiqotlar.