Cotton Primary Processing Plants and Cotton Fiber Competitiveness Evaluation Methods

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Abstract. **In this paper has been researched Cotton Primary Processing Plants And Cotton Fiber Competitiveness Evaluation Methods. Each firm uses its own strategy and tactics to achieve a certain segment. Competition appears as a lever for setting a balanced price in the market, as a control mechanism for economic processes. It encourages the reduction of production and sales costs.**

Keywords: Cotton, buyers and sellers in the market, textile, competition, market mechanism.

1. INTRODUCTION

At the current stage of the development of the world economy, special attention is being paid to the organization of production of high-quality products in accordance with international standards and increasing competitiveness in primary cotton processing enterprises. In this regard, a marketing system built on the basis of multifunctional business technology in the USA, marketing tools for increasing the efficiency of the product sales system in Germany, and in South Korea in the development and implementation of innovative marketing strategies to increase the competitiveness of industrial enterprises have been accumulated. introduced to the marketing activities of cotton processing and large textile enterprises.

In the development of marketing strategies to increase the competitiveness of cotton processing enterprises in the world, it is necessary to carry out in-depth scientific analyzes related to ensuring the balance of demand and supply in the world cotton fiber market, analyzing the factors affecting the balance, and developing multi-factor regression models. In the conditions of globalization of the economy, it is considered one of the most important problems to find opportunities to increase marketing efficiency, to evaluate the strategic potential of cotton ginning enterprises, to increase its competitiveness, to carry out scientific research on the priority directions aimed at increasing the effectiveness of the use of integrated marketing strategies of the development of cotton industries.

2. LITERATURE REVIEW

Any type of market relies on elements such as price, demand, supply, competition. Competition stimulates economic development by lowering costs, increasing quality, discovering new needs and satisfying them fully.

The founder of modern economic theory, Adam Smith, who focused only on price competition, laid the foundation stone of the theory of competition. Later, in accordance with the complexity of socio-economic relations in society and the essence of objective reality, the views on competition underwent evolutionary changes.

A number of economists made significant contributions to revealing the essence of the theory of competition and its development: Alfred Marshall (1842-1924), Joan Robinson (1903-1983), Eduard Chamberlin (1899-1967), Joseph Schumpeter (1883-1950), Friedrich Hayek. (1899-1992) and others. At present, the further development of the theory of competition is carried out by McConnell K. R. i Brew S. L., as well as the American economist Michael Porter (1947), who summarized the views of various economic schools, have been making their appropriate contributions. In terms of content, the theory of competition has passed the development path from the pure competition model to understanding the monopolistic competition model.

Today, the modern economy is undergoing profound changes due to the instability and change of the external environment caused by the global financial and economic crisis, and the sharper competition. In this situation, it is important to pay attention to increase tolerance to competition by choosing effective methods of competition in the domestic and foreign markets, and it leads to an increase in interests of representatives of the field of economic sciences in studying the essence of competition and the mechanism of its implementation.

Competition is a category with a complex, multifaceted, systematic nature, and when defining it, it is possible to emphasize one or another of its important features based on the purpose and object of research, the determination of the market strategy for the development of various aspects and stages of the economy, and other aspects. From this point of view, different definitions of competition can be found in the economic literature.

Many definitions and interpretations of competition existing in modern literature have been divided into some types and systematized. Analyzing the modern definitions given to the concept of competition by foreign and domestic economists, we witnessed that economists used three approaches to reveal the general essence of these definitions: behavioral, structural and complex. Table 1.1 presents some modern definitions of competition that are often found in foreign and domestic publications.

Within the framework of the first approach mentioned above, economists define competition as a category of behavior in which market subjects (sellers and buyers) compete with each other for sales or purchases that ensure a relatively high profit in the market. In particular, competition is defined as "competition" (Azoev G.L., Voronov D.), "struggle" (Yudanov A.Yu., Shodmonov Sh., Alimov R., Jo'raev T.), "dynamic competition process" (Davydov I. O.), are interpreted as "competition" (Law of the Republic of Uzbekistan on Competition).

In the structural approach, emphasis is placed on the analysis of the structural structure of the market, the dominant conditions in it, from the competition between competitors. In particular, K.R. McConnell and S.L. In their work, Brew states that "competition is the presence of many independent buyers and sellers in the market, and the opportunity for buyers and sellers to enter and leave the market freely." It can be seen that the central place in this definition is focused on establishing the fact that there is (or is not) the possibility of an individual economic entity to influence the general price level in the market. Interprets competition as an element of the market mechanism that allows balancing supply and demand.

In this approach, competition is generally defined as the type of interaction between producers of goods and services (in terms of setting prices and determining the volume of supply) and the type of interactions between consumers of these goods and services (in terms of price formation and demand formation).

Within this approach, four main market types are distinguished according to the description of competition between goods suppliers (producers): free competition, monopolistic competition, oligopoly and pure monopoly. Since the distinctive characteristics of the existing types of the market are widely covered in the scientific literature, we will briefly touch on the characteristics of competition only in these types of markets.

Free competition has its own characteristics: the presence of a large number of competitors, each of them has a small share of the market and the lack of opportunity to influence the price of the product - the price for each producer is determined by the market. Free competition is manifested at two levels: within the industry, that is, competition between enterprises producing the same goods, and interindustry, that is, competition between enterprises in different industries. Competition within the network determines and determines the social value of goods, in other words, the market value. Inter-industry competition is a struggle between enterprises of different industries to obtain the highest rate of profit.

In a monopolistically competitive market, there are a relatively large number of sellers, and the goods offered by them are highly differentiated. The goods differ in terms of technical parameters, packaging, and service. The margin of price control is short, and the non-price type of competition is more applicable. Network access barriers are not significant.

Oligopoly is the existence of a small number of enterprises in the network, which control a significant part of production and sales. This is the most important sign of oligopoly. Each participant of the oligopoly implements an independent market policy, but it depends on the competitors. Oligopolists often seek to make an agreement to share the market, fix the price, and as a result of the agreement, operate as a single pure monopoly. Barriers to networking are high.

A pure monopoly is a market with a single seller of a good. Since the network consists of a single firm, it has sole control over development and pricing and enjoys monopoly profits. A pure monopoly is characterized by the presence of high entry barriers, usually artificial

Tursunov B. O. [2,6] investigated mechanism for determining optimal management of use of production capacity at the textile enterprises, Umarkhodjaeva M.[3], Rustamov, N., Umarova G. researched Industrial Production Potential in Ensuring the Economic Security of the Regions, Mustafakulov S. I.[4], Zarova, E. V. researched efficiency of use of production capacity at the enterprises of textile industry on the basis of methods of multivariate statistical analysis, Yuldashev N. K.[5], Nabokov, V. I., Nekrasov K. V.`s work dedicated to innovative and export potential of the agro-industrial complex of Uzbekistan.

In the scientific literature, in many cases, it is found that the two approaches, which have been shown to be competitive, are defined in a complex way. Shkardun V. in Table 1.1. D., Bagiev G. L., Tarasevich V. The definitions given by I. and Ann X. in the Law of the Republic of Uzbekistan "On Competition" can be included among these.

3. ANALYSIS AND RESULTS

The definition in the legislation of the Republic of Uzbekistan is based on the combination of behavioral and structural approaches, it considers only a specific type of competition, it is emphasized that there is no possibility of significant influence of competitors on the general market conditions (state), and the existence of the principle of competition. At the same time, this definition is explained by the fact that it is one-sided, because it considers competition only as an activity limiting the freedom of competitors, and does not take into account the personal interests of subjects to act positively. It should be noted that such an interpretation of the concept of competition will not be sufficient for a full study of the essence of competitiveness from the point of view of methodology.

Each of the above considered approaches to defining competition has revealed one or another aspect of this concept. In our opinion, the nature of competition as a category that determines the activity of a specific economic entity in the market, both as an evolutionary process and as an economic phenomenon, is fully reflected in the behavioral approach.

Today, in modern marketing theory, many methodological approaches have been implemented in the assessment of enterprise competitiveness. However, the activity of economic entities shows that not all of these approaches are suitable for research and assessment of competitiveness.

The first group of scientists proposed an evaluation method based on the theory of competitive advantage. Proponents of this approach Porter M., Azoev G. L., Yudanov Yu. A.s are counted.

The second group of scientists proposes a multi-faceted model for assessing competitiveness. This model relies on the construction of a vector of competitiveness on the following factors: concept, quality, price, finance, sales, after-sales service, foreign policy, pre-sales preparation (Olive A., Dayan R., Belyaev E. P., Belyaev S. G.).

Scientists of the third group - Belyaev S. G., Koshkin V. I. They offer a method of rating the competitiveness of the enterprise.

Scientists of the fourth group propose a method of assessing enterprise competitiveness based on product mass and object efficiency indices (Kojekin G. Ya., Zubik V. B., Starikov V. Ya., Kruglov M. I., Moiseeva N. K., Fathutdinov R. A.).

The authors of the fifth group propose a method of assessing the weight of factors of enterprise competitiveness (Maksimov I., Moiseeva N. K., Konysheva M. V.).

Sorokina I. classification of the following methods of competitiveness assessment presented in the economic literature [1]:

- on the theory of relative advantage;
- on the theory of enterprise and network balance;
- according to the theory of effective competition (content and task).

According to him, this classification is conditional. It is known that the methods used in practice are interrelated and rely on the simultaneous use of several methods.

The researchers of our republic have also studied the issues of assessing the competitiveness of enterprises.

In particular, I. K. Shodimetov evaluated the position of the Republic of Uzbekistan in the world cotton fiber market using the matrix of the Boston Consulting Group, and as of 2002/2003, the Republic of Uzbekistan occupied a "difficult" position among competitors in terms of relative market share [186]. It should be noted that the dynamics of indicators were not taken into account when evaluating the market position of market participants using this matrix.

M. R. In his research, Boltaboev used a method based on the theory of effective competition in order to evaluate the competitiveness of textile industry enterprises. According to this method, the competitiveness of the enterprise was implemented based on the following formula [33, p. 116]:

$$K_{kn} = 0{,}15 \cdot Э_n + 0{,}29 \cdot Ф_n + 0{,}23 \cdot Э_c + 0{,}33 \cdot K_T\,, \qquad (2.19)$$

where K_kn is the coefficient of competitiveness of the enterprise;
En - efficiency criterion determining the production activity of the enterprise;
Fn is an efficiency criterion that determines the financial condition of the enterprise;
Es is the criterion of effectiveness of organizing the sale and promotion of goods in the market;
Kt is the criterion of competitiveness of the product;
0.15; 0.29; 0.23; 0.33 are weighting coefficients of criteria.

A. Vokhitov and N. Based on the method of evaluating the competitiveness of industrial enterprises from the point of view of production potential, Isajonov proposed a method of evaluating the competitiveness of industrial enterprises with 8 indicators [40].

Each method of assessing the competitiveness of this enterprise has its own advantages and disadvantages.

At the same time, many methods of assessing the competitiveness of the enterprise describe some of its areas of activity, only: product competitiveness, production efficiency, sales efficiency. Also, although each of these methods has its own advantages, it has certain limitations in its use in one or another network.[1]

One of the distinguishing features of cotton ginning enterprises is that the cost of raw materials is a fairly high share (85-90 percent) in the production costs of these enterprises. Therefore, in the process of calculating the competitiveness of enterprises, it is necessary to pay sufficient attention to this situation.

Based on this, it is appropriate to use a calculation method that allows to take into account the distinguishing features of its production, important competitiveness indicators, when evaluating the competitiveness of a cotton ginning enterprise. In this regard, the currently common method is to determine the integral indicator of competitiveness. Usually, this indicator is determined by summarizing unit and group criteria of competitiveness. In our opinion, it is appropriate to use the method of evaluating enterprises based on a comparative rating to assess the competitiveness of cotton ginning industry enterprises [6]. We will consider the content of this methodology and its suitability for assessing the competitiveness of the object under study.

The essence of the method of evaluating competitiveness based on comparative rating is to calculate the competitiveness indicators of the studied cotton ginning enterprises, to compare them with the indicators of the enterprise that achieved the highest result in the network or with the conditionally leading enterprise formed from the values of the highest existing indicators in the network. Table 2.1 summarizes the evaluation method based on direct comparative rating. The process of determining the necessary indicators includes a number of calculation and analysis steps.

Stage 1. Preparation stage. In doing so, indicators that form and affect the competitiveness of the studied cotton ginning and competing enterprises are based and divided into groups. Based on these indicators, the necessary initial data of a certain period is collected.

Stage 2. Formation of initial data tables. The tables have the form of matrices A^k={a_ij^k }, where a_ij^k is the value of the j-individual competitiveness index in the i-group belonging to the j-cotton ginning enterprise: i=1,2,3,…,m_k; j=1,2,3,...,n,n+1; k=1,2,3,...,K.

Thus, a separate matrix is created for each indicator group. All matrices count non-intersecting sets: A^1 〖∩A〗^2∩… 〖∩A〗^k∩…∩A^K=∅. Columns 1,2,3,...,n of the matrix are entered with the values of indicators a_ij^k. The last (n+1)-column is reserved for the conditional-leading company. The "best" ones, i.e., those with the highest impact on competitiveness, are selected from all previously entered indicator values according to the following rule:

Table 1: The method of assessing the competitiveness of cotton ginning enterprises based on comparative ranking

Step name	**Calculation formula**
Stage 1. Preparation stage	Collect the necessary preliminary data
Stage 2. Formation of initial data tables	$A\hat{}k = \{a\_ij\hat{}k\}$ $a\_ij\hat{}k -$ *the value of the i* $-$ *specific competitiveness indicator in the k* $-$ *group belonging to the j* $-$ *cotton ginning enterprise*: $i = 1,2,3,\ldots,m\_k;\ j = 1,2,3,\ldots,n,n+1;\ k = 1,2,3,\ldots,K$
Stage 3. Standardization of indicators of competitiveness in relation to the indicators of conditional-leading enterprises	$\widehat{a_{ij}^k} = \frac{a_{ij}^k}{a_{in+1}^k}$ $\widehat{a_{ij}^k}$ – j-k-group i-standardized index of cotton ginning enterprise; a_ij^k is the i-actual indicator of the k-group of the j-cotton cleaning enterprise; a_(in+1)^k is the selected index of the (n+1)-conditionally-leading cotton ginning enterprise of the k-group i-reality
Step 4. Determination of aggregate group indicators of competitiveness of comparable cotton ginning enterprises	1. $r_j^k = \sqrt{\sum_{i=1}^{m_k}\left(1 - \widehat{a_{ij}^k}\right)^2}$. 2. Considering the importance of individual indicators

	$r_j^k = \sqrt{\sum_{i=1}^{m_k} в_i^k \left(1 - \widehat{a_{ij}^k}\right)^2}$, $в_i^k$ – k- the weighting coefficient of the i-indicator in the group, $\left(\sum_{i=1}^{m_k} в_i^k = 1\right)$. 3. Unit indicators as the geometric mean value $r_j^k = \sqrt[m_k]{\prod_{i=1}^{m_k} \beta_i^k \cdot \left(1 - \widehat{a_{ij}^k}\right)}$.
Step 5. Calculation of the integrated indicator of competitiveness of the comparable cotton ginning enterprise	1. $R_j = \sum_{k=1}^{K} \mu^k \cdot r_j^k$ $м^k$– coefficient of weighting of k-sum group indicators of competitiveness 2. Extended formula $R_j = \mu^{пт} \cdot r_j^{пт} + \mu^{бф} \cdot r_j^{бф} + \mu^{имк} \cdot r_j^{имк}$ $r_j^{пт}$ – j- indicator of cotton fiber competitiveness of cotton ginning enterprise; $r_j^{бф}$ – j- the level of market activity of the cotton ginning enterprise; $r_j^{имк}$ – j- the level of utilization of the cotton gin's capabilities; $м^{пт}$, $м^{бф}$, $м^{имк}$ – factor importance coefficients

R_j– if the growth of the indicator leads to an increase in competitiveness is an indicator that emits $a_{in+1}^k = \max_{j=1\div n} \left(a_{ij}^k\right)$;

R_j– if the decrease in the indicator is an indicator that causes an increase in competitiveness, $a_{in+1}^k = \min_{j=1\div n} \left(a_{ij}^k\right)$.

3-step. Standardization of indicators of competitiveness in relation to the indicators of conditional-leading enterprises. Each competitiveness indicator of the A^k matrix is standardized with the indicator of the conditionally leading enterprise using the following formula:

$$\widehat{a_{ij}^k} = \frac{a_{ij}^k}{a_{in+1}^k}, \tag{2.20}$$

бунда $\widehat{a_{ij}^k}$ – j- k-group i-standardized index of cotton ginning enterprise;

a_{ij}^k – k-group ii-actual indicator of cotton ginning enterprise;

a_{in+1}^k – k-group i-actually selected indicator of conditional leading cotton ginning enterprise.

Step 4. Determination of aggregate group indicators of competitiveness of comparable cotton ginning enterprises. The total group index ( ) is calculated using the following formula:

$$r_j^k = \sqrt{\sum_{i=1}^{m_k} \left(1 - \widehat{a_{ij}^k}\right)^2}, \tag{2.21}$$

(2.21) In the calculation according to the formula, the proportionality of individual indicators in relation to the conditional leading enterprise is taken into account. However, this formula does not take into account the importance of individual indicators in terms of impact on competitiveness. Taking this into account, formula (2.21) can be written in the following form:

$$r_j^k = \sqrt{\sum_{i=1}^{m_k} \beta_i^k \left(1 - \widehat{a_{ij}^k}\right)^2}, \tag{2.22}$$

where v_i^k is the weighting coefficient of the i-index in the k-group, (∑_(i=1)^(m_k)▒〖v_i^k=1〗). These

coefficients are determined using the method of expert evaluation, which is widely covered in the literature [94].

To get a more accurate result, the geometric mean value of the unit indicators can be taken as a total group indicator of the competitiveness of the cotton ginning enterprise. Then the formula (2.22) will have the following form:

$$r_j^k = \sqrt[m_k]{\prod_{i=1}^{m_k} \beta_i^k \cdot \left(1 - \widehat{a_{ij}^k}\right)}. \quad (2.23)$$

Step 5. Calculation of the integrated indicator of competitiveness of a comparable cotton ginning enterprise:

$$R_j = \sum_{k=1}^{K} \mu^k \cdot r_j^k, \quad (2.24)$$

where R_j is the integral indicator of competitiveness of the j-cotton cleaning enterprise;

- coefficient of weighting of k-total group indicators of competitiveness.

The index of competitiveness of a cotton gin can theoretically range from 0 to 1 as a coefficient or as a percentage from 0 to 100 percent.

One of the important and complex steps in assessing the competitiveness of a cotton gin is the selection of indicators for its implementation. From our side, we divided the indicators necessary to evaluate the competitiveness of the cotton ginning enterprise into the following groups:

1. The competitiveness of cotton fiber is the degree to which the product meets consumer demand.

2. Market activity - describes the behavior of the cotton ginning enterprise in adapting to changes in the external environment.

3. Its own capabilities - describe the resources of the cotton ginning enterprise and the level of their use.

Based on this, the expanded formula for assessing the competitiveness of a cotton ginning enterprise is as follows:

$$R_j = \mu^{пт} \cdot r_j^{пт} + \mu^{бф} \cdot r_j^{бф} + \mu^{имк} \cdot r_j^{имк}, \quad (2.25)$$

where r_j^pt is the index of cotton fiber competitiveness of j-cotton ginning enterprise;

- level of market activity of cotton ginning enterprise;

- level of use of the cotton ginning enterprise's own capabilities;

m^pt, 〖 m〗 ^bf,m^imk are coefficients of the importance of factors in assessing the competitiveness of a cotton ginning enterprise.

Step 6. Predicting the key factors of competition and the level of competitiveness of comparable cotton gins.

Step 7. Categorization of cotton ginning enterprises according to the integral indicator.

Step 8. Analysis of primary, aggregate and integral indicators of a cotton gin.

After the selection of descriptions, indicators and internal and external environmental factors, the stages of assessing the competitiveness of a cotton ginning enterprise are schematically presented in Figure 1.

Each description includes indicators that allow an objective assessment of the competitiveness of the cotton ginning enterprise. In order to simplify the calculations, the most necessary indicators describing the internal and external factors affecting competitiveness were introduced.

The indicator of the first group is the indicator of competitiveness of cotton fiber, the method of its determination is presented in this paragraph.

The following indicators describing the market activity of the cotton ginning enterprise are included in the second group: market share of the enterprise, financial result (sales volume, profit), profitability of trade, coefficient of storage of finished products.

The third group includes indicators describing the strategic potential of the cotton ginning enterprise (property of the enterprise) and the level of use of available resources: production costs per product unit; fund return; product profitability; fiber output; labor productivity.

In our opinion, product competitiveness is one of the important factors in evaluating the competitiveness of cotton ginning enterprises mentioned above.

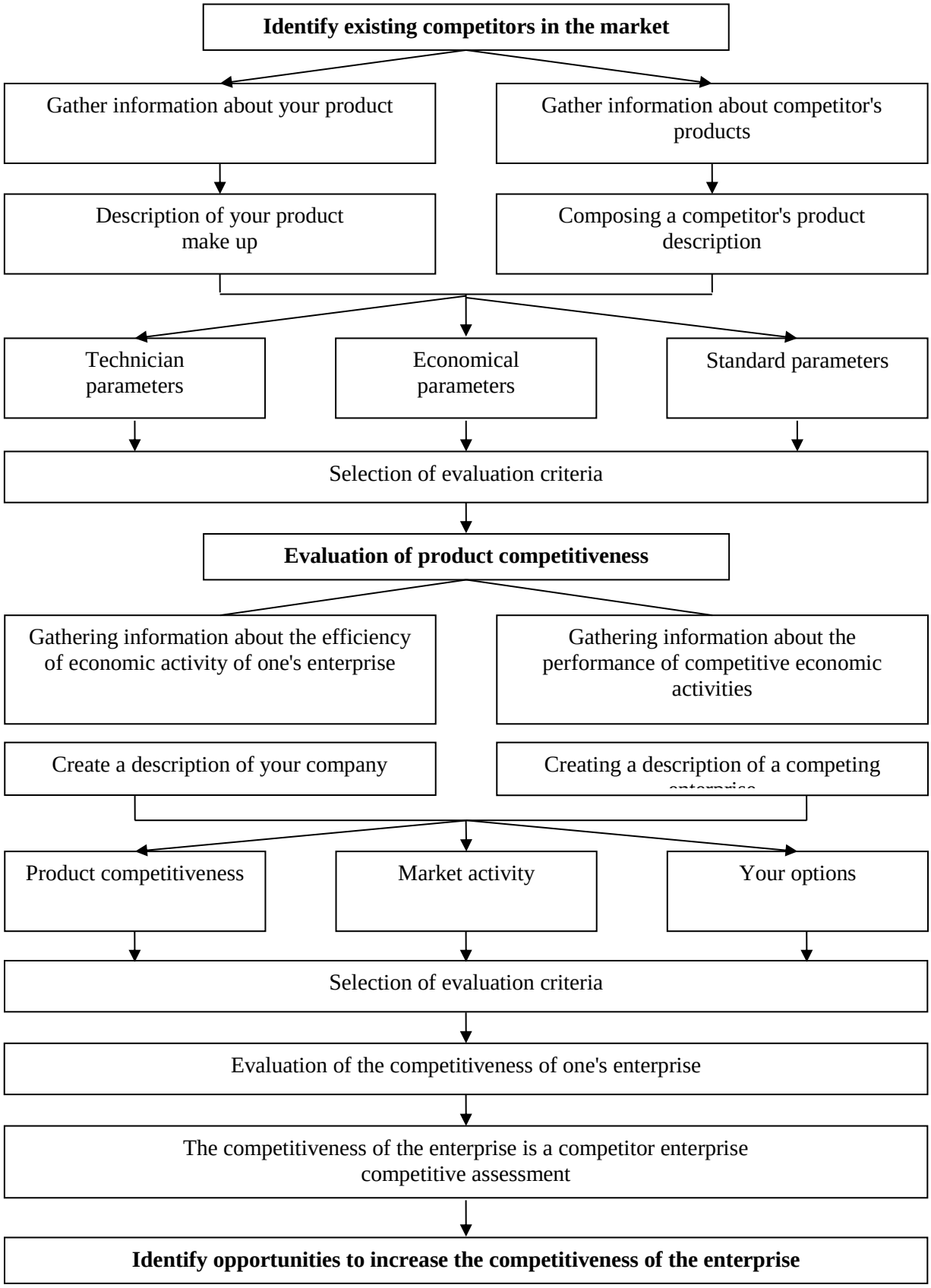

Figure 1. Enterprise competitiveness assessment scheme

The economic literature presents the following methods and models for assessing product competitiveness:
– index method;
– classification model combined with expert method;
- model of evaluation of alternative characteristics of goods;
- "cost-effectiveness" method;
– the method of calculating the integral indicator;
- main component method;
– relative frequency method and others.

In addition, in addition to the above-mentioned approaches and methods, in local and foreign economic literature, many approaches and methods for determining the competitiveness of enterprises and products of theoretical and methodological description can be found. However, there are several difficulties in calculating specific indicators when applying them to the activities of cotton fiber producers and consumers.

The analysis of the indicators of the competitiveness of the goods offered in the economic literature showed that they are mainly based on one or another field of production and cannot take the role of a general quantitative criterion.

The method based on the calculation of the integrated indicator of competitiveness, taking into account the criteria of quality and price, taking into account the distinguishing characteristics of the production network that we are studying and its products, is effective. The positive side of this method of evaluating product competitiveness is that it clearly delimits consumption parameters, follows a sequence in their evaluation, and also has a criterion that allows for clear one-sided conclusions on product competitiveness. At the same time, consumption and economic parameters of only one type of product are used in the calculation, this index describes the competitiveness of the product in absolute terms. In the market, it turns out that the product is resistant to competition or not, two indices - quality and consumer price - are used as criteria in this process.

At the same time, the method based on the calculation of the integral indicator of competitiveness should meet several requirements. Azgaldov G. G. developed 25 requirements of qualimetry [17]. In our opinion, this classification of requirements is considered complicated and some of them have caused duplication of each other.

In our opinion, the method of assessing the competitiveness of cotton fiber should meet the following more compact requirements;

- reliability (there should be no measurement error);
- speed (the method should ensure speedy assessment);
– quantification (the method should provide a quantitative assessment);
– perfection (must take into account all indicators);
- accuracy (differences in assessment should be comparable to the accuracy of simple technical calculations);
- not requiring a lot of work (the method should not require a large amount of effort and money in its implementation);
- cost-effectiveness (the economic efficiency obtained from the use of the method must be higher than the costs of its implementation).

First, important competitiveness indicators should be divided into groups. In our research, we divided these indicators into the following three groups: technical, economic and organizational. Then the calculation of the index of primary and total indicators included in each group is carried out.

The assessment of the competitiveness of cotton fiber is carried out in several stages.

1. Market analysis and selection of the most competitive sample product for comparative use. At this stage, the global cotton fiber market will be analyzed in detail. Selection of a similar sample for comparative use is one of the most responsible tasks of competitive analysis. In evaluating the competitiveness of cotton fiber, choosing a sample product for a certain market segment can be based on Internet data, objection information expressed by consumers, expert opinions, current world, regional, state standards and other regulatory documents.

2. Determining the set of comparable aspects in both goods. It should be noted that if the parameters of the goods that are intended to be marketed and the parameters of the goods available on the market are simply compared, the question of how well competing goods can meet the needs and future requirements of buyers is ignored. For this reason, any project should begin with a clear expression of the needs of consumers in the most perfect sense.

On this basis, a single parametric indicator (q) is determined:

$$q = \frac{P}{P_{100}}, \tag{2.26}$$

where: P is the size of the analyzed cotton fiber parameter;

- the size of the exact sample cotton fiber parameter that meets the needs 100%.

Taking into account the current standard of cotton fiber, objections and demands of consumers to the quality of delivered products, 7 indicators determined by the HVI method and 5 indicators determined by other methods were selected for analysis and comparison. The normative levels of these indicators are based on the information of regulatory documents valid in the world market. The "weight" of indicators is determined based on the level of importance, their sum is equal to 12. It should be noted that the "weight" of indicators for each segment of the prospective consumer market may be different.

3. Calculation of the integral indicator of relative competitiveness. For this purpose, first of all, quantitative parameters of the studied cotton fiber and sample parameters are determined. Each "fixed" parameter has certain values expressed in certain units - kilowatts, tons, units, etc. These values reflect a number of properties of the product that satisfy consumer needs. The degree of satisfaction is expressed by unit parametric indicators. This indicator, as we have seen above, is found as a percentage of the actual value of the parameter to the value that satisfies the need 100%. Similar calculations are carried out according to parameters evaluated in total quantity.

Quantitative description of "variable" parameters is more difficult. For convenience, organoleptic methods are used, that is, the subjective perception of some properties of an object by a person and its representation with numbers on a point scale. Or qualitative (measurement of competence) methods are used. The evaluation is carried out by a special panel of experts who rely not only on emotional perception, but also on expert judgment. The received feedback is summarized and a general quantitative estimate of the "variable" parameter is obtained, and then this estimate is compared to the estimate of the same parameter of the competitor's product. The total parameter index ( ) is used to evaluate the level of satisfaction of the customer's needs with the product's consumer properties. This index is calculated by the following formula:

$$I_{ист} = \sum_{i=1}^{N} a_i q_i , \tag{2.27}$$

where N is the number of analyzed quantitative parameters;

a_iai – indicator weight;

q_iqi is the unit parametric indicator of the parameter.

It is worth noting that neither ai nor qi can be more than 100 percent because the need cannot be satisfied more than 100 percent. A single parametric indicator of any specified parameter can have only two values - 1 or 0 (even this depends on whether the parameter meets the required norms and standards). Therefore, the group indicator is not a sum, but a product, if one of the unique parametric indicators is equal to 0, it means that the product has completely lost its competitiveness in this market.

After calculating the parametric indices and "weight" of each economic parameter, the aggregate competitiveness index ( ) is calculated for economic parameters:

$$I_{икт} = \sum_{j=1}^{M} a_j q_j , \tag{2.28}$$

where M is the number of analyzed economic parameters;

aj is the weight of the parameter;

qj is the only parametric indicator of the parameter.

Aggregate competitiveness index for consumption and economic parameters provides an integrated indicator of the relative competitiveness of cotton fiber compared to the sample. This indicator reflects the differences between the consumption effects of the compared goods:

$$K = \frac{I_{ист}}{I_{икт}}. \tag{2.29}$$

If (K>1), the analyzed cotton fiber is superior to the sample in competitiveness, if (K<1) it is lower than it,

and if K=1 it is at the same level.

4. Conclusions

Thus, in order to increase competitiveness, it is necessary to increase consumer parameters, that is, to decrease economic (price) parameters while increasing K.

Thus, the implementation of this cotton fiber competitiveness evaluation method will closely support the development of measures to improve fiber quality in cotton ginning enterprises.

4. CONCLUSIONS

To summarize, by assessing the competitiveness of cotton ginning enterprises and cotton fiber, it is possible to form competitive strategies.

In the course of the research, a method of assessing the competitiveness of primary cotton processing enterprises and cotton fiber was developed. In our opinion, it is necessary to evaluate the market not from the point of view of the superiority of its categories, but from the point of view of the effectiveness of the marketing activity of the enterprise by comparing it with competitors. In the course of the research, indicators for evaluating the level of competition monopoly and intensity were selected. In the dissertation, it is based on the fact that the indicators and indices evaluating the current market situation are not sufficient for the research of the cotton fiber market, and it is recommended to use indicators of dynamic description together with traditional indicators.

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