EXPERIENCE OF FOREIGN COUNTRIES TO USE THE GARDEN PRODUCTS CLUSTER REVIEW

Akbarov Husan Uzbekhonovich
Researcher of Tashkent state university of economics, Tashkent city, Republic of Uzbekistan

Abstract. *The article deals with the clustering of the fruit and vegetable industry. In particular, the author has revealed the essence of the concept of cluster and clustering. In addition, foreign experience was studied and, at the end of the article, suggestions were made on the organization and development of clusters.*
Keywords: *clusters, fruit and vegetables, food industry, clusterization, foreign experience.*

Introduction

A small degree of integration in the economies of developed countries since the late 20th century is the way to form a new economic system in the economies of the countries, creating clusters that produce mutually exclusive products, geographically close enterprises and their organizations. The purpose of the clusters is to create competitive products based on the creation of innovative activities by combining education, scientific, engineering, consulting, standardization, certification and other services in the same technology chain with businesses close to the city, district and region. .

The cluster is a French term meaning hinge, head, bundle, group, gathering, standing. The cluster is also represented as a method of selective research.

The essence of the cluster is reflected in Alfred Marshall's theoretical vision of the "Principles of Economics" (1890) on "the integration of specialized industries into separate areas". Territorial integration of operating subjects specializing in its scientific conclusions:

- availability of skilled labor resources;
- growth of suppliers and subsidiaries;

It is based on the fact that individual firms specialize in different parts of the manufacturing process.

The study of cluster theory is growing rapidly in the world community, and its application in practice has become a key area of competitive advantage based on the economic development of regional and industrial sectors and relationships.

Literature review

Studies show that the cluster theory is multifaceted, which in turn leads to different methodological approaches to it.

After the last years of the twentieth century, many important scientific developments (clusters in America, Britain, Scandinavia, etc.) can be seen in the development of cluster theory.

Specifically, American scholars "Porter's theory of competition" [1], "Concepts of regional clusters" by M.Enrayt, S. Rezenfeld, P.Maskell, and M.Lorensen, "Marxall's theory of industrial zones" [3].], P. Becatin's Theories of Italian Industrial Districts [4], and M. Storper's "ideal" territorial cluster theories. Theories such as value chain and cluster chain compatibility are also included in this group. In their theory, the cluster is a system that combines the activities of education, science, technology, economic and other service providers in the region as a highly effective way of ensuring competitiveness for producers.

British theorists (J. Danning, K. Brimen, Schmitt, J. Hamphry) consider the “cluster” as an institutional system that defines the basis of the economy as a system of collaborative institutions. Demonstrators view the cluster itself as a “modern institution”. This system is based on the theory that the interaction of the system participants is different - both formal and informal.

Scandinavian scientists (BO Lundwall, B. Johnson, B. Asheim, A. Isaacson) - have recognized that the evolution of the cluster has to go through a series of stages (from birth to birth), and that the use of evolutionary theory means cluster theory.

The fourth group of scientists believes that the cluster is a modern paradigm of regional development based on the concepts of "zone - corporative advantage", "region - market dominance", "region - state supremacy", "region - social dominance".

Cluster theory was also studied by Russian scientists Yu.Artamonova, BB Khrustalyov and others [5] and developed projects for their implementation. The formation of these theories and their practical significance implies that enterprises achieve efficiency as an innovative strategy for improving the competitiveness of the country, industry and industry.

The evolution of cluster theory allows to distinguish two fundamental characteristics:

first, the activities of enterprises and firms that are clustered should be linked to a particular commodity

market: vertical (chain of sales and sales) and horizontal (additional units and services, special costs, use of technology or institutions and other communications);

The second is the clusters, which are geographically located interconnected entities, with the aim of providing competitive development, greater value added, and market dominance as a result of stabilizing social and economic relations between them.

According to the practice of applying cluster theory to regional, network and enterprise competitiveness, cluster - geographically related neighboring companies (manufacturers, suppliers, etc.) and related services (educational institutions, government agencies, infrastructure companies). Also, the cluster is the communities that form a single technological chain of interconnected networks, enabling the production companies to become more competitive. [6]

Cluster theory has entered the scientific process as a marketing strategy that provides the dominance of state, regional and sector enterprises in the market.

The results of the research have revealed the following common priorities for competing based on the practical implementation of the cluster strategy:

For enterprises, it is possible to increase labor productivity and productivity due to their direct contact with suppliers, qualified personnel, information, services and training centers. It has been proven that clustered networking companies have a 1.5 times higher labor productivity and a 30% increase in wages;

The conditions and opportunities for training and research centers to create new scientific-methodological developments, to be tested and put into production in a short period of time will be high;

motivated by the creation of innovative products due to the increased incentives of employees and professionals in production and research.

It is important to implement the "cluster" theory in the process of protecting the economy from crisis, especially when the traditional methods of economic development do not bring sufficient profit and create business through innovative systems. The use of the cluster strategy should be considered as a modern marketing strategy for businesses to increase their competitiveness by accelerating innovation and counteracting the strong influence of global competition.

The role of the state plays an important role in the formation of clusters. Initially, the clusters were created only through competition, primarily for the modernization of multinational companies, but in recent times many governments have been instrumental in the process. The attractiveness of the cluster strategy dictates both the orientation and the formation of innovative clusters by the state itself.

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Analysis and results

The economy of the country relies on the strengths of the clusters, because without them, even the most developed economies cannot achieve high efficiency. Socio-economic efficiency of clusters is distributed among the participants by the directions and is reflected in:

newcomers from other industries will encourage research and accelerate development, providing new strategies;

free information exchange between participating companies, news spread quickly through consumer and supplier channels;

cluster interactions result in new opportunities for competition;

new opportunities for human capital development, scientific ideas development and implementation.

According to the experience of developed countries, the role and importance of clusters in ensuring sustainable socio-economic development, increasing investment activity and producing competitive goods is very important. According to world experts, the use of cluster strategy currently holds about 50% of the economy in the leading countries of the world.

The study of clusters in 100 industrial and other industries in 10 economically developed countries by M. Porter, the founder of Cluster Theory, revealed that competitiveness in other sectors, such as those outside the cluster, is also high.

This strategy is widely used in the European Union and the US. More than 50% of the US industry operates in clusters. The share of their products exceeds 60% of GDP.

The number of clusters in the EU countries is more than 2,000 and accounts for 38% of the total population. The number of clusters is 168 in the UK, 20 in the Netherlands, 32 in Germany, 380 in the United States, 34 in Denmark, 96 in France, 206 in Italy, 9 in Finland, and 106 in India (Table 1). See also.

Table - 1

Number of industry clusters in the world

Countries	Number of clusters
Great Britain	169
Holland	22
Germany	34
USA	394

Danish	31
France	91
Italy	194
India	114

Source: according to World statistics

Clusters in Denmark, Finland and Sweden are fully occupied. For example, Finland has been leading the world ranking in competitiveness since 2000. The country accounts for about 0.5% of world forest resources and provides 10% of world exports in the woodworking industry and 25% of paper exports due to high productivity clusters. Finland has effectively delivered 30% of global mobile phone exports (2005-2010) and 40% of mobile phone exports in the telecommunications market thanks to the efficient use of cluster strategies.

Italian industrial clusters account for 43% of employed population and more than 30% of national exports. The cluster structures have been successfully operating in the chemical and machine-building industries in Germany, the food and cosmetic industries in France. Switzerland, Austria, Italy, Denmark, India, Korea, Pakistan, China and Turkey are also effectively utilizing the cluster model.

The process of cluster formation is becoming more active in Southeast Asia, China, Singapore, Japan and other countries. China has more than 60 clusters in separate regions, employing 3.5 million people, and annual turnover exceeds $ 200 billion.

It is important to note that the cluster initiators are not only a means of enhancing their competitiveness, but also a key aspect of their economic and innovative development strategies. An analysis of more than 500 cluster initiatives in 20 countries over the past 10 years shows that it is based on a very strong position.

Until recently, the development of regional clusters in Germany would not have been possible without government intervention. However, in 2003, the government focused on cluster initiatives. This concerns, first of all, the designing of high-tech industries. The state provides for the integration of industry and research centers, not only locally but also from other sources.

The fact that the cluster model is a tool for increasing competitiveness has attracted the attention of the international community and is a key aspect of competitive strategies for participating businesses. In Italy, there is a combination of networks - furniture processing - cutting tool, sewing - design, footwear - in the leather industry, furniture - in furniture.

China has been investing heavily in the clustering policy for 15 years in exporting the textile industry, sports goods, clothes, toys, and utensils, in part because of its competitive advantage in the global market.

In 1990, a special clustering program was developed to assist private businesses in the EU (EU) and improve their competitiveness. By 2006, the “Cluster manifestation in EU countries” was approved and adopted. In 2007, the European Cluster Memorandum was approved and submitted for approval. In 2008, the European Confederation of Clusters approved and set specific program objectives for clustering the economies of developing EU member states. The main purpose of the adopted documents is to increase clusters, which can affect competitiveness both in individual countries and in the EU as a whole, and to solve existing problems in their work.

In recent years, a new generation of industrial clusters has emerged in the world economy, focusing on informatics, ecology, logistics, production of biomedical drugs and so on.

The main innovation clusters are regarded as America's Silicon Valley. Its territory includes more than 87,000 enterprises, more than 40 research centers and 40 educational institutions.

Cluster access enhances the status of its affiliated companies, enhances the attention of the various service infrastructure, financial institutions and agencies in their respective regions, promotes their international reputation and brand, and creates additional resources.

As clusters are created not only by the companies operating in them, but also by the system that promotes socio-economic development of the region, “cluster initiators” have been growing from year to year. As a result, many countries have adopted special state programs in this area and have invested heavily in their cultivation. Such programs are adopted in all countries of the European Union, the USA and Japan, the main focus of which is to create a competitive economy based on innovative clusters that will "overcome".

In 2005, the French government embarked on a policy of "clustering" for 15-20 years as the main focus of ensuring the competitiveness of the most important sectors of the economy. In 2006-2010, € 15 billion was spent to support 66 clusters (16 innovative clusters). In this country, the cluster policy is in the form of creating competitive poles that are called upon to integrate the business, the scientific community and the educational structure. At the same time, all organizations will develop their own strategies, a unified organizational structure, short-term business plans and action plans that are not in conflict with the regional development strategy. In such a process, effective interaction between cluster participants and the government will be achieved.

In addition, foreign companies are involved in many scientific research and development projects. For example, within the framework of the “Mialoguc” cluster working in micro and nanotechnology, we collaborate with 24 firms in 8 countries to implement the Foremost project to create high-quality microbes and microorganisms. Accordingly, the prestige of innovation clusters created in France is unique in the world.

If clusters have only been in developed economies and sectors recently, this has been happening in developing countries recently. Clusters also appeared in Poland, the Czech Republic, Slovenia, Russia, Ukraine, Kazakhstan, and the Middle East, and initial results began to work.

The Czech Ministry of Industry and Trade is working on a “cluster program”. Its purpose is to create and develop clusters, strengthen horizontal and vertical forms of cooperation, the basis of which is the supply-consumer-research institutes - manufacturer - wholesale trade - retail. Typically, a particular networking company, in cooperation with any educational institution, creates clusters as separate legal entities. The smallest types of clusters, such as industrial zones, should serve at least 15 independent businesses, 75% of which are engaged in manufacturing, trading and services. In addition, over 60% of joint ventures in the cluster should be small business and private entrepreneurship.

In recent years, Kazakhstan has begun to create cluster systems based on large industrial corporations and network structures, and Porter is leading the project.

Turkey is one of the leading countries in the world Gardening Goods market. Gardening cluster in Turkey was formed in 1995-2000. As part of Turkey's Sukurova Textile Cluster, more than 500 companies from 12 major companies operated effectively between 2000 and 2010. The cluster accounts for more than 40% of Turkey's carpet exports and 35-40% of its fabrics.

Clusters are organized in the form of "Free Science and Technology Zones" or "Technoparks". Free Science and Technology Zones are designated areas where scientific, industrial and training centers are concentrated, and a special legal regime is established for the development of scientific and industrial capacity. Free science and technology zones will be created in the form of high-tech zones, technology parks, regional innovation centers - technopolis. [7]

Technoparks consist of two main components: manufacturing (advanced industrial enterprises) and scientific centers (universities, institutes, research institutes, strong groups of laboratories) and their activities are focused on the production of competitive goods.

By virtue of the cluster strategy, enterprises have the conditions for labor productivity and productivity, the creation of innovative products, their short-term testing and implementation due to their direct connection to suppliers, qualified personnel, information, services and training centers. , competitive advantages are provided.

A number of studies have been undertaken to assess the feasibility of establishing and setting up industry clusters, with an emphasis on assessing the capacity and establishment of industry clusters in the regions. Many studies [8,9] have evaluated the level of integration, networking, geographical proximity, economic status, concentration, and enlargement of industry enterprises. Assessment methods are mainly used for statistical analysis, integrated assessment, expert assessment, SWOT and PEST analysis, and questionnaires. The above methods focus on quantitative methods for assessing cluster capacity, and the motivating factors that unite enterprises in the cluster are underestimated.

E.g. Fezer's assessment of clustering opportunities in industry by focusing on employment figures has focused primarily on the value chain. L. Bertinelli [10] evaluated the geographical agglomeration of the network enterprises [11,12]. Also, in practice, the methods used to base clustering capabilities on factors that determine the flexibility of enterprises to a competitive environment are widely used. [13]

We believe that it is advisable to identify the opportunities for gardening development in the Samarkand region based on the cluster model and the competitive environment in which it is formed. In this process, the systematization of the factors that create a competitive environment is an important step and must be consistent with the objectives of the study. The system of factors requires the identification of internal links and the interaction of the constituent elements.

Based on the above considerations, M. According to Porter's concept of expanded competition, it is desirable to form a system of factors [14,15,16]. The key factors that determine the competitiveness of horticultural enterprises are grouped into quantitative and qualitative groups by summarizing the selected factors in Table 2:

F1 and F2 are quantitative values of the selected group of factors by statistical sources;

F3, F4; F5 F6 - a group of factors is formed through a questionnaire survey of businesses engaged in the production and sale of horticultural products in Samarkand Region;

The relationship between the factors to assess the competitive environment in the market of gardening goods in Samarkand region and the potential for cluster development is studied.

The degree to which the selected factors are formed and the flexibility of the businesses operating in the network helps to determine the feasibility of using a cluster strategy.

Table 2

A system of factors that create a competitive environment in horticulture

Determinants of competitiveness determination	Mark	Factor`s system
Production factors (F_1)	PP	Production of horticultural products
	HW	Number of horticulture workers
	HE	Number of horticultural enterprises (17000 - by the code of activity)
	IG	Investments in gardening
	ESW	Number of highly educated specialists working in horticulture

	VIPE	The volume of innovative products created by enterprises
Request status (F_2)	RS	Retail sale of gardening products
	EHP	Consumption expenses for horticultural products
	EH	Export of horticultural products
	IH	Import of horticultural products
Status of access to public services and infrastructure (F_3)	Q1	Level of access to business services
	Q2	Level of access to soft loans
	Q3	Investment Attraction Status
	Q4	Status of using mobile services
	Q5	Status of tax concessions
	Q6	Use of educational services
	Q7	Use of training, business trainings, fairs and other events held by research institutes and the state
	Q8	The use of logistics infrastructure
	Q9	Status of using the "single window" service
	Q10	Level of access to public online services
Geographic proximity and state of vertical integration (F_4)	Q11	The ease of geographical location of the enterprise
	Q12	Convenience level for interaction with suppliers
	Q13	Status of partnership relations with the entire production cycle
	Q14	Status of access to market information
	Q15	Relationship with vendors and suppliers
	Q16	Condition of interaction with raw materials
	Q17	Status of relationship with service providers
Horizontal integration and cooperation in competition (F_5)	Q18	Status of collaborative innovation on innovation
	Q19	Condition of competitive partnership in price
	Q20	Equal competition on marketing channels
	Q21	Condition of strategic objectives for market development, technology and marketing
Mutual cooperation (F_6)	Q22	Level of establishment of new enterprises with partners
	Q23	Level of procurement with partners
	Q24	The level of mutual understanding of the same materials, technologies and components as the partners
	Q25	Degree of use of the production line of partner manufacturers

Source: author`s calculation.

Based on the above considerations, it is necessary to check the extent to which the factors determining the possibility of clustering were formed in Samarkand region and their interrelations. In the Samarkand region, it is recommended that the cluster strategy be evaluated based on the factors selected to achieve the competitive advantages of the enterprises, that is, a correlation analysis based on the algorithm presented in Figure 1.

As is known, correlation-regression analysis methods are more effective for comprehensive analysis of the link between the studied phenomena (factors, indicators). The first task of correlation analysis is to determine the correlation function of a particular variable to the outcome variable. There are also a number of ways to choose contact forms. However, due to the complexity of the link between the factors, it is also important to be able to select a linkage model using different methods of analysis.[17,18,19,20,21]

The second task of correlation analysis is to determine the density of events between events. This is verified by calculating the correlation index and the numerical values of the linear correlation coefficients. If R = l (r = 1), then there are functional links between the factors studied. If R = 0 (r = 0), the factors are not interconnected.

The following conditional classification is used when estimating the bond density by the numerical values of P and r:

0,1 ÷ 0,3 - weak link;
0.3 ÷ 0.65 - moderate density connection;
0.65 ÷ 0.80 - Medium density link;
0.80 ÷ 0.99 - Dense link.

The determination of the links is determined by the correlation analysis.

The correlation of production factors and demand conditions ($-1 \leq \leq 1$) in the horticulture of Samarkand region ($1 \leq r \leq 1$) is determined. The combination of 5 selected factors of production and the four factors chosen by the demand conditions increases the chances of achieving a competitive environment in the industry. Also, the correlation between selected factors for cluster environment formation ($-1 \leq r \leq 1$) was determined.

Satisfaction of the factors selected to form the cluster above the average density $\left| r(f) \right| \geq 0.65$ indicates that there is a potential for regional Gardening clustering.

It should be noted that any economic phenomenon correlates and

The regression analysis is not possible in the following cases:

tanlangan The selected factors must be linked to specific causes and should not be a component of a variable influenced by the factors;

- the signs being taken as a factor are not collinear
- The signs of value should be in a systematic unit;
- subject to the law of normal distribution;

Based on the above considerations, it is not possible to analyze the factors we have chosen using the correlation and regression method. Accordingly, it is advisable to use a system of econometric equations.

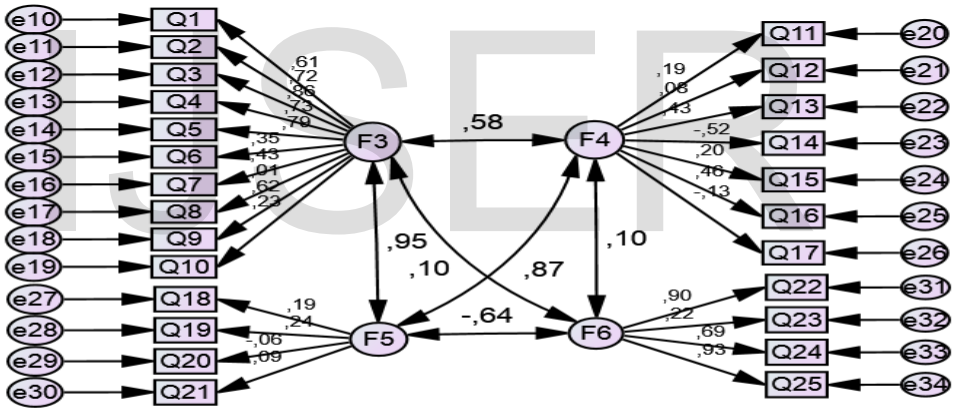
Clustering capacity assessment based on the conditions in Figure 2.3 creates a complex system of equations and cannot be considered as a separate independent equation. Accordingly, it is recommended to use the Structural Equation Modeling -SEM based on SPSS AMOS 23 software to determine the correlation and correlation density between the factors contributing to competition in horticulture. The main feature of SEM is the identification of latent variables and their interrelationship and their impact on other important indicators. In the system of these equations there are two types of variables that affect latent variables: endogenous and exogenous.

Based on the null hypothesis (estimate means and intercepts) for the selected group of factors, we calculate the maximum likelihood estimation (MLE) of the correlation of the hidden values of the production factors (F1) and the factors (F2).

The result was found to be r = 0.94 and there is a strong link between them. The results of the regression of horticultural production factors show a decrease in production by -21 units, which results in an increase in the values of the F1 group of factors by one standard condition, according to the standardized model of the model. The results of the regression of the demand-factor factors provide an increase in output by 1.2 units, with the values of the F2 group of values grouped into one conditional unit according to the standardized model of the model.

The results of the SEM model built on the Samarkand region determine the need to normalize resource costs, reduce overhead, and coordinate resource expenditure on demand factors.

Model results were examined by criteria such as Chi-Square (22), approvals ratio (GFI), mean squared error (RMSEA), average frame rate (RMR), adjusted approvals index (AGFI), normalized approvals index (NFI) (Appendix 13).



Chi-square =443,200; NFI =,443;
PRATIO =,828; NCP = 174,200; RMSEA = ,080;

en - exogenous variable error;

Qn - selected variables based on questionnaires (accepted as a factor);

F3-Government Services and Infrastructure;

F4 - geographic proximity and vertical integration;

F5 - horizontal integration and competition;

F6 - state of cooperation.

ıstering capacity assessment. Accordingly, a questionnaire survey of 25 potential entities from the cluster participants was conducted. In total, 68 enterprises operating in Samarkand region, 32% of them were exporters. Of the respondents in the online survey, 19 were business leaders, 20 were specialists in marketing and sales, 21 were accountants and 4 were technologists.

The questions posed as factors that determine the possibility of clustering are taken at Level 5 of the Likert scale. Statistical characteristics of the results of the questionnaire on the Likert scale were calculated using SPSS Statistics (Statistical Package for the Social Sciences) software.

Sampling of questionnaires was conducted by examining the feasibility of Alpha Crombach (a) based on the KMO and Bartlett's test of sphericity module SPSS Statistics. The results of the statistical survey describing the

possibility of sampling based on the Leikert scale questionnaire, as a factor in the questionnaires collected from businesses in Samarkand region, are presented in Annex 14, based on the consistency (a = 0.65) for the survey results.

The model of systematic equations based on SPSS AMOS 23 software is calculated based on the null hypothesis to determine the degree of interaction between the factors that determine the possibility of cluster formation. The correlation of the hidden outcome values of the selected factors with the maximum likelihood estimation (MLE) was checked by the application, and the results in Figure 1 were obtained. Model results are presented in Appendix 15 for relevant statistical criteria: Chi-Square ((2), Approval Coefficient (GFI), Average Quadrature Error (RMSEA), Average Quantity Balance (RMR), Adjusted Approval Index (AGFI), Normal Approval Index (NFI). criteria were checked.

Based on the proposed methodology, it was possible to express the degree of cluster formation in Samarkand region and to identify appropriate strategies.

The results of the analysis revealed a clear conclusion on the extent of cluster formation in Samarkand region and what strategic objectives should be pursued, the degree of formation of the cluster components and their relationship (see Table 3).

Table 3

Possibilities of using the cluster strategy in Gardening in Samarkand region

Chosed factor`s group	r (corellation)	Factors group
Competition area		
Resource Opportunities (F1)	Dense connection (0,94)	Demand conditions (F2)
Opportunities of clusterization		
Public services and infrastructure (F3)	Medium link (0,57)	Geographical proximity and vertical integration (F4)
Public services and infrastructure (F3)	Dense connection (0,95)	Horizontal integration and competition (F5)
Geographic proximity and vertical integration (F4)	Dense connection (0,87)	Horizontal integration and competition (F5)
The state of cooperation (F6)	Poor connection (0,09)	Geographic proximity and vertical integration (F4)
The state of cooperation (F6)	Medium link (-0,637)	Horizontal integration and competition (F5)
The state of cooperation (F6)	Poor connection 0,10	Government Services and Infrastructure (F3)

Source: author`s calculation.

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As a result, the following should be considered to determine the possibility of clustering:

Selected group factors on public services and infrastructure (F3) are low educational services (W (Q6) = 0.35), low level of educational services provided by enterprises, access to innovation, innovation development and advanced training, research institutions and government training. , poor use of business trainings, fairs and other events (W (Q7) = 0.01), ineffective logistics infrastructure (W (Q8) = 0.01), low public services use. ri (W (Q10) = 0.23) was calculated. In turn, this group of factors limits the possibility of clustering in the regional Gardening.

Of the selected group factors on geographical proximity and vertical integration (F4), there is no conducive environment for interaction with suppliers (W (Q12) = 0.08), while market information is low (W (Q14) = - 0.52). The negative impact on development, the ability to establish effective relationships with vendors and suppliers (W (Q15) = 0.20), and the relationship with raw materials processing (W (Q17) = - 0.13). In turn, this group of factors limits the possibility of clustering in the regional Gardening.

The selected group factors for horizontal integration and competition (F5) require the establishment of targeted strategies in the region, including: the degree of joint innovation and competition between regional enterprises (W (Q18) = 0.08). the degree of partnership and the state of competition (W (Q19) = 0.24), the development of joint marketing strategies and the level of competitive partnerships (W (Q20) = - 0.06), market development, technology and marketing. The cases of coherence of strategic objectives (W (Q21) = 0.6) have not been formed. In turn, this group of factors limits the possibility of clustering in the regional Gardening.

The low level of procurement (W (Q23) = 0.22) of the selected group factors by the status of the selected group (F6) limits the possibility of clustering in the Gardening Region.

Conclusions

There are several other issues that need to be addressed in Samarkand Region's Cluster Capacity Building. The demand for qualified specialists in the Region's Gardening sector is still high and measures to ensure it are included in government programs. The advantage of the Samarkand region in the competition in horticulture is the availability of specialized higher education institutions. According to the survey, 25% of 60 small businesses in the horticultural sector are highly skilled designers. In the sectoral analysis, qualified designers with higher education work 20%,

knitwear 20%, textile 77%, and footwear 20%. Also, enterprises are in high demand for highly qualified marketers, programmers, designers, engineers, technologists, packaging specialists and skilled seamstresses.

The results of the assortment competition study will help to identify the range of goods with a low share in the assortment of horticultural goods produced in Uzbekistan, including Samarkand, which makes it important for businesses to increase their competitiveness.

In the case of Samarkand region, the key determinants of competitiveness of horticultural enterprises are M. The detection method was developed according to the model proposed by Porter. Evaluation of competitive advantages is carried out through the interaction of relevant factors, which also characterize the cluster environment.

The competitive environment and the factors affecting it, created in the Samarkand region, allow the identification of a system of factors that negatively affect the formation of the most favorable environment for the expansion of cooperative relations of enterprises, the use of relationship-based marketing principles and the formation of clusters.

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