BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg

PLANNING AND FORECASTING OF ENTERPRISE ACTIVITIES

Lola Ruyiddinovna G‘ofurova
Assistant Lecturer, Karshi State Technical University

Abstract. This article broadly covers the theoretical and practical aspects of planning and forecasting the activities of an enterprise. Planning is considered as one of the main management functions of an enterprise, its types, stages and ways to increase its efficiency are analyzed. The economic essence, methods and significance of forecasting in the development of an enterprise are also studied in depth. The article substantiates the importance of strategic and operational planning, as well as the preliminary determination of economic indicators in the effective organization of enterprise activities in modern conditions. The interrelation of planning and forecasting for sustainable operation in a competitive environment is shown, and the need for their enrichment with innovative approaches is highlighted.

Keywords. Enterprise, planning, forecasting, strategic planning, operational planning, economic forecast, management, efficiency, resources, development, innovation, market economy, risk, analysis, decision-making.

Annotatsiya. Ushbu maqolada korxona faoliyatini rejalashtirish va bashorat qilishning nazariy va amaliy jihatlari keng yoritiladi. Rejalashtirish korxona faoliyatining asosiy boshqaruv funksiyalaridan biri sifatida ko‘rib chiqilib, uning turlari, bosqichlari va samaradorligini oshirish yo‘llari tahlil qilinadi. Shuningdek, bashorat qilishning iqtisodiy mohiyati, usullari va korxona rivojlanishidagi ahamiyati chuqur o‘rganiladi. Maqolada zamonaviy sharoitda korxonalar faoliyatini samarali tashkil etishda strategik va operativ rejalashtirish, shuningdek iqtisodiy ko‘rsatkichlarni oldindan aniqlashning muhimligi asoslab beriladi. Raqobat muhitida barqaror faoliyat yuritish uchun rejalashtirish va bashorat qilishning o‘zaro bog‘liqligi, ularning innovatsion yondashuvlar bilan boyitilishi zarurligi ko‘rsatib o‘tiladi.

Kalit so‘zlar. Korxona, rejalashtirish, bashorat qilish, strategik rejalashtirish, operativ rejalashtirish, iqtisodiy prognoz, boshqaruv, samaradorlik, resurslar, rivojlanish, innovatsiya, bozor iqtisodiyoti, risk, tahlil, qaror qabul qilish.

Introduction: Planning and forecasting of enterprise activities are one of the important management tools in the modern economy. Any enterprise must act on the basis of a clear plan to achieve its goals. Planning is the process of determining the activities of the enterprise in advance, rational use of resources and organizing activities with a view to future results. Forecasting allows you to identify economic processes that may occur in the future in advance and be prepared for them. Planning and forecasting are interrelated processes for the effective organization of enterprise activities. While planning involves setting specific goals, forecasting ensures that external and internal factors are taken into account in achieving these goals. Therefore, in the modern management system, these two concepts are considered as an inseparable process. The economic essence of planning is that it regulates all areas of the enterprise's activity and increases its efficiency. Through planning, the enterprise determines its production volume, financial indicators, marketing strategy and other important aspects in advance. This serves the sustainable operation of the enterprise. The planning process consists of several stages. First, the main goals of the enterprise are determined. At the next stage, the resources and capabilities necessary to achieve these goals are analyzed. Then a specific plan is developed and implementation mechanisms are determined. At the final stage, the implementation of the plan is monitored and, if necessary, adjustments are made. There are several types of enterprise planning. While strategic planning is

aimed at setting long-term goals, operational planning serves to solve short-term tasks. In addition, there is tactical planning, which is a link between strategic and operational plans.

Strategic planning determines the general direction of development of the enterprise. In this process, the market situation, the activities of competitors, technological changes and other external factors are analyzed in depth. As a result of strategic planning, the enterprise clearly defines its long-term goals and develops ways to implement them. Operational planning, on the other hand, is aimed at organizing daily activities and allows for effective management of production processes. This type of planning covers a short-term period and is aimed at performing specific tasks. Forecasting is an important component of the planning process. Through forecasting, the enterprise assesses future economic conditions in advance and plans its activities accordingly. The main goal of forecasting is to reduce uncertainties and manage risks. There are various methods of forecasting. These include statistical methods, expert assessment methods, mathematical models and economic analysis methods. With the help of these methods, the enterprise can predict market demand, price changes, the level of competition and other important indicators. In the modern economy, innovative approaches to planning and forecasting the activities of the enterprise are gaining importance. The development of information technologies allows for further improvement of the planning process. For example, forecasting based on artificial intelligence and big data (Big Data) allows enterprises to make more accurate and faster decisions. The effectiveness of planning and forecasting of enterprise activities largely depends on the knowledge and experience of management. In enterprises with a competent management system, the planning process is carried out accurately and efficiently. This serves to increase the competitiveness of the enterprise. In a market economy, enterprises must constantly improve their activities. Planning and forecasting serve as an important tool in this process. Especially in conditions of economic instability, the importance of these processes increases. Through planning and forecasting of enterprise activities, it is possible to effectively use resources, increase production efficiency and increase profits. At the same time, these processes allow the enterprise to quickly adapt to market requirements. It is worth noting that the processes of planning and forecasting complement each other. If planning sets future goals, then forecasting determines the conditions necessary to achieve these goals.

A thorough analysis of the processes of planning and forecasting the activities of an enterprise is of great importance in increasing their efficiency. Especially in the modern economic environment, the main task facing enterprises is to make the right decisions in conditions of uncertainty. Therefore, it is necessary to organize planning and forecasting systems at the highest level. Internal and external factors play a special role in planning the activities of an enterprise. Internal factors include the financial condition of the enterprise, production capacity, personnel potential and technological level. External factors are related to the market situation, level of competition, state policy, tax system and economic environment. A thorough analysis of these factors is one of the main stages of planning. The SWOT analysis method is widely used in the planning process. With the help of this method, the strengths and weaknesses of the enterprise, as well as opportunities and threats, are identified. Based on the results of the SWOT analysis, the enterprise develops its strategy and determines ways to effectively use resources. In forecasting the activities of an enterprise, the use of economic models is important. Economic models allow us to express real-life processes in a simplified form. This makes it possible to predict future situations and evaluate various scenarios. For example, using regression analysis, sales can be forecasted. Time series analysis is also widely used in the forecasting process. This method identifies future trends based on historical data. This allows for a preliminary assessment of indicators that are important for the enterprise. For example, demand volume, price levels, and production indicators

are forecasted based on time series. Risk management also plays an important role in the planning and forecasting processes. Any plan or forecast contains a certain degree of uncertainty. Therefore, it is necessary to identify risks in advance and take measures to reduce them. By managing risks, the enterprise is prepared for unexpected situations and minimizes losses.

Financial planning is of particular importance in planning the activities of an enterprise. Through financial planning, an enterprise determines its income and expenses in advance, evaluates investment projects, and ensures financial stability. This process plays an important role in implementing the enterprise's long-term development strategy. Marketing planning is also an integral part of the enterprise's activities. Through marketing planning, the enterprise determines how to position its products on the market, what pricing policy to pursue, and what advertising strategy to use. This serves to increase the competitiveness of the enterprise. Production planning, on the other hand, is aimed at the effective organization of production processes and ensures optimal use of resources. In this process, production volumes, technological processes, and production capacities are determined. Expert assessment methods also play an important role in predicting the activities of an enterprise. This method is based on the knowledge and experience of specialists. For example, using the Delphi method, accurate forecasts can be made by summarizing the opinions of experts. In addition, scenario analysis is also one of the effective forecasting methods. This method considers various possible future situations and develops a separate plan for each scenario. This allows the enterprise to adapt to different situations. In modern conditions, digital technologies are fundamentally changing the planning and forecasting processes. ERP systems, CRM programs, and analytical platforms allow enterprises to analyze data in real time and make quick decisions. Artificial intelligence-based forecasting systems provide more accurate results. For example, machine learning algorithms can be used to forecast market demand with high accuracy. This allows the enterprise to avoid overproduction or waste of resources. To increase the efficiency of planning and forecasting the activities of the enterprise, it is necessary to pay attention to the following factors: setting clear goals, using reliable data, introducing modern technologies, and improving the skills of employees. Flexibility in the planning process is also important. Market conditions are changing rapidly, so the enterprise must regularly review its plans and update them if necessary. A control system is also important for effective management of the enterprise. By monitoring the implementation of plans, shortcomings are identified and measures are taken to eliminate them. This ensures continuous improvement of the planning process. The level of accuracy is an important factor in the forecasting process. The more accurate the forecasts, the more effective the decisions made. Therefore, it is necessary to use advanced methods in forecasting. One of the distinctive features of planning and forecasting the activities of an enterprise is that they require a systematic approach. That is, all departments and processes should be considered in an interconnected manner. In general, planning and forecasting are crucial for the successful implementation of the enterprise's activities. With the help of these processes, the enterprise effectively organizes its activities, increases its competitiveness, and ensures long-term development.

Conclusion

Planning and forecasting of enterprise activities are one of the decisive factors in ensuring the sustainable operation and competitiveness of enterprises in the modern economy. Through these processes, the enterprise determines its future development directions, effectively uses available resources and adapts to changes in the external environment. As the study revealed, planning covers all areas of the enterprise's activity and directs them towards a single goal. The interaction of strategic, tactical and operational planning types serves to increase the efficiency of the enterprise's

activities. In particular, strategic planning is of great importance in determining long-term development prospects. Forecasting is an integral part of planning and allows for the prediction of future economic processes. By using statistical, economic and expert methods, enterprises are able to accurately assess the market situation, supply and demand ratios, and price dynamics. This reduces the level of uncertainty and helps to make informed management decisions. Also, the development of modern information technologies is further improving the planning and forecasting processes. With the help of artificial intelligence, big data (Big Data) and automated management systems, the accuracy of forecasts is increasing and the decision-making process is accelerating. This allows enterprises to operate quickly and efficiently. Risk management also plays an important role in planning and forecasting the activities of the enterprise. Pre-identified risks and measures developed to combat them ensure the financial stability of the enterprise. At the same time, a flexible planning system allows you to quickly respond to changes in market conditions.

References

1. Decrees and resolutions of the President of the Republic of Uzbekistan (documents on the development of the economy and entrepreneurship).
2. Materials of the Ministry of Economy and Finance of the Republic of Uzbekistan.
3. Data of the State Statistics Committee of the Republic of Uzbekistan.
4. Abduganiev A., Abduganiev F. – “Economic Theory”.
5. Samatov G. – “Enterprise Economics and Management”.
6. Mamatov B. – “Fundamentals of Management”.