

## KEY ASPECTS OF INVESTMENT MARKET MANAGEMENT

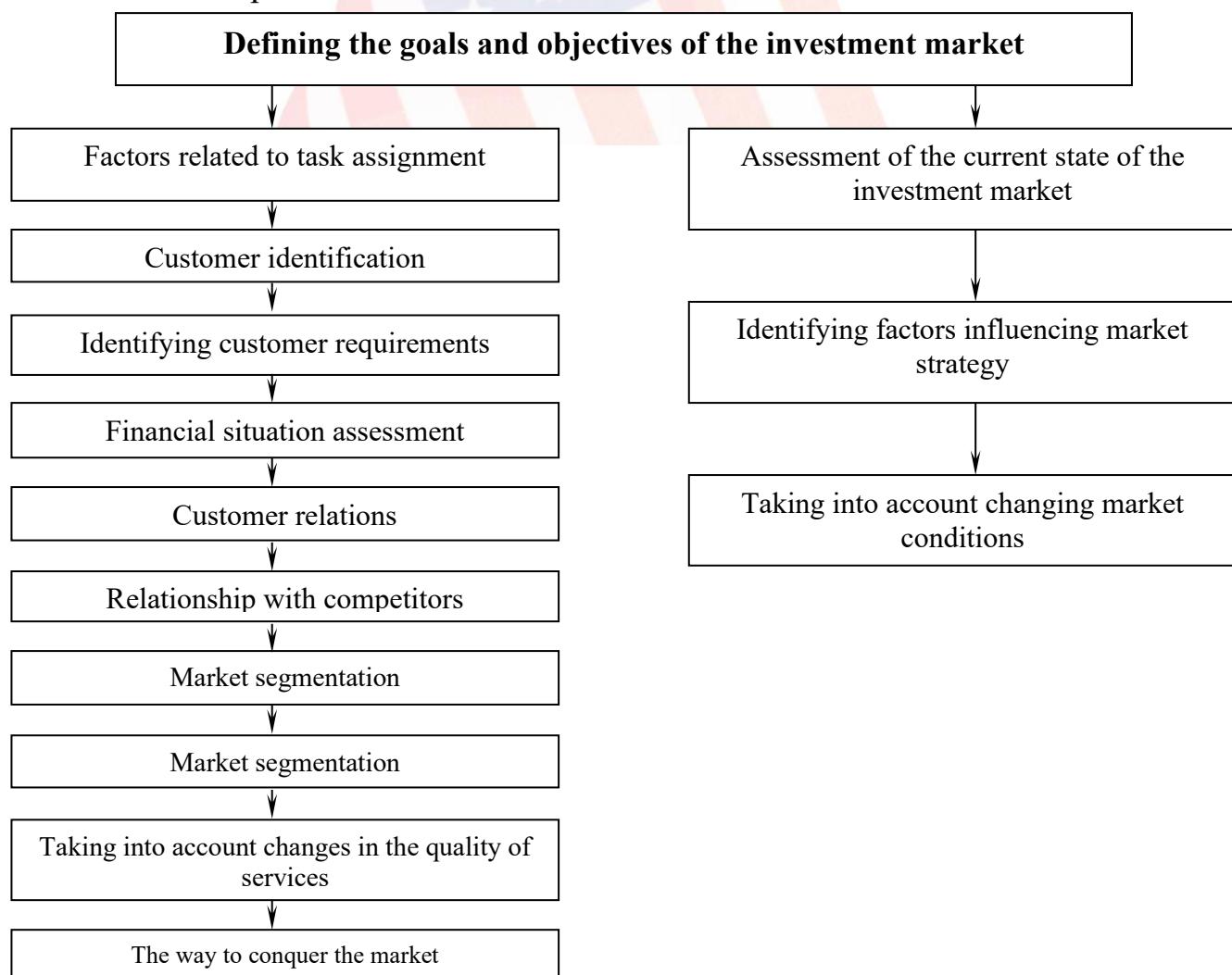
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### Abstract

The article discusses the main aspects of investment market management. The stages of planning the main directions of the investment market are studied. The decisive influence of idle funds on the investment market is described. The tasks of improving investment market management are based on.

Investment market clients can be divided into groups such as legal entities, individuals, authorized banks entering the institutional market, government and local government agencies. In a market economy, one of the important areas for the further development of the investment market is the development and implementation of a marketing program for researching this market and its main plans.



**Figure 1. Stages of planning investment market directions**

These plans should include: assessing the current state of the bank, identifying the factors determining the main directions of the investment market, identifying changes in conditions in it.

Idle funds have a decisive impact on the investment market and, depending on the source of their flow, can be divided into five: the first sector consists of deposits, certificates and other term liabilities of the bank to other enterprises and organizations;

in the second sector, they are converted into cash funds of enterprises and organizations, which store large balances until they are required;

In the third sector, transactions are carried out with the population's idle funds, and the main part of the funds converted into investments is obtained from this sector;

In the fourth sector, credit resources of other banking institutions serve as the main investment sources;

In the fifth sector, cash collected by banks on payment accounts is used.

In order to effectively work in the above areas, it is necessary to solve the following tasks in the process of establishing and implementing marketing:

Analysis of the requirements of the investment market and its individual components;

Study of interest rate policy in the investment market and its impact on attracting savings of the country's economy, enterprises and the population;

Expanding the liabilities and assets of banks;

Improving customer service processes in the investment market;

Developing and planning a marketing strategy adapted to the investment market.

Financial development and economic development are also of great importance in the development of the investment market. Along with the increase in the volume of investments attracted from year to year, the volume of investments received on the basis of guarantees and the volume of investments allocated for the development of production are also growing, but their full use is still insufficient. We believe that the main reason for this is the lack of sufficient attention paid to the development of raw material processing industries.

To solve this problem, the research work substantiates the need to solve the following important tasks by implementing structural restructuring in the economy:

reducing the import of low-cost raw materials and finished products from other countries;

eliminating the economy's limitation to raw material supplies, organizing a deep redevelopment of agricultural and mineral raw materials;

eliminating the emerging territorial imbalance, ensuring the rational employment of labor resources in competitive production sectors.

In order to implement structural changes in our country, the following are required to fulfill the investment tasks necessary:

financial planning and its control;

using financial indicators of efficiency;  
identifying and distributing financial risks;  
tax planning;  
using financial innovations.

Temporary problems associated with free currency conversion also hinder the development of the investment market. Experience shows that the monopoly of the right to free conversion by only some enterprises negatively affects the activities of other enterprises that do not have such a right.

Improving the management of the investment market is one of the important conditions for increasing the efficiency of its activities. The nature of management is determined by the content of the tasks set.

The main ones, in our opinion, are the following:

creating the necessary conditions for smooth operation within the framework of the money market;

fully satisfying the needs of clients for the services provided in order to achieve the stability of the investment market;

guaranteeing the reliability of the investment market, respecting the interests of its participants, creditors and depositors. The results of the conducted studies show that the main goal of investment market management is to ensure the fulfillment of quantitative, qualitative and social indicators.

In our opinion, it is necessary to strengthen the work carried out in our Republic in the following areas:

to deepen the Republic's production specialization through the production of competitive products that are in high demand;

to improve the sectoral and territorial structural structure of the national economy of the republic by organizing deep processing of local and imported raw materials, activating scientific potential to ensure the integrated use of natural and economic resources, soil and climatic potential;

to organize small and medium-sized enterprises based on the raw material base of economic regions that have attracted new foreign equipment and technologies with high labor productivity, to increase the culture of product production;

to expand mutually beneficial foreign economic and financial relations, at the same time, it is necessary to implement joint ventures requiring state guarantees at the expense of direct investments, and to expand small and medium-sized business sectors with high labor productivity;

improving the information supply of foreign economic activity and rapidly developing its structural structure.

Deepening the study of market opportunities implies the need to divide it into segments depending on the consumer group and the consumption characteristics of the services provided, which in a broad sense defines the concept of market segmentation.

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