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GROWING IMPORTANCE OF SMALL GREEN BUSINESS PLAN AND THEORETICAL ANALYSIS

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Abstract:
This article analyzes the importance of small business development and marketing policies with ecological net benefits, not just profit for humans.

Keywords: small green business plan, environment, advanced environmental strategy, swot analysis, small business and private entrepreneurship;

Introduction

It should be noted that during the years of independence, a stable legal framework was created in Uzbekistan, which strengthens the priority of private property, which is the basis of the market economy. A favorable business environment and reliable legal guarantees have been created for the rapid development of small business and private entrepreneurship, which is an important factor for the formation of the middle class of owners, the stable development of the country's economy, the creation of new jobs and the increase of the population's income [1].

Enterprises seeking to become "green" should have departments responsible for translating the company's environmental mission statement and its environmental principles into short-, medium-, and long-term business plans.

These plans should include:

- development of reliable methods for determining the impact of aggressive compounds in industrial waste on the state of human health and the functioning of ecosystems;
- establishing criteria and indicators for evaluating the effectiveness of various methods and methods of cleaning equipment;
- creation of a comprehensive planning methodology for environmental protection.

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Literature Analysis

In the field of green economy and small business, extensive research work has been carried out by scientists from abroad and our country. In particular, PAKovolyov and AASheveleva, Bogautdinov NG, Butyanko GV, Lavrentev, Gelovani ES, Stepanishvili NA, Kafian AG, Costanza R., Cataldo AL, Burgstaller D., Anthony SF Chiu, Geng Yong, Brian Boyd, Yue Yang, Zhaoqi Wang, 6 Jianlong Li, Chencheng Gang, Raul P. Lejano, Daniel Stokols, Yanzhen Zhang, Ying Zhang, Inakwu Odeh, Jiaguo Qi and other economists were involved.

Economic-ecological research in the CIS countries was studied by foreign scientists such as Ananenkov, AG, Bronshtein AM, Gofman KG, Gomboev BO, Zalessky LB, Sadykova ES, sapieva OK, IVDolzhikova IV, somartova LV[1]

On the transition to a green economy in Uzbekistan and with small business issues, M. Botabayev, O. Umarov, AV Vahabov, Khajibakiev Sh.Kh., Toshmatov Sh.A. Scientists such as A. Gafarov, B. Ataniyazov, AEIshmukhamedov, S. Gulomov, I. Qayumova, T. Shodiev, Yu. Muhammedov, NMMahmudov, B. Khodiev, R. Kulmatov, U. Djanibekova, UP Umurzakov, AJ Toshboyev were involved .[2]

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Research Methodology

The methodology of scientific research is the dialectic method, and methods such as selective observation, comparison, and expert evaluation were used in the research process.

Analysis and Results

Environmental issues are a part of enterprise production or strategic planning (management), which includes identifying potential threats and opportunities for the enterprise, as well as comparing them with the strengths and weaknesses of the enterprise.

The SWOT analysis method used in this case (*Strength* - Strength, *Weakness* - Weakness, *Opportunity* - Opportunity, *Threat* - Threat) is a widely recognized approach that allows a joint study of the external and internal environment of the enterprise. By applying this method, it is possible to establish lines of communication between the strengths and weaknesses inherent in the organization and the external threats and opportunities. The SWOT methodology first involves identifying strengths and weaknesses, as well as threats and opportunities, and then establishing links between them, which can then be used to formulate an organization's strategy. The results of the analysis consist of creating a SWOT matrix (table 1.1).

Table 1.1 An example of a SWOT-analysis matrix for the environmental component of enterprise activity

Strengths	**Disadvantages**
1. **Environmentally friendly products.** 2. **Resource-saving production processes that do not harm the environment.**	1. **Products are not recycled.** 2. **Packaging materials, containers, etc. will not be processed.** 3. **"Dirty" production processes.**

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3. **The company's "green and clean" reputation.** 4. **Sincere care of the company's employees and management for environmental protection.** 5. **Creating a "clean" product through the opportunities provided by R&D**	4. **Hazardous production waste.** 5. **The enterprise has a reputation as a source of pollution.** 6. **Indifference of the company's employees and management to environmental issues**
Opportunities	**Threats**
1. **Access to new markets.** 2. **The opportunity to be the initiator of the offer of an environmentally friendly version of a traditional product.** 3. **To gain a reliable position in society by creating the image of a "green" enterprise in the future.** 4. **Improving the performance of suppliers and consumers by setting new environmental goals.** 5. **Reducing the level of resource consumption (for example, energy) and costs**	1. **Additional investments to comply with environmental legislation and, as a result, useless products.** 2. **More active intervention of the state in economic activity, strict regulation of the environment.** 3. **Struggle against groups of activists of the "Green" movement.** 4. **Taking the market share of competitors with the help of "green" goods.** 5. **The reputation of working in an enterprise that does not meet environmental requirements.** 6. **Uncertainty about medium-term survival**

Transforming the received new information into long-term plans and activities of the enterprise allows it to take advantage of emerging opportunities, determine ways to neutralize potential risks, use advantages and eliminate weaknesses.

Thus, environmental criteria are, or should be, an integral part of self-assessment, which ultimately forms a "green" business plan.

A business plan containing an advanced environmental strategy should ensure the environmental compliance of all enterprise production, as well as create conditions for planning, information and control services to pay equal attention to environmental, economic and financial issues.

A green business plan details the technologies, production processes and products required not only for production, but also for end use and disposal. The best option for a business plan is a combination of economic goals (minimum cost of production, maximum output, etc.) with minimal environmental damage.

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Today, in many particularly saturated markets, a "sustainable" brand is essential for selling products. Companies that are significant sources of pollution and do not comply with environmental regulations lose their markets, are condemned by the public and boycotted by consumers.

of the Church&Dwight company is evidenced by the fact that its products (deodorants, shampoos, skin care products) are placed on the market as environmentally friendly products under the *Amr&Natmer brand.* In particular, when advertising deodorants, the company for the first time emphasized that they do not harm the ozone layer of the atmosphere.

Church&Dzcight also offered a number of industrial products to protect the environment, such as the new non-toxic paint thinner used to restore the Statue of Liberty in 1986.

Over time , Church &Dzcight's hard-to-remove wastewater detergents, free of polyphosphate, a water pollutant, became the leader in the US market and the company's most profitable product, after which it began to offer other detergents and cleaning products. reputation stamps.

Thus, *the characteristics of Chwch & Dzoight products* allowed this relatively small company to compete with the largest chemical concerns.

Polyphosphates are still used in the majority of laundry detergents sold in Uzbekistan, but their use is legally restricted in the world, mainly in developed countries, and zeolites are used as one of the main components of laundry detergents, but recent studies show that zeolites a significant proportion of house dust, because they settle in the laundry during washing. In addition, modern washing machines are aimed at reducing water consumption, which leads to poor rinsing and an increase in the amount of detergent residues in the laundry. However, the development of alternative substitutes for polyphosphates and zeolites is already underway.

In general, consumers are very skeptical of advertising. When choosing them, they are often based on the results of checking the compliance of consumer products with environmental requirements, which is often reflected in the labeling of goods (in EU countries, this symbol is the "blue angel"). In addition, such information may be distributed in printed form, such as the US Council on Economic Priorities' newsletter "Buying Products to Make the World a Better Place" or the UK's "Green Lawyers Guide".

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Usually buyers - supporters of environmentally friendly products - refuse to buy the following products:

- harmful to the health of consumers and other people;
- causing significant damage to the environment during production, use and disposal;
- consumption of a large amount of energy in the process of production, use and disposal;
- leads to unnecessary waste due to excessive packaging or too short shelf life;
- made from wool, fur or meat of endangered species or brought from environmentally unfavorable places;
- related to animal cruelty;
- adversely affects other countries.

A marketing service that takes into account environmental issues in its activities, in addition to studying the terms of sale of the product itself, is obliged to pay special attention to the distribution channels of products: the organization of efficient recycling systems, as well as convenient systems for transporting and packaging ecological products . This service also has the task of developing a pricing policy and determining the market conditions for its "green" products.

The results of market research show that customers pay more for products that help protect the environment, although such products are not necessarily better than conventional products.

After developing goals and objectives, as well as research and development, an analysis of the company's existing products or products produced by its competitors is conducted. This analysis must necessarily begin with consideration of the environmental impact of the product throughout its life cycle. Previously, developers were limited to considering the active life of the product, and recently the entire product life cycle has become an integral part of design. The use of recycled materials and "clean technologies" is one of the most important requirements at all stages of a product's life cycle. Recycling should be considered at the product design stage.

Life cycle sustainability assessment is the process of quantifying the energy consumption, resources and environmental emissions produced by a product during its lifetime. It takes into account the environmental impact of logistics, production, packaging, distribution, use and disposal.

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In addition to environmental impact analysis, a cost-benefit analysis can be performed to determine the best use of materials. In the process of functional cost analysis, the purpose or value of each element of the product is determined, which leads to its simplification.

After developing several alternative product and technological solutions, it is necessary to check their satisfaction with the specification requirements.

After prototypes or batches are produced and tested in laboratories or pilot plants, the responsibility for implementing, evaluating, and monitoring product performance falls to the manufacturing organization or manufacturing department.[2]

Summary

In short, modern business is focused on environmental cleanliness. Compatibility, high demand, profitability and development prospects are the reasons why you should think about opening an eco-business or reorienting an existing business to an "eco" format.

The problem of ecology is one of the most important issues in the whole world. The popularization of the eco-movement has led to the emergence of "green" entrepreneurship, which benefits not only profit, but also the environment, society, and the planet. For many countries, the ecological direction has long become the norm, and in Uzbekistan it has just begun to develop.

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