Analysis of the external environment of the "7-autobus sarayi" branch of "TOSHSHAHARTRANSKHIZMAT" JSC

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Abstract: The basis of the strategic plan being developed for the development of public transport is necessarily the results of an effective analysis of the external and internal environment of the organization or enterprise. Because the analysis of the external and internal environment of public transport creates a clear understanding of the transport system and shows the main ways of development. Today, with the acceleration of urbanization and population growth, urban transportation systems are facing many challenges, including congestion, environmental issues, and increased passenger demand on the transportation system. In solving these problems, the external environment of public transport covers a wide range of factors, including economic, social, technological and environmental aspects that directly affect its operation and development.

Keywords: strategic planning, analyzing the internal and external environment, social approaches, sustainability, monitoring and evaluation, adaptation, SWOT analysis.

1. Introduction

It is appropriate to start the analysis of the external environment of public transport, including the "7-Bus Palace" enterprise, first of all by studying the policy of the Republic of Uzbekistan in the field of public transport.

The state policy aimed at the development of public transport of the Republic of Uzbekistan can be divided into the following main directions based on the work being carried out.

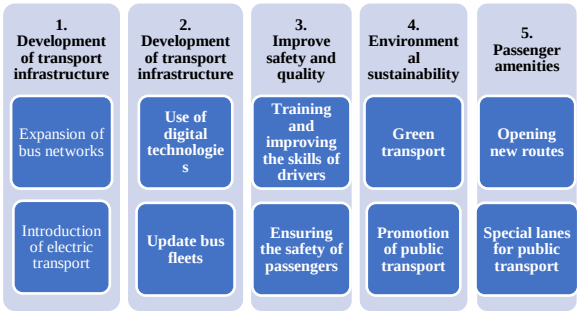

Fig. 1. The main directions of public transport policy in the Republic of Uzbekistan

At the same time, there are more than 100 decisions of the Cabinet of Ministers of the Republic of Uzbekistan aimed at improving the public transport system, as well as orders and orders of the Ministry of Transport of the Republic of Uzbekistan aimed at establishing licensing, operational requirements, technical norms and standards in the field of passenger transportation. Issues of public transport in Uzbekistan are regulated both at the level of national laws and by decisions of the Cabinet of Ministers and documents of local authorities. Summing up from the above points, it can be said that the state policy in the field of public transport is aimed at the development of public transport. Because, on the basis of the accepted normative and legal documents, the following tasks are defined [1]:

1. Development of transport infrastructure: Construction of new roads, bridges and transport nodes and modernization of existing infrastructure.

2. Ensuring safety: To ensure the safety of passengers and drivers in public transport, strengthening control systems.

3. Environmental sustainability: Introduction of environmentally friendly vehicles (electric buses) and use of harmless energy sources.

4. Quality service: improving the quality of public transport services, creating amenities for passengers, monitoring the technical condition of vehicles.

5. Introduction of digital technologies: Introduction of digital technologies in public transport, implementation of passenger-friendly mobile applications and electronic payment systems.

6. Renewal of the transport fleet: replacement of old vehicles with modern and economical ones.

7. Fuel and energy efficiency: Increasing the fuel and energy efficiency of vehicles, organizing the necessary maintenance.

8. Support of local manufacturers: Support of local vehicle manufacturers and development of their products.

For strategic planning of public transport, the service city plan and its scale are one of the most important indicators. Because there are residential, commercial, industrial and recreational areas in the city [2]. At the same time, in order to meet the social needs of the population living in the urban area, such as education, health care, public places, entertainment places, there is a demand for movement among the population. In meeting these requirements, the location of these areas has a great impact on the optimal organization of public transport.

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2. Methodology

The largest district of Tashkent is Mirzo Ulugbek district, its area is 59.42 km2, 318 thousand people live there. It ranks 4th among districts in terms of population. The district with the largest population is Olmozor district, with a population of 390,000 people and an area of 33.79 km2. It occupies the 6th place among districts by area. As can be seen from figure 1, the districts of Tashkent city have an uneven distribution in terms of territory and population. If the population density is observed in the districts of Tashkent city, the lowest indicator (fig. 2) corresponds to Bektemir district (1.7 people/km2), and the highest indicator corresponds to Shaikhontohur district (13.2 people/km2). Bektemir district is one of the farthest districts from the city center [3]. The population density of the city of Tashkent is 6.7 people/km2.

There are more than 4,000 streets in Tashkent, the length of which is 5,900 km, of which 462 km are highways, 445 km are main streets, 464 km are main streets, 1,481 km are ring streets, 145 km are streets in industrial areas, and 145 km are local important streets - 2,896 kilometers.

In such a situation, the organization of transportation in Oman, including the organization of public transport, creates its own difficulties. Therefore, the organization of passenger transport in Tashkent city by public transport, including buses, has its own characteristics and constitutes a complex system[4].

The improvement of the passenger transport system also depends on the investments made in the service area. Because the investments are aimed at improving the city's infrastructure. This allows the passenger flow to form[5,6]. If we analyze the state of capital investments in Tashkent city, we can see a 14-fold increase in 2023 compared to 2013 (fig.2).

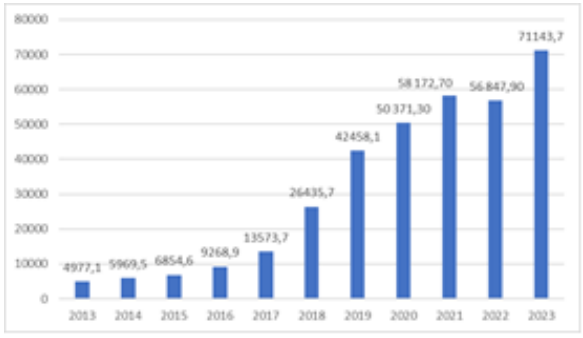

Fig. 2. Investments in fixed capital (billion soums)

The volume of passenger traffic is primarily influenced by the number of people living in that area. The increase in the number of permanent residents of the city of Tashkent and the number of daily passengers entering the city in recent years also increases the demand for public transport services. In 2014, the permanent population of Tashkent city was 2.3 million. people, by the end of 2023 it will reach 3 million. formed a person [8,14].

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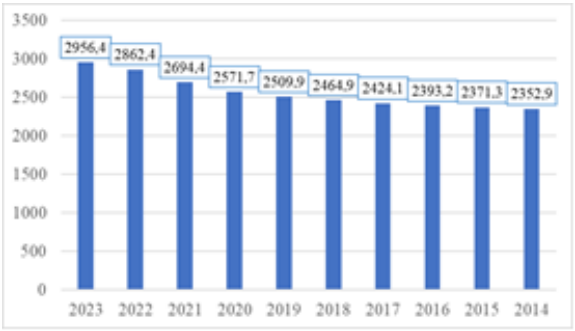

Fig. 3. The dynamics of changes in the population of Tashkent city (thousands of people)

The daily socially active population reached 2.2 million in 2023. In addition, the number of daily socially active population entering from other regions will be approximately 1.6 million by the end of 2023. established a person. As a result, 3.8 mln. there is a socially active layer of the population that moves daily. Indicators that create a socially active population layer are the average salary of the population and the volume of total income per capita[11]. It is known that the generation of funds in excess of the primary needs of the population causes the population to meet additional needs (for example, visiting entertainment venues). The average monthly salary of the residents of Tashkent was 1162295.6 soums in 2013, by 2023 it will be 8060422.9 soums, the difference between them is 6898127.3 soums. We can see the dynamics of changes in the average monthly salary and total income per capita of the population of Tashkent in the period from 2013 to 2023 in the figure below[7].

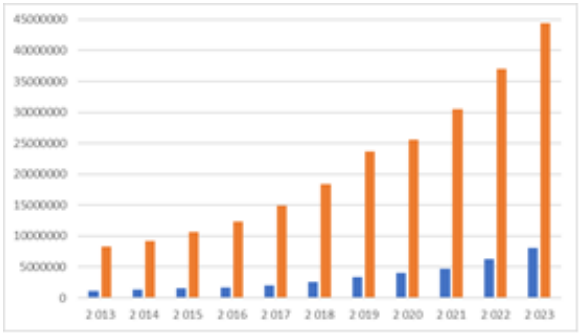

Fig. 4. Income dynamics of residents of Tashkent city

If we analyze the population of Tashkent by age group, it can be seen that in 2023 there will be a large number of people aged 8 to 15 and 40 to 49.

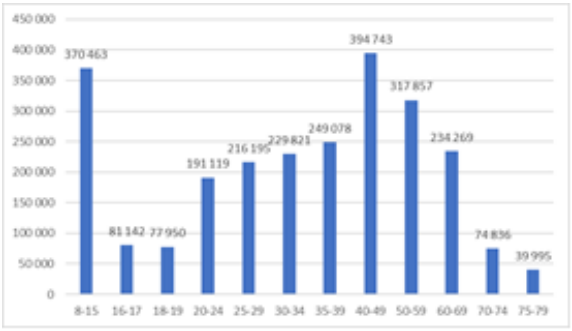

Fig. 5. The population of the city of Tashkent in the age group (2023)

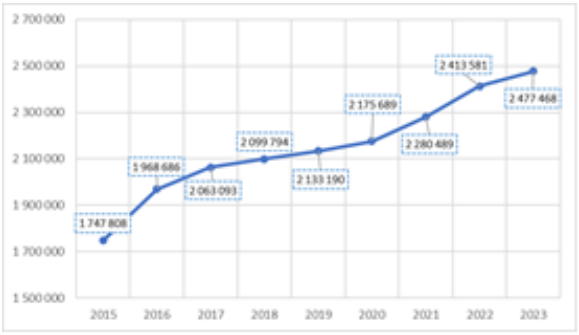

Fig. 6. The dynamics of change of the population of Tashkent from 8 to 80 years

As you can see from the picture, the number of people who need transport increased by 41.7% in the last 9 years. The analysis of the level of use of vehicles by this population shows that 65% of the population use private vehicles, 14% use buses, and 13% use metro services.

3. Results

The data presented above shows that the number of socially active population increases and more than two million people use private vehicles, indicating that there is an opportunity to attract even more consumers as a result of the correct organization of strategic planning by the organizers of public transport t[9].

As we mentioned above, there are more than 4,000 streets in the city of Tashkent (total length of 5,900 km), 3.8 mln. there is a socially active population that moves daily. There are many objects that create the mobility of this population, including 107,082 enterprises and organizations of various types in the city of Tashkent. This shows that people visit these objects for work, study, shopping and recreation purposes, the mobility of the population and its need for transport are high.

The presence of such a large number of enterprises and organizations creates another problem, which negatively affects the infrastructure of the city, traffic. According to the traffic map, "dark red" when driving at a speed of less than 10 kilometers per hour, "red" when traveling at a speed of 10-25 kilometers per hour, "yellow" when traveling at a speed of 25-45 kilometers per hour, and when traveling at a speed of more than 45 kilometers per hour, is represented by "green". With this in mind, only red and dark red paths were analyzed [10]. The results of the evaluation show that the total length of roads with high traffic in Tashkent today is more than 120 kilometers. Taking into account that workplaces are in the city center, and residences are on the outskirts of the city, it takes an average of 30-35 minutes between 08:00 and 10:00 in the morning to travel 10 km. According to "Yandex map" data, the traffic in the 10-point system is increasing to the maximum level during peak hours of the day. Public transport in Tashkent includes metro, buses, routed taxis (minibuses) and non-routed taxis.

Currently, 12 bus stations operate 165 routes in Tashkent. These routes start their first flight at 5:00 AM, and the last flight at 11:44 PM. Currently, the average daily travel time of buses from the first stop to the last stop is 52.8 minutes, and the average travel distance is 18.9 km. A total of 2113 buses and 322 electric buses are operating on route 165a[12,13].

Today, 446 minibuses operate on 73 routes. Average daily distance is 15.98 km. The direction of taxis does not have a fixed time schedule, they move according to the flow of passengers. There are taxis without directions, 10,212 taxis have been established, and there are also those operating informally. The price of this type of service is negotiated with the passengers, the prices depend on the distance and part of the day, the time of movement is determined based on the passenger's order[14].

As of May 2023, the total length of the Tashkent metro is 67.2 km, the number of roads is 4, and the number of stations is 50. The metro connects 140 routes with 9 branch stations, 27 intermediate stations, repeats 42 bus routes. Today, there are 256 wagons in 64 trains operating in the Tashkent metro.

4. Conclusion

Based on the results of the above analysis, we consider it appropriate to schematically present M. Porter's five power models. Because using M. Porter's "Five Forces" model, it is possible to identify the strengths and weaknesses of bus transport in urban transport and to develop strategies to increase competitiveness and improve passenger service (fig. 7).

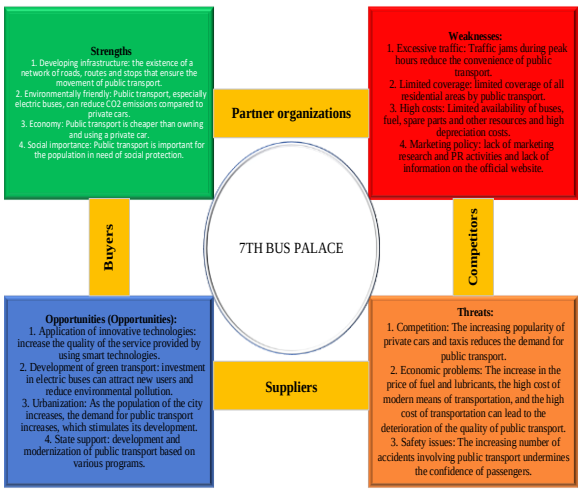

Fig. 7. M. Porter's "Five Forces" model (Source: compiled by the author)

It should also be noted that public transport, including buses, is regulated by the state, unlike other sectors of the passenger transport sector, price restrictions, along with significantly limiting opportunities in competition, create

significant obstacles in the renewal of the main production funds and optimization of the enterprise's commercial activity. reduces the possibility of the process. In conclusion, it can be said that M. Porter's "Five Forces" model, formed on the basis of the company's strengths, weaknesses, opportunities and expected risks based on the traditions of the company, as well as the historical aspects of its development, improves the strategic planning system in the organization engaged in bus passenger transportation.

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