

Секція 2. **ІННОВАЦІЙНІ ПІДХОДИ ТА КРЕАТИВНІ  
РІШЕННЯ У ФОРМУВАННІ ТЕХНІЧНОГО  
ОСНАЩЕННЯ ПІДПРИЄМСТВ  
ГОТЕЛЬНО-РЕСТОРАННОЇ ІНДУСТРІЇ**

**ACTIVITIES OF «HAZAR» BUSINESS ENTITY AS AN EXAMPLE  
OF EFFECTIVE MANAGEMENT IN TURKMENISTAN**

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Turkmenistan is one of the five Central Asian countries, with the second largest area (491,210 km<sup>2</sup>). It is located in the southwestern part of the region in the area of the desert, to the north ridge Kopet-dag Turkmen-Khorasan mountain system, between the Caspian Sea in the west and the Amu Darya River in the East. Turkmenistan borders with the Republic of Kazakhstan in the north, in the north-east and east – with the Republic of Uzbekistan, in the south-east – with Afghanistan, in the south – with the Islamic Republic of Iran, in the west of its natural border is the Caspian Sea. Sharply continental and extremely dry climate is characteristic for Turkmenistan.

Turkmenistan develops its own model of transition from a centrally planned economy to a market economy. In its efforts to integrate into the global economy, Turkmenistan is consistently expanding its involvement in international relations. In January 2013 in accordance with the instructions of the President of Turkmenistan, the country's government established a commission to study the issues related to Turkmenistan accession to the World Trade Organization and relevant negotiations.

National foreign economic policies, organizational and institutional framework of foreign economic relations are formed. In 2014, over 100 countries in the world are among the commercial partners of Turkmenistan. The largest share in the foreign trade of the country takes the countries of Asia and Europe.

Mineral resources, in particular – hydrocarbon resources, gas, and oil are the basis for the development of industry of Turkmenistan. Along with the fuel and energy complex, the most rapidly developing are processing industries such as oil refining, chemical, petrochemical, engineering and metalworking, light (especially textiles), food industry and others.

Cotton and grain are strategic industries in the agricultural sector. For the years of independence of Turkmenistan ensured food and economic security of the country.

Speaking about the prospects of increasing the share of agricultural sector in the export potential of the country, Turkmenistan has become one of self-sufficient countries in the production of wheat, staple food, in the result of implementing its comprehensive program of economic security. Moreover, in 2011 Turkmenistan began exporting food grains for the first time in its history.

As for agro-processing and food industry, the main focus is on the construction of new, conforming modern requirements, flour and cattle-breeding complexes, greenhouses, factories, where a wide range of products – bread, pasta, meat and dairy products of different varieties of vegetable oil, cheeses, sausages – are produced.

There is a fundamentally important point in modern competitive market in Turkmenistan: the consumers should associate the manufactured products are with environmental friendliness. This is achieved due to the application of contemporary technologies, implementation of global standards and a rigid control system.

«Hazar» business entity, which produces a wide range of different pastries, is an example of such enterprise. Today the company is the largest manufacturer of confectionery products in Turkmenistan.

«Hazar» was founded in 2000 as an economic society. It received its name in honor of the highest peak of the Kopet Dag mountain range.

The company produces a wide range of products: 39 kinds of cookies (both shortbread and spritz and protracted, which contains less fat and sugar), 11 kinds of wafers (with chocolate-milk filling, orange and strawberry filling, coated with chocolate or roasted peanuts coconut), 36 kinds of candies, 10 kinds of marmalade, 7 kinds of sweets.

«Hazar» business entity adheres to the principle: “high quality products at affordable prices”. Thus, we have achieved popularity among a wide range of the population. The main efforts of the company are aimed at further satisfaction of the increasing demands for quality products.

The share of the company is more than 70% of the products sold in Turkmenistan, and 30% are sold abroad.

In its production activities, «Hazar» business entity is constantly increasing its capacity through the acquisition of new product lines both of well-known European brands, and additional elements for the existing ones, which allows diversify confectionery products, improving their quality and extending the assortment.

«Hazar» business entity has been assessed and certified as the company meeting the requirements of ISO 9001: 2008.