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ELSEVIER



SRN
Societal Research Network

Universal
Impact Factor



SWOT-ANALYSIS OF LEASING SERVICES MARKET DEVELOPMENT IN THE REPUBLIC OF KARAKALPAKSTAN

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According to our research, when analyzing the state of any socio-economic process, object or subject in depth, it is advisable to use other methods of analysis in addition to traditional methods of analysis. In particular, in this paper we have considered the current strengths, advantages, weaknesses, as well as opportunities and threats of the leasing services market of the Republic of Karakalpakstan with the help of SWOT-analysis. Further we present the results of SWOT-analysis of the leasing services market, taking into account the important scientific and practical significance in the development and implementation of appropriate measures, regional programs for the development of the leasing services market in the Republic of Kazakhstan. Karakalpakstan, as well as in all regions of our republic (see Table 1).

Table 1
SWOT-analysis of leasing services market development in the Republic of Karakalpakstan

STRENGTHS	WEAKNESSES
- Timely delivery of leased items to lessees. - Diversification of leasing objects - Appearance of new and powerful lessors on the market. - Having own production and service area. - Strong advertising and consulting.	- Dominance of agricultural machinery segment in LXBs - very few leasing companies - priority of commercial banks mainly to credit operations - lack of solvent lessees - limited financial resources of lessors - lack of sufficient information on leasing, etc.
POSSIBILITIES	THREATS
- LXB prioritization by the government or introduction of new regulations to stimulate the sector - Increase the number of landlords in the regional LXB market - Attract more paying tenant customers. - Many segments of the LXB market are - Unused or empty - Microleasing of individuals - opportunity to expand services	- Rising rates and interest rates - Tax increases and the market - Changes in business conditions - In other regions or abroad - Growth of competitors' positions in the market - For foreign exchange and leasing operations - exchange rate volatility - Changes in legislation - "Nausea" of partners or - various "games", disagreements

According to him, the strengths of LXB development are, first of all, timely delivery of leased objects to lessees and diversification, appearance on the market of new and powerful lessors with their own production and service facilities, strong advertising and consulting.

The weaknesses of LXB development include dominance of the agricultural machinery segment in the market, very few leasing companies, priority given by commercial banks to credit operations, small number of solvent lessees, limited financial resources of lessors, lack of sufficient information on leasing.

As opportunities for LXB development, the government will prioritize LXB or introduce new standards that will stimulate the industry, increase the number of lessors in the regional LXB market, attract more paying organizations and customers, the untapped or empty nature of many segments. LXBB, the expansion of microleasing services for individuals, we can highlight such an opportunity.

In turn, factors that threaten the development of LXB include rising prices and interest rates, rising taxes and changing market conditions, strengthening market positions of other regions or foreign competitors, and currency volatility. on foreign exchange leasing transactions, changes in legislation, partner "illnesses" or various "games" are allowed to disagree.

In conclusion, we believe that it is possible to ensure prosperity of LXB in the Republic of Karakalpakstan on the basis of elimination of LXB's weaknesses and threats listed in our SWOT-analysis, as well as full utilization of its strengths and opportunities.