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ON THE FEASIBILITY OF THE FORMATION OF CULTURE COLLECTIVES OF ENTERPRISES FOR EFFECTIVE RESULTS MAKING DIGITAL PRODUCTION OF IMPORT-SUBSTITUTING PRODUCTS FOR CONSUMERS IN THE REGIONS OF SFD AND NCFD (message 3)

Abstract: *the authors considered that the range of products of mass demand in the USSR was not great, but the quality of consumer goods satisfied and allowed the manufacturer to solve its problems. Departure from the standards of production developed in the USSR allowed to expand significantly the range of goods, at the cost of quality loss. Increasingly, in stores and advertising there are Soviet brands that were not in the USSR them, as ordinary products. The wide use of digital production, built on the basis of physical impact on the object and requires a standardized reality of quality, will be able to bring the situation out of the impasse. History known as the history of quality management, essentially there is a history of standardization of production, concretization of quality into sample production.*

Key words: *production management, technical management, standardization, digital production, identified and production management, consumer, commodity, assortment, quality, economic development.*

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Introduction

Each company is unique in its business model, its value chain, for the consumer, its production culture, the construction of which involves the implementation of 25 steps, namely:

1. Change the old consciousness.
2. Violate the usual standards of thinking, management, organization of production.
3. To provide each employee with care, protection and opportunities for fruitful work and development.
4. Production culture is a single complex.
5. A Manager is a leader, a system designer, acting in partnership with employees.
6. Transition to system management.
7. There are goals - you need to "deploy" them.
8. It is necessary that the team worked meaningfully and with pleasure
9. A high standard of work with the consumer
10. Create an attractive production, economic and social environment
11. Infect others with your experience
12. Teach the team to think.
13. Create a structure and jobs for specific people.
14. To build a strategic dialogue.
15. Training as a form of teamwork.
16. To manage talent, it means you can manage all.
17. Give more than you need.
18. In the first place – the staff, the second – a business partner, and only then – profit.
19. To anticipate the needs of the customer.
20. Create an effective knowledge management system.
21. Be the inspirer of the business process.
22. Bring the idea to a specific result.
23. Verified gradual growth.
24. We must be open and honest with our Partners and share our experience so that we can be successful together.
25. To make the global world kinder and warmer.

Let not everything turns out at once and quickly, as we would not want it. But the main thing is to verify the path, take the first step, followed by the second, third, after which a whole chain of steps will necessarily appear, turning into a reliable road, which is called "building a culture of production at light industry enterprises".

Main part

There is no enterprise that does not have an external environment and is not in a state of constant interaction with it. Any enterprise needs regular receipt of initial products from the external environment to ensure its life. At the same time, each enterprise should give something to the external environment as compensation for its existence. As soon as the connection with the external environment is broken, the company dies. In recent years, due to the increasing complexity and competition, as well as a sharp acceleration of the processes of change in the environment, enterprises are increasingly forced to pay attention to the interaction with the environment, increasingly develop the ability to adapt to changes in the environment.

The key role in the development and implementation of the policy of interaction between the enterprise and the environment is played by management, especially its upper level. Questions of long-term strategy of interaction of the enterprise with the environment become the cornerstone of construction of all processes of management. Management no longer deals only with internal issues of the enterprise. Equally, and perhaps more, his gaze directed beyond the enterprise. Management tries to build effective interaction of the enterprise with the environment not only by influencing the processes taking place in the enterprise, but also by influencing the environment.

Strategic management, which solves these problems, comes to the fore in the complex of enterprise management processes. The external environment of the enterprise, the state of interaction with which is determined mainly by the quality of its management, can be represented in the form of two spheres.

The first sphere is the General external environment of the enterprise. This external environment reflects the state of society, its economy, the natural environment and is not directly related to a particular enterprise. The overall external environment is more or less the same for the vast majority of enterprises.

The second area is the so-called direct business environment of the enterprise. This environment is formed by such subjects of the environment, which are directly related or directly affect the activities of this particular enterprise. It is important to emphasize that the company, in turn, can directly affect them.

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The overall external environment is influenced by political, legal, socio-cultural, economic, technological, national and international processes, as well as environmental management processes.

The immediate business environment of the enterprise is created by buyers, suppliers, competitors, business partners, as well as regulatory services and organizations such as administrative authorities, business associations, trade unions, etc.

Managing the processes of interaction between the enterprise and the environment, management is faced with a number of serious problems caused by uncertainty in the state of the environment. In this regard, one of the most difficult tasks facing the management is to reduce the uncertainty of the company's position in the environment. This is achieved through the development of its adaptability to the external environment and the establishment of broad links with the environment, allowing the company to organically fit into the environment.[1]

Depending on how the company is adaptive to changes in the environment, there are two types of enterprise management:

1) mechanistic type of control; 2) organic type of control.

The mechanistic type of enterprise management is characterized by a set of the following characteristics:

- - conservative, inflexible structure;
- - clearly defined, standardized and sustainable objectives;
- - resistance to change;
- - power derives from hierarchical levels within the organization and from position within the organization;
- - hierarchical control system;
- - command type of communication going from top to bottom;
- - the content of communications is mainly orders, instructions and management decisions.

Organic type of enterprise management is characterized by:

- - flexible structure;
- - dynamic, not rigidly defined tasks;
- - readiness for change;
- - power is based on knowledge and experience;
- - self-control and control of colleagues;
- - multidirectional communication (vertical, horizontal, diagonal, etc.);
- - the content of communications are information and advice.

Each of these types has certain advantages.

Accordingly, each of these types can be given a certain preference depending on the nature of the environment and the level of uncertainty. If the environment is dynamic, if the level of uncertainty is high, the organic type of enterprise management is more effective. If the environment is stable and

uncertainty is low, preference may be given to the mechanical type of control.

Development of views on management: "one-dimensional" and "synthetic" teachings:

Starting to analyze the development of the doctrine of management, it should be remembered that the main task of management is to coordinate the efforts of all elements of the enterprise in the implementation of the success of its functioning.

It is useful to pay attention to the structure of the internal environment of the organization, highlighting elements such as goals, personnel, tasks, technology and structure.

It is necessary to remember about the presence of the external environment of the enterprise, clearly understanding that it opens access to resources and thus determines the possibility of its existence.

It is fatal to forget that "man thinks because he does." And, although the thought itself is not subject to time, its materialization is carried out in time and space and, most importantly, requires energy.

In other words, the development of thought is really possible only with the experience of its implementation.

Management practices are as old as the enterprise. On clay tablets Dating from the third Millennium BC, recorded information about commercial transactions and the laws of ancient Sumeria.

We will keep in mind that the Task is a goal in specific conditions. A task (task) is a prescribed work, series of works or part of a work that must be performed in a predetermined manner within a predetermined time frame. Tasks are assigned to a position, not to an employee.

Views on management developed as social relations developed, production technology improved, new means of communication and information processing appeared. However, management thought has always marked a milestone, from which there were broad changes in the practice of management.

Management thought is constantly drawn to the sphere of collective activity or management. If the first to distinguish subject and object plans, you get three areas of focus and exploration: tasks, people, and management activities. For the initial stage of development of the science of management was characterized by the emphasis on one of them (one-dimensional teachings), in the subsequent coverage of the number of factors studied increased (multidimensional, synthetic teachings).

To date, these two groups of important approaches are sufficiently developed and represent a jointly systemically defined science of management.

"One-dimensional" management teachings

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Among the most notable teachings of this group are: scientific management, behavioral studies and organizational theories.

The founder and main developer of the ideas of scientific management is Frederick Taylor (1856 – 1915). Starting with the worker, he went through all levels of the hierarchy to the chief engineer in the steel company. Taylor was an engineer, so it was perfectly natural for him (within the paradigm of his time) to look at human control as machine control. Based on the mechanistic understanding of the essence of human activity, his place in the organization, Taylor saw the solution to the problem of success of the enterprise in the rationalization of labor operations. Because for him the original was the study of the problem. At the same time, he believed that workers by their nature are lazy and can work well, at best, with economic stimulation. And therefore - managers have to think, and workers to work.

The basic principles of Taylor's scientific management are as follows:

- development of optimal methods and techniques for the implementation of work on the basis of scientific study of the time spent on individual operations;
- absolute adherence to scientifically sound standards and norms;
- selection, training and placement of workers on those jobs and tasks where they, realizing their abilities, can give the greatest return;
- pay by results of work (the greater the specific result, the greater the pay);
- use of functional administrators who carry out standard control in specialized areas;
- maintaining friendly relations between workers and managers in order to implement scientific management.

Without weakening attention to the scientific organization of labor, in the 20 - 30 years of the last century drew attention to the fact that labor productivity depends significantly on the social conditions in the organization, and can be significantly increased if working groups in the process of joint activities create special relationships - with signs of collectivism. The transfer of the center of gravity in management from tasks to people gave rise to the development of various behavioral theories of management[1].

So, Walter dill Scott advocated that managers should look not only through the prism of their economic interests, but also - social, recognizing their merits. Marie Parker Follet believed that a Manager should abandon formal interactions with workers, be a leader recognized by workers, and not relying on official power. Her interpretation of management as "the art of achieving results through the actions of others" focused on flexibility and harmony in the relationship between managers and

workers, based on the situation, rather than relying on functional prescriptions.

Abraham Maslow made a huge contribution to the development of the behavioral direction in the management. According to Maslow's teaching, a person has a complex structure of hierarchically arranged needs, and management in accordance with this should be conducted on the basis of identifying the needs of the worker and using appropriate methods of motivation.

The concrete opposition of the scientific direction and behavioral concepts in the form of their theoretical generalization is reflected in the theories of "X" and "Y" of Douglas Mcgrigor . There are two types of management, reflecting basically two diametrically opposed views of workers.

For enterprises of type "X" the following conceptual prerequisites are typical:

- the average person has an inherited dislike for work and tries to work;
- because of the reluctance of a person to work only by coercion, by means of orders, control and threats of punishment can be encouraged to ensure that he exercised the necessary action and expend reasonable effort to achieve their enterprise objectives;
- the average person prefers to be managed, tries not to take responsibility, has relatively low ambitions and wants to be in a safe situation.

For enterprises of type "Y" are characterized by the following prerequisites:

- the expression of physical and emotional effort at work is as natural to a person as it is during play or rest. External control and the threat of punishment are not the only means of inducing a person to work. The person in the activity is guided by a certain set of the values acquired in the course of education, carrying out self-control and self-condemnation;
- responsibility and obligations towards the objectives of the organization depend on the remuneration received for the results of work. The most important reward is the one that is associated with meeting the needs for self-expression and self-actualization;
- an ordinary person, raised in a certain way, is not only ready to take responsibility, but even strives for it.

At the same time, Mcgrigor stressed that many people have a willingness to use their experience, knowledge and imagination in solving the problems of the enterprise. However, modern industrial society makes little use of the intellectual potential of the average person.

If, caring about the success of the enterprise, Taylor focused on how best to perform the task, exploring the operations and functions, Mayo and behaviorists looking for answers to the same

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questions, referring to the nature of relations in the team, to the motives of human activity, the Faol tried to approach the problem from the perspective of improving the management.

Henri fayol (1841 – 1925) almost all his adult life (58 years) worked in the French company for the processing of coal and iron ore. He believed, based on personal experience, that with the proper organization of their work, each Manager can succeed.

Considering the enterprise as a single organism, fayol believed that any business organization is characterized by the presence of six specific activities or functions:[1]

- technical activities (production);
- commercial activities (procurement. Sales and exchange);
- financial activities (search and optimal use of capital);
- security activities (protection of corporate property);
- accounting (analysis, accounting, statistics);
- management (planning, organization, administration, coordination and control).

Having separated management into an independent activity and giving it five specific functions (planning, organization, administration, coordination and control), fayol developed fourteen principles of management, which he himself followed in his practice and on which, in his opinion, the success of management depends:

- Division of labor (improves skills and level of performance of work).
- Power (the right to give commands and be responsible for the results).
- Discipline (a clear and clear understanding between workers and managers, based on respect for the rules and agreements existing in the enterprise is mainly the result of management capabilities).
- Unity of administration (orders from only one Manager and accountability to only one Manager).
- Unity of leadership (one leader and one plan for each set of actions to achieve some common goals).
- Subordination of individual interests to the common interests (the Manager should seek by personal example and strict but fair management to ensure that the interests of individuals, groups and units do not prevail over the interests of the enterprise as a whole).
- Employee compensation (payment should reflect the state of the enterprise and encourage people to work with efficiency).
- Centralization (the level of centralization and decentralization should depend on the situation and be chosen to produce better results).
- Chains of interaction (clear construction of chains of following commands from management to subordinates).

- Order (everyone should know their place in the enterprise).

- Equality (workers should be treated fairly and kindly).

- Staff stability (staff should be in a stable situation).

- Initiative (managers should encourage subordinates to come up with ideas).

- Corporate spirit (to create a spirit of unity and joint action, to develop a team form of work).

While affirming the universality of the principles formulated, fayol stressed the need for flexibility in their application, given the situation in which the office is managed.[1]

Undoubtedly, the German lawyer and sociologist Max Weber (1864 – 1920), who developed the theory of bureaucratic construction of the enterprise and the management system in particular, made a huge contribution to the development of management thought.

Weber believed that a bureaucratic system should ensure that an enterprise operates like a machine, guaranteeing speed, accuracy, order, certainty, continuity and predictability.

According to Weber, the main principles of the enterprise construction ensuring these qualities should be the following:

- division of labour based on functional specialization;
- a well-defined hierarchical power distribution system;
- a system of rules and regulations governing the rights and obligations of employees;
- system of rules and procedures of conduct in specific situations;
- lack of personality in interpersonal relationships;
- admission to the enterprise based on the competence and needs of the enterprise;
- promotion based on the competence and broad knowledge of enterprises that come with seniority;
- strategy for lifetime employment;
- a clear career system ensuring upward movement for skilled workers;
- management of administrative activities consists in the development and establishment of detailed written instructions in enterprises.

"Synthetic" doctrine of management.

For "synthetic" doctrines the view of management as on the multidimensional, complex and changing phenomenon connected by a set of communications with internal and external environment of the enterprise is characteristic. The first successes of this understanding of management took shape as a systematic approach to the enterprise. The possibility of deep penetration into the system of internal and external relations and

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multivariate analysis of both the object and the subject of management activities was opened.

Undoubtedly, one of the most prominent theorists of our time in the field of system view of management should be considered Peter Draker. The center of Draker's ideas about management is a systematic teaching about management as a professional activity and about the Manager as a profession. This made it possible to organize the study of management in educational institutions and to open the training of managers.

One of the most famous theoretical propositions put forward by Draker is his concept of management by goals. Draker's idea that management should begin with the development of goals and then move on to the formation of functions, systems of interaction and process, radically changed the logic of management.

Among the "synthetic" drills on the management of a significant place is occupied by the situational theory. Situational theories provide guidance on how to manage specific situations. A step-by-step problem-solving algorithm is recommended. First, it is necessary to carefully analyze the specific situation, highlighting what requirements the situation imposes on the enterprise and what is characteristic of the situation. Secondly, an appropriate management approach should be chosen. Thirdly, management must create the capacity in the enterprise and the necessary flexibility to move to a new management style appropriate to the situation. Fourthly, the office should make appropriate changes to adapt to the situation.

One of the most popular system concepts of management is the theory of "7-S", developed in the 80-ies. (USA). It was observed that an effective organization is generally formed on the basis of seven interrelated components, each of which needs to be modified accordingly to the other six. These key components are as follows:

- strategy – plans and directions of actions that determine the allocation of resources, fixing the circumstances for the implementation of certain actions in time to achieve the goals;
- structure – the internal composition of the enterprise, reflecting the mutual position of organizational units, the hierarchical subordination of these units and the distribution of power between them;
 - systems – procedures and routine processes taking place at the enterprise;
 - staff – key personnel groups existing in the enterprise and characterized by age, sex, education, etc.;
 - style – the way managers manage an enterprise, including organizational culture;
 - qualification – distinctive capabilities of key people in the enterprise;

- shared values – the meaning and content of the main activities that the company brings to its members.

In 1981, the American Hive Ouchi, on the basis of Japanese management experience put forward the theory of "Z", as if complementing and developing the ideas of Mcgrigor and leveling the position of situational theories. The starting point of the concept of Ochi is the provision that the person – is the basis of any enterprise and it primarily depends on the success of the enterprise. On this basis, Ouchi formulated the basic provisions and rules of effective management of people.

The ideas of the theory of "Z" in a compressed form are as follows:

- long-term recruitment;
- group decision-making;
- individual responsibility;
- slow differentiated assessment of personnel and their moderate step-by-step promotion;
- indirect, informal control by clear and formalized methods;
- non-specialized career;
- comprehensive care of employees.

This review of the management teachings shows that the practice constantly highlights new and new problematic facets of the management of joint activities that arise with its progressive development. Science, in turn, timely and effectively responds to the needs of practice, while putting forward a kind of guidance, very useful for practitioners, so directed four-step model of success, namely:[5]

1. Decide what you want (formulate and set a goal for yourself).
2. Do something.
3. See what happens.
4. If necessary – change the approach until you achieve the desired.

To set the right goals means to be able to "formulate the result correctly."

Basic principles of formation and choice of the purposes:

1. Choose goals that deserve to be achieved.
2. Choose a goal that you can achieve on their own.
3. Formulate your goal in affirmative terms.
4. Express your goal accurately, in sensory categories.
5. Relate your goal to the context (situation).
6. Soberly assess the consequences of achieving your goal.

The subconscious mind plays an important role in everything we do. Business and organizational methods for achieving the objectives (formalized) are usually omitted this factor. The same applies to individual goals, chosen in a logical, systematic way, the "left hemisphere".

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To think in the affirmative is the principle of the correct formulation of the result.

Regretfully, usually focus on trying to avoid the unwanted instead of thinking about the desired and achieve the desired. They have formed an "aggressive-defensive", "denying" character instead of "asserting". In the end, the "denying person" experiences the scenario that he would like to avoid, because it is he who is fixed strategically and implemented. We can call such a system of "avoidance" prudence, realism, prudence and so on. It is most effective in achieving internal goals, but when it comes to conscious goals "...?.."it often leads to incomprehensible at first glance blunders. Therefore, the first principle of a correctly formulated result States: "I Express my goal in affirmative terms."

Principles of balanced self-renewal

Perhaps we have begun to understand that if we want to change something, we have to start with ourselves. And in order to change ourselves effectively, we must first change our perception.

The principles of NLP (neuro-linguistic programming) involve taking into account all four dimensions. This means that we must regularly and consistently develop them in the most reasonable and balanced way. Spending time on self-renewal requires us to take initiative.

Effective skills are well-understood principles and behaviors. To turn something in your life into a skill, you need three components: Knowledge, Skill, Desire.

Knowledge is a theoretical paradigm that determines what to do and why. Skill determines how to do. And desire is motivation – I want to do.

In traditional for our case the scheme of formation of the range the differentiation based on classification of footwear on three signs was put:

- purpose (household; special);
- sex and age (basis - GOST 3927-88. Shoe pads – booties, for toddlers, children, preschool, for school girls, girls, for school boys, boys, women, men);
- operating conditions (occupation, seasonality, climate zone).

Based on other sources, shoes for their purpose can be divided into household (everyday, model, home) and special (production, sports, orthopedic, medical).

However, this division of the range has a number of significant drawbacks. It does not identify populations with different styles, standards of living and taste preferences. The division by sex and age implied different anthropometric characteristics of consumers depending on age and sex, but did not take into account age differences in lifestyle and priorities of needs.

The needs of the population in goods are laid historically. They are determined by the level of

development of social production, well-being and culture of society and can change over ti

Characteristics of the range includes such a thing as mobility. According to the definition of marketing mobility – urgent execution of decisions, research in a strictly defined time frame.

Application of the term "mobility" in relation to the Shoe range is the rapid changeability of models of the range, depending on market conditions and consumer requirements for shoes.

Each era is characterized by adherence to certain tectonic forms, color, scale, proportions, etc. This stable character of formal means of artistic expression is called the style of the era. Under the style of art is understood historically established stable community of figurative system of means and methods of artistic expression, due to the unity of the ideological content of the art of the era. The main condition for the formation of style – the unity of attitude and means of expression. The factors influencing the formation of style include: [1]

- socio-economic relations,
- prevailing philosophical ideas,
- outlook,
- aesthetic ideal of the era,
- life style,
- natural and climatic conditions,
- customs etc.

For a long time, used, there was a clear division into four main styles: romantic, classic, sports, folk. In recent years, these four styles were added to the existing fifth style in shoes – ethno.

In marketing practice, there is also a principle that takes into account the degree of extravagance or conservatism of consumers. According to their reaction to new phenomena, consumers are divided into five categories:

- supernovacore (2,5 %);
- innovators (13.5 %);
- ordinary (34 %);
- conservatives (34 %);
- superconservative (16 %).

According to domestic and foreign researchers, such differentiation should also be taken into account when forming the structure of the assortment [2].

According to the degree of commitment to consumer brands can be divided into the following groups:

- unconditional adherents are consumers who constantly buy goods of the same firm;
- tolerant adherents are consumers who are committed to two or three product brands;
- fickle followers are consumers who transfer their preferences from one brand to another;
- the Wanderers are consumers who show no commitment to any firm.

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This division of consumers is useful when the goods are bought at short intervals, for example, once a week or a month.[3]

The principle of economic differentiation of consumers is practically recommended to carry out according to the level of income and the presence of a property (car, real estate, etc.). One of the most common ways of such differentiation of products used in foreign markets is the division of the range by price points. For stable markets, economic differentiation involves a combination of economic and semantic properties of products, and quantitatively has established shares of segments. Such a close combination of properties is not typical for our regions, where the level of income does not imply a single cultural basis and psychology of the consumer. Therefore, it is obvious that borrowing the Western structure of consumers is impossible. [4]

The method of dividing groups of people by their belonging to a particular consumer type is known as the scale of Values and lifestyle (VALStm). This version of the classification was originally developed in 1978 by Arnold Mitchell of SRI International (formerly Stanford research Institute). [5]

The VALStm system allocates resources that include the full range of psychological, physical and demographic potential on which the consumer relies. The concept of resources includes education, income, self-confidence, health, desire to buy, intelligence and energy.

Summing up the information obtained as a result of the study, a structural scheme of the formation of mentality, presented in the figure. The proposed structuring can be used in the planning of the industrial range for the regions of the southern Federal district and the southern Federal district. And only in interrelation of all above considered factors it will be possible to claim about high stability of financial results of activity of the Shoe enterprises of the regions of SFD and SKFO United in the innovation center [6].

The formation of a range of shoes, taking into account its competitiveness, is a complex process, carried out taking into account the action of a number of factors, the study of which should be based on the analysis of the existing Shoe market, as well as on the forecasting of trends in the social, economic and industrial fields.

The location of a person to people, individual processes, the environment, their work, the organization as a whole plays a very important role in the establishment of normal human interaction and organizational environment. The same phenomenon or action, which has exactly the same manifestation and has the same effect on people, can cause a different reaction due to the fact that people

have a different location to this phenomenon or action. Reflecting the feelings of a person in relation to a particular object, the location makes his decisions and actions individual. It is important to emphasize that usually a person has a certain location to each object or phenomenon that he encounters in life.

The arrangement is characterized by the fact that it is, first, invisible, as it lies in man. Only its consequences are visible on the "surface". Second, location stems from those feelings, which harbors man to the object. Third, the location as it is a point located on the axis with the poles "like" — "do not like". Fourth, location affects human behavior and manifests itself in the fact that it behaves in accordance with a priori positive or negative attitude to the phenomenon, object, process or person[1].

Is it acceptable in the framework of scientific analysis to compare the real object with the phenomenon of folk classics, for example, the market with the fabulous cave of Aladdin? It is not easy to answer this question, because thinking is quite specialized, and specialization is fixed in certain traditions that formalize the approach. Scientific editing requires adherence to the requirements characteristic of the science of the method of presentation of the content of thoughts. Neo-positivists generally tried to build a special language of scientific communication, however, unsuccessfully. The conflict was resolved practically by the scientists themselves, most of whom actively involved in scientific publications imaginative thinking, rightly believing that thinking is a single flow of movement of concepts and images, logical and extra-logical, real and fantastic, imaginary. Cognition in any expression is a progressive process, connecting the continuous with the discrete, the usual with the unusual. Normalized thinking relatively, conventionally, organized artificially. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of knowledge, of course, is technologically conditioned.

Thinking cannot exist outside culture, it is a product of cultural progress. The multidirectional development of culture is the basis of its wealth, and the contradictions of cultural thinking are dialectically United. Comparing the richness of the fairy cave with the richness of the developed modern market, it is possible to clarify a lot, both in economic knowledge and the dynamics of the transformation of economic theory, in particular, to explain why modern scientists economists persistently distance themselves from the political nature of economic science, contrasting the economic theory of classical political economy.

Will, tenacity, resourcefulness provided Aladdin access to cave wealth. No intricacies are not able to stop a focused person. There is no

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unknowable, there is still unknown. The market is a complex economic mechanism, but it can be understood and managed. The riches of the cave belonged to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to curb the market element, which serves as a fertile ground for those who prefer the force of law. The fundamental difference between the riches of the cave and the market was that the robbers were not going to add anything else, and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and with them the problems, the main of which is the realization of commodity revenues. What should be the product to the buyer swept it off the shelves? What kind of buyer would you like to see on the market?

If the "buyer" is considered outside the socio-economic context, the answer to the second question looks very clear. The market is waiting for a buyer with high solvency. There are such buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the usual market for the masses, more by accident than by necessity. The mass consumer is extremely economical and it is hard to "rock" him to buy. It requires a certain type of product that can charm, and the supply of goods – "cultural packaging". It is necessary to attract the buyer, to bewitch. As a reflection of the desire to understand the specifics of the status of demand for goods in the market, it is necessary to consider the revival of interest in the concept of "attractiveness of goods". It is significantly more specific in content compared to the closer and pseudo-scientific concept of "the relevance of the product market." It has less economic statistics, formal features that allow to measure the pressure, but in full there is a "human factor" that determines the market dynamics.

The concept of "attractiveness of the goods" concretizes in the characteristics of the goods at the same time its consumer value – the degree of "exchange" for money and the realism of the price set by the seller. With the concept of "attractiveness", turned vector in the direction of the buyer, and have to be friends with the manufacturer and the seller. It ties together the interests of all the main subjects of the free market. This function of "attractiveness" explains the active promotion of the concept in the group of those economic categories that reveal the potential competitiveness of the product in the market. This nomination individual authors tend to interpret as traditional actions in the interests of the application of advertising production, which is impractical because of the one-sidedness that prevents the achievement of a systematic understanding of the value of the attractiveness of the product in the reproduction process. Advertising production is really present here, but as an

accompanying factor, that is confirmed by the usual place of advertising in the market.

The growing interest in research in economic policy to the concept of "attractiveness of goods", in our opinion, shows the regularity of the restructuring of mass production from the existing simplified type to a new, sometimes contrasted to it method of organization – lean production (prudent, sparing production), focused not on the abstract diversity of customer needs, and on the specific architectonics of consumer needs and solvency of potential buyers. Economic science is called upon through the study of the architecture of the market to become a direct productive force, to objectify thus the main consequence of the scientific and technical revolution of the middle of the XX century.

The history of the allocation of the market of goods in the area of special attention of economists and sociologists is associated with the birth and development of mass production. The time of mass factory production is calculated with the Industrial revolution, which laid the scientific, technical and organizational prerequisites for such development of labor productivity, which was sufficient for a real opportunity to meet the demand for vital goods of the main part of the population through the provision of work and sustainable wages. It is this combination of production and consumption that launched the development of reproduction on a national and then transnational scale.

Prior to the industrial stage, the subsistence economy does not fully correspond to the concept of "reproduction", it was determined by the local demand for the produced product and was essentially closed to the producer, not contributing to the proper degree of national progress. Hence the cult of wars of conquest, aimed at looting near and far neighbors, feudal fragmentation, constant redistribution of property. War and military action carried out functions of the market. The market worked in addition to politics, was not permanent.

It is also appropriate to emphasize that the development of the market and the formation of the classical image of reproduction, are obliged not only to scientific and technological progress, the change of the way of organization of production, but also the competition of products in the market, the differentiation of the market structure. In the history of the market the dialectical law of interrelation of quantitative and qualitative changes is seen. When the manufacturer began to work on the market, the product turned into a product. The status of the product has changed, and the requirements for it have changed. In order for the product to be sold for its intended purpose, it had to attract the attention of the buyer. A product is not a product for sale, but a product that can interest the consumer. The term "tradable goods" reflects just the movement of

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goods, its demand by the buyer. "Tradable goods" - locomotives of the market.[2]

The sign of "attractiveness" belongs to the basic characteristics of the product, and is a "relic" its property, strengthened its position. Unattractive product to produce unprofessional, absurd. Home it was possible to get, accustomed to consume something prepared, grown or produced, buyers have always a reason and vote with their coin, so necessary to continue production.

In modern times, synonymous with "attractiveness" is the concept of "presentation". Hence, perhaps, went the expression "prominent product", that is, the one that accumulates attention, "catches" the eye. The ability to make a product "visible", "attractive" requires both the manufacturer and the seller of high qualification, professional imagination, presentation skills. It is a costly business, but the costs are recouped by the result. The demand for "attractive", "prominent" goods is high, accelerates the receipt of working capital, stimulates the increase in production, consolidates the relationship of the seller with the manufacturer, gives the growth of production stability, which serves as a good advertisement to the manufacturer on the market, eliminates part of the direct payment of advertising services, which are becoming more expensive because of their pretentiousness.

Even a panoramic-historical review of the system position of the concept of "attractiveness" indicates its versatility and complexity of manifestation. The fact that the term "attractiveness" is not so often found in journal publications should not introduce consciousness into the state of the question regarding the actual significance of this trait of marketability in the ongoing economic restructuring to the level of lean production. It is no coincidence that answering the question of the Levada center, asked in April 2017: "What first of all inspires you with a sense of pride for Russia?", 1600 citizens of the country from 137 settlements of 48 regions of the Russian Federation "economic progress" put on the penultimate place, having given the last "relative" - "health care system".

Marx began his study of the bourgeois mode of production by analyzing the contradictory nature of goods. The product is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second – the measure of such demand. Cost objectifies labor costs – the quantity and quality of labor produced. Labor also manifests itself through the contradiction born of the commodity essence of capitalist reproduction. On the one hand, he is the creative, creative force of man – the facet of his essence, on the other, he necessarily alienates this human essence, because the product of labor, which has absorbed the creative force, is produced for someone else's consumption. Marxism deduces from the

theory of alienation the social impasse in the development of bourgeois society. In his main work Marx developed not only the theory of the development of capitalism, it was important for him to bring to a working form the dialectical-materialistic method of scientific analysis. Hegel's dialectic was local. Hegel has restricted the development of the dialectical movement of the spirit. Marx saw in dialectics a universal way of development, so in capital he thoroughly traced the dialectics of production, emphasizing the materiality of the nature of the goods created by labor. The quality of the goods is created by the contradictory nature of the goods and is manifested through its relation in the form of essential features. Dialectical materialism is based on the recognition of the materiality of goods. Intangible goods – a kind of semi-finished product, "transitional form" to practical expression, materialization. However, the materiality of the goods is specific.

The quality of natural phenomena is indeed identical with their material nature, but the commodity, even in its ultimate form-materiality - is something different from that created outside and independent of human existence. Work in the commodity materializes the rational essence of man – feelings, thoughts, ideals. The product expresses the reasonableness of human reality, therefore in the concept of "quality of goods" the spirituality of a person must be imprinted, confirming that the goods are created by a person for a person. In our opinion, the market quality of goods is designed to reveal the unity of values through a combination of the natural nature of the material and its artificial transformation by human creative activity. The quality of a product, along with its functionality, is determined by its attractiveness.

Attractiveness is a highly significant pricing factor. The part of the price that depends on attractiveness can be considered as the economic equivalent of attractiveness. This part is measured by the size of demand. Getting a product with new features is costly and limited by physical nature. This way to surprise the consumer is associated with the risk of reducing competitiveness due to the high cost. It is easier and more perspective to manipulate consciousness. For this purpose there are ready psychological mechanisms and necessary scientific knowledge. If the product is in a form not produced the desired impression, not attracted, it can be made attractive, modulating in a certain context, for example, acting on the psyche of subcultural perception. How many pop stars we have without proper voice and vocal culture. Moreover, they are attracted to their performing a "skill", they are trying to copy the clothes, accessories, shoes. They form the taste of certain social groups, indirectly affecting the market position of goods. There is no data to

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enroll in public colleges and universities of the arts, go on "factory of stars".

"Attractiveness" has such reserves, which managers still have a very unprofessional idea about. There is no doubt that in the future, marketers will go beyond the currently defined education of the spectrum of knowledge and push production managers, assortment. Market management does not demand as it is now, the doctrine of Z. Freud about "it", "ego" and the conditions for achieving "superego"; the theory of "collective unconscious" K. Jung; ideas E. Fromm about the importance of the ability to wonder for consciousness and the role in real life dreams.

The prospects of the market and production are associated with the activity that managers will show in relation to the concept of "attractiveness of the goods". The most difficult for them will be the process of restructuring thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to get the final margin, to a new principle: to get legally and morally the maximum margin. Going into more mathematical methodology, economists are losing the specificity of the political economy analysis requiring to act on the background of prospects. More often it is necessary to return to the works of classics – W. petty, A. Smith, D. Ricardo. "Classics" understanding the present, thought about the future, correctly believing that the science limited to the current course of events reminds the ship anchored, constructed as a means of movement. "The fathers of" economic science" were philosophers, their heirs fell into accounting.

Economists can be understood. In conditions of instability of world development, it is extremely dangerous to look forward beyond the nearest corner. The crisis of 2008, the consequences of which still make the world economy storm, is a man-made affair. The path was paved by Nobel laureates, they wanted the best. As usual. It is time for economic science to return to thinking scales – not only spatial, but also temporal. Research of the present, to carry out with a reserve for a reasonably foreseeable future, combining them with related Sciences, including V. I. Vernadsky's doctrine of the noosphere. Eh. Deming back in the 1950s, developing the philosophical foundations of quality management, in the section "Seven deadly diseases" in the first place put planning, not focused on the production of such goods and services that require the market, while the American specialist was aware of the complexity of the situation. [2]

The lack of sufficient to control the development of the concept of "attractiveness of goods" brings to mind its philological roots, the interpretation of "attractiveness" in classical sources. V. I. Dahl "to attract" identified with "to attract", emphasized the physical meaning of the term,

putting aside the physiological and psychological sides of attraction – "to attract morally, by feeling, by the power of persuasion..., to attract, to attract, to carry away". F. Brockhaus and I. Efron did not include this term in their collection. Britannica also bypassed it, which is difficult to justify, taking into account the desire of the publication to make changes in the text taking place in the world.[2]

Continuing the discussion of attractiveness, we will come to the sign of "originality". Usually it is with originality, its specificity, arousing interest in the phenomenon, associate the attractiveness of the product, which generally corresponds to the views. At the same time, we must try not to absolutize the position of "attractiveness" in the commodity market.

The fate of the product on the market is determined by its demand. "Demand" is a concept of social and humanitarian level. It is due, on the one hand, the degree of development of society and the solvency of the mass consumer, on the other – the structure of the needs of the buyer. Epicurus differentiated needs on the basis of two features – naturalness and necessity. According to the ancient thinker, needs are divided into three types: "natural and necessary", "natural and not necessary" and "unnatural and not necessary".

In Epicurus' judgments there is a clue to understanding the status of the goods. There are goods objectively necessary, their necessity is born by natural need for them. The buyer is obliged to buy such goods – they are a necessary condition for its survival. Of course, it is desirable that the goods that make up the "basket of existence" of the consumer, were not only useful necessary, but also pleasant to the senses, but not to buy such goods is allowed only in two cases, when there is nothing to pay and nothing to change[4].

Naturally-necessary goods – "running" in the market always. If they linger in warehouses, or in the market place, there is but one reason – the price of inaccessibility, the greed of the speculators occupying the market. Shoes – a typical representative of the group of naturally necessary goods, along with clothing and household utensils. The main function of the Shoe lies in its ability to protect the lower limbs from mechanical and thermal damage. Design shoes reglamentary first of all its functional aspects. The aesthetic side of the design is built over the basic function. A characteristic feature of the Shoe halls of modern stores are different kinds of actions, allegedly aimed at reducing prices. When the third pair is promised to be handed free of charge in a trading institution, it means that the price of the first and second allows you to painlessly compensate for the losses associated with the "gift". They pay their price "gift". The more obvious argument in favor of the definition of the situation with pricing as one-way does not exist. Oil and gas companies put

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into pricing the cost of research in difficult, often extreme circumstances that require the creation of special equipment, specific materials. The unknown and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach, a priori overestimating the loss of production of the product, but the lack of flawlessly developed methods for calculating the inevitable investment in design; the level of scientific and technical support, the need for risky actions, significantly mitigate the critical reaction.

"In the war as in the war," called the writer-soldier, burned in self-propelled gun, his famous story, extrapolating his approach, we repeat after: "In the market as in the market." By freeing the market relations between the producer of the goods, the consumer-buyer and the seller-intermediary, the government made life easier for itself and, it is possible, made it comfortable at the expense of the producer and consumer. Pricing in the market economy objectively involves such factors as the cost of goods, consumer interest of the buyer, the solvency of demand and payment for the participation of the seller. But we are talking about proportional complicity. The strength of market factors cannot be calculated by formulas describing the forces in mechanical motion, a parallelogram of forces is not obtained here, but the proportionality of participation in the formation of the final price can be obtained with a given degree of accuracy. And it was high time to carry out this operation that politically and economically to be defined where there passes a border of the civilized market and the market built "on concepts".

For what and whose market freedom do liberals – politicians fight, why are distortions in market pricing treated as natural costs of development, normal for democratic governance? Why do not combine empty shelves of Soviet-era stores with queues? That there was no contrast with the clogged shelves of current stores and the lack of buyers? The deficit really was until the 1990s, but it was primarily due to the high level of purchasing power, the affordability of most goods. Demand was ahead of production. Now, on the contrary, the offers of sellers clearly exceed the real possibilities of buyers, which hurts domestic producers, as they sell imported cheap goods that are dangerous to health.

As a result of another political and economic imbalance, lending is flourishing, creating the illusion of purchasing power. Russian consumers are driven into a financial trap by economic policy. The essence of the situation is not in the economic illiteracy of the population, but in the ideological primitivism, spread everywhere and aggressively. Students are taught to remember, students are not taught to think scientifically, calling it the modernization of education. Life is the ability to act

effectively on the basis of real possibilities. Substitution of the reality really existing, earned, on virtual-subject, life on loan, inevitably leads to spiritual nihilism, moral decomposition and crisis of the personality.

The primary reasons for the consumer one-dimensionality of the individual should be sought in the anarchy of the uncivilized commodity market. What's next? The answer must be sought in the same place, that is, where all the need to meet – in the market. Economic policy priorities are designed to determine the role of the market: will it become a brotherly burial of native producers or a trigger for the rise of domestic production? But manufacturers do not have to contemplate what is happening, to criticize politicians and to claim for favorable conditions of development. By their status in society, they are faced with the vital need to look for new factors of promotion, to think about the reserves that are not yet involved in the process.[5]

An enterprising entrepreneur is determined in decision-making by the state and trends of the existing market. But dialectically organized thinking will not allow him to be in the grip of market conditions when developing a business plan designed for the foreseeable future. No matter how arbitrarily formed, anarchically free market is, it is regulated by the movement of production. Everything in production is connected by a common knot. "All is one", claimed the ancient dialectics, and was looking for something that makes all one. The market today requires one thing, tomorrow the situation will be different, however, we can not exclude the repetition of today. Therefore, we need a preliminary, comprehensive, better systematic approach. The system is better, because it allows you to join the essence of what is happening, involves the allocation of the system-forming factor. The system-forming factor of economic analysis of market production was and will be the product. Not by chance. Marx in capital began with the commodity, called it the cell of the economic organism of capitalism, and built from the contradictory nature of the commodity the contradictions of the movement of the bourgeois mode of production.

In the market compete not so much the goods themselves as the minds and will of producers, of course equipped with capital. Goods – the visible side of the market, objectifying in specific physical forms and actions the power of the entrepreneurial spirit. Here we have to turn again to dialectics, its demand to look for a source of development in contradictions and not to be surprised to transformations of opposites, spirit – in material, material – in spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth clarifies that what is true now will become a delusion later. When? Naturally there is a question. The answer must be sought in the

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trends of movement. It is necessary to start with a comprehensive study of what everything is made of. For us it is a product, its necessary and additional (superstructure) features.

Production of goods due to the market. Once the market was formed by excess product and manifested itself in the form of fairs. Now the goods are made under the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusual new appear on the market. Theoretically, taking into account the reasonableness of human activity, its rationality, the mutual interest of the manufacturer, the seller and the buyer, it can be concluded that all goods will find their consumer. If the market will accumulate unrealized goods, it will lose its function and die as a market – a place of purchase and sale. Almost the way it sometimes happens. Only the market is not something abstract, existing beyond time. It represents a form of concrete temporal reality. The time factor is especially important in the market.

The market is the most important link that ensures the timely reproduction of goods. Market shares are not born out of fantasy. Sellers agree to bear certain costs, to sequester into their expectations precisely because of the need to do everything on time. Otherwise, the losses will increase, the financial costs will join the status. The credibility of the market players themselves will be at risk. In the context of these arguments, the idea Matures that the main function of the market is not to make people buy at all, but to make them buy as quickly as possible. A civilized market is designed not only to sell goods in a timely manner, but also to be a factor in accelerating the development of production of goods. How exactly can this be done?

The paradox of the market is that the future of the market is cloudless, all the problems of the market are always modern, they will remain modern as the resolution of some and the growth of others. How can you be so sure? From the analysis of the objectively real Foundation of the history of the market. The basic market commodity is the one that provides the naturally necessary human needs. Out of the market to satisfy that, which is a public-private reproduction impossible. The market is a socially necessary condition for human life and its progress. The market should not only be, it is historically imputed to be a factor in the development of society. Accordingly, the market is supposed to be a developing reality, and society is supposed to take care of the development of the market.

Let us return to the specific structure of the commodity market and continue its analysis, starting from the original idea of the "basic product". Satisfaction with its help of basic human needs requires decoding with the involvement of ideological achievements. It can be done in a

different way, simplistically, only simplification will lead to the prevention of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything. Human reality is dualistic, embracing the biological and social. In the first approximation, it is easy to separate the biological and the social in a person.

Biological – meeting the needs of the body in nutrition, maintenance of water-salt balance and exchange, the normality of gas exchange, protection of temperature conditions of life, reproduction of offspring, movement in space through self-movement.

Social – satisfaction with working conditions, development of thinking, consciousness, speech, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activities. Social and interpersonal communications also require their market expression. Biological and social features of human reality are multifaceted. They are not set once and for all, grow, there are synthetic forms of manifestation. So the prospects of the market of naturally necessary goods and services are provided, as well as market competition, following in the Wake of its function to promote mass availability of buyers to the products offered.

The development of the market is consistent with the development of man, his personal expression, new trends of social movement. The XX century added sport, scientific activity, space, cinema, international tourism to the traditional sectors of the market. Terror has been transformed into terrorism largely through market penetration. Market services of terrorists are actively used by the United States and regional States to strengthen their political position. Especially when such actions have a desirable effect on traditional market and exchange trading, for example, hydrocarbons.

The development of the market is in the direction of increasing its autonomy. This vector is given special attention by representatives of financial capital, who are well aware that the market represents the optimal conditions for speculative shares. Finally, the market in the XX century has become a favorite subject of economic science, seeking to prove that the market concentrated forces of economic movement. The market has become a symbol of the new economy, its leaders do not mind to give this symbol a scale of social and historical significance. The desire to present modern society as a "consumer society", "post-industrial society" should be understood this way.

The market is not only the place where speculation has acquired the size of a mass legal phenomenon, he eventually became the subject of speculation. Market speculation and speculation on

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the phenomenon of the market – an objective reality, necessarily generated by the market, its, so to speak, the downside, the costs of development.

No matter how important to the history of the market are the naturally necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of the commodity series indicates the nature, characterizes the essence of the object. But the nature and essence of the goods do not act directly, they are mediated by the phenomenon transformed by the production of the form of existence of the material.

Low temperatures, high humidity, the need to protect against injury, to comply with the workplace and the specifics of the performance of official duties, will lead a person to the store and make him a potential buyer of the goods, which he lacks, but will be forced to buy only in one case, if nothing else will be nowhere.

This situation is not quite fabulous, but it looks somewhat unlikely for modern Russia. Our buyer has a choice, both at the price, and on appeal. 9 out of 10 are chosen primarily for the price, based on the contents of the purse, then focusing on the satisfaction of aesthetic claims.

Sellers can not panic, no crisis will not deprive the market of customers. Their problem: from whom exactly the consumer will buy. He will buy what he sees a combination of the need to purchase goods, free funds, or rather, the price of the price tags, and the appearance of the goods, including the art of service. The formula for buying is simple – "the relevance of the need plus the charm of the offer." The specific content of the components should be filled by specialists, based on the experience of market relations. Myself recall that the demand for ordinary, non-exclusive, copyright, market, is of two kinds: natural and artificial, provoked by the promises of the manufacturers and the advertising process.

The domestic consumer, hooked on the effect of "pop culture" "mass media", lost the independence of taste along with the ability to think. The national color is largely lost, the cult of globality is flourishing, the market is littered with foreign consumer goods and counterfeit products, to which it is impossible to make a qualitative assessment.

The market has a specific cultural picture that is difficult to understand. The state is not seriously interested in the culture of the buyer. The previous experience of cultural education and upbringing has been expelled. "The Holy place is never empty" and instead of the state came organizations from the structure of civil society, which have neither official powers nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off

everything that is not directly part of production, reducing costs, increasing profitability. In doing so, entrepreneurs drive themselves into the trap of spontaneity and the vagaries of the market element, abandoning the levers of demand management.

"Prudent housekeeper", replacing the current irrationally arranged mass production, focused on the absolutization of the freedom of choice of goods by the consumer, when the range is obliged to satisfy the request here and now, otherwise the seller will lose customers and will question the continuation of its business, "tied" to the knowledge of the needs of a particular buyer. Of course, this knowledge is specific, it is indicative, relative, conditional, more like a knowledge assumption, but still knowledge, unlike the abstract type of installation: the buyer came for the goods and he must buy it, we are obliged to help him. How exactly? We do not know, so we initiate his desire with an assortment. Certain logic and ethics are present in such reflections. The price of this logic – a high level of costs and load on the natural environment-deters from support. They will not be written off, distributed to consumers, increasing the purchase price.

"The attractiveness of the goods" can become a magnet that initiates the interest of the buyer. No wonder Vladimir Dal has interpreted "attraction" as "attraction," "magnetism." The economic system is formed by production relations, radical transformations of the existing system of the economy therefore will not happen, there will be a restructuring, a reboot that changes not the system, but the order of functioning of the system, the vector evolution of economic policy. The economic system will be optimized by rationalizing costs, minimizing the cost of the range.[6]

Does the consumer benefit? Apparently, Yes, provided that manufacturers and sellers do not skimp on the research work of consumer demand. Here, the simplest research can not do, it will require a deep analysis and integration of different approaches – economic (marketing), sociological, cultural, ergonomic, sanguine, focusing research on regional and national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

The transition from good to better in any field of activity is associated with an increase in the cost of implementation, including the financing of risks. In our view, the analyzed transition to a new economic policy should meet the expectations – to reduce costs, losses, environmental burden, but the result will be largely determined by the construction of scientific, technical and educational policies, as good intentions often because of poor management end with worse results.

Formation of the range is preceded by development of the assortment concept by the

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enterprise. It represents the directed construction of optimum structure of Shoe high-quality production, thus as a basis are accepted on the one hand, need of ensuring the most effective use by the enterprise of raw, technological, financial and other resources to make products with low costs, and with another – satisfaction of requirements of certain groups of consumers taking into account their features and opportunities.[7]

To create competitive high-quality products Shoe companies need to expand and update the range, to provide high dynamics of turnover of models, to increase the volume and increase the efficiency of modeling and design development, quality and satisfaction of the population with shoes.

When developing or updating the range of footwear company must take into account not only their capabilities, but also the presence in the market of shoes of similar purpose competing firms, as well as the preferences of buyers in certain market segments.

It is impossible to speak about quality or competitiveness of footwear in General without taking into account needs of buyers of a certain group in the markets of the corresponding type. Shoe markets are a diverse set of buyers with different tastes and preferences [8].

Activities to identify potential groups of consumers of specific types of goods is called market segmentation. [9] Segmentation focuses on differences in the behavior of different types of buyers (consumers) in the relevant markets. For Shoe companies segmentation of buyers is the basis for adjusting the existing structure of the range of shoes or for the development of new models.

Thus, segmentation of footwear markets is an important component and the beginning of work to ensure the competitiveness of modern shoes. Its practical significance lies in the fact that the specification of types of consumers creates the prerequisites for adjusting and updating the structure and range of shoes, improving technology and organization of production.

The footwear market is an integral element of economic relations, the main participants of which are, on the one hand, Shoe manufacturers, and on the other – consumers. As a product in this market is shoes, which is one of the most complex groups of non-food products with a very diverse range.

Footwear is one of the most important goods produced by the light industry of the Russian Federation and imported from abroad. From the correct definition of the number and quality of models produced by Shoe companies, the competitiveness of the range depends on the degree of satisfaction of consumer demand, profitability and profitability of organizations. The result of the interaction of the components of the market (demand, supply, prices for shoes) is the ability to

offer the most to meet the demand for products at a specific price. [10]

Thus, the importance of the footwear market is to meet the needs of the population. Accordingly, the development of the market leads to an increase in the level of security of an individual member of society. Markets consist of buyers, and buyers differ from each other in a variety of parameters: according to their needs, financial and other opportunities, location, buying views and buying habits. In this sense, the southern and North Caucasus Federal districts are of the greatest interest for market segmentation due to the homogeneity of the total consumer, who reacts to the goods in the same way and how to evaluate them for purchase. The characteristics of the regions with market segmentation are presented in tables 1 and 2, and their geographical location – in figure 1. Given the climatic characteristics of the two districts, namely, a relatively mild and humid climate in the winter, high temperatures in the summer and comfortable conditions in the autumn and spring, it is necessary to take into account these features to form an assortment policy for the manufacture of such a range of shoes to guarantee its demand and demand not only due to price policy, but also providing consumers, especially children, comfort and prevention of pathological deviations of their feet. Unfortunately, today the filling of the market with imported products does not provide the elimination of these problems, which provokes the import substitution of shoes to meet the demand of consumers of these subjects in such shoes that would satisfy them in all aspects, and manufacturers – to obtain sustainable technical and economic indicators with a guarantee of social protection of the population of these regions. [11]

When segmenting the market, enterprises divide large heterogeneous markets into smaller (and more homogeneous) segments that can be served more efficiently, according to the specific needs of these segments. Shoe companies for the successful implementation of the products in the first place it is necessary to produce a segmentation of the consumer market and to determine the target segment of this market.

In a General sense, market segmentation refers to the process of dividing the market into groups of consumers on predetermined grounds, which allows you to concentrate funds on the most efficient segment of the market. A market segment is a homogeneous set of consumers who react equally to a product and the ways of its presentation. [12]

Target segment (market) – a segment selected as a result of market research of a product or service, characterized by minimal costs for the means of product promotion and providing the company with the main share of the result of its activities (profit or other criteria for the purpose of entering the market).

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Segmentation of the footwear market in the southern Federal district and SKFO can be carried out both on the basis of one, and with the consistent application of several indicators, clearly presented in figure 1.

The results of segmentation of the analyzed basic footwear market of the southern and North Caucasus Federal districts can be presented in the form of a table of ratings. The segment that eventually gained the minimum amount of seats is the most attractive.

The analysis of tables 1 and 2 revealed one Republic, a Federal city, two regions and three regions where the largest segmentation of the

consumer market of the two districts is observed: the Republic of Crimea – 2.25. Sevastopol – 2,4. Rostov oblast is -2.5%, Krasnodar Krai – 2,65 %, Astrakhan oblast was 2.7 %, Volgograd oblast – 3,25 %, Stavropol territory – 5,4 % [13].

However, during the segmentation it is necessary to consider the purpose of segmentation. [14]

When creating new enterprises in the regions of the southern Federal district and SKFO for the production of footwear products, it is necessary to proceed from the demand for the entire range of shoes to provide consumers of these regions with demand and competitive products.

Table 1. – Criteria of segmentation of the footwear market for subjects of SFD and SKFO

Субъект сегментирования	Объект сегментирования	Сегментация по численности	Сегментация по уровню доходности	Сегментация по размеру средней заработной платы
Все предприятия, производящие либо собирающиеся производить обувь на территориях Южного и Северо-Кавказского федеральных округов	Южный и Северо - Кавказский федеральные округа РФ	Чем больше количество населения сегмента, тем выгоднее для предприятия	Чем выше доходность каждого жителя, тем больше шанс на приобретение продукции предприятия	Чем выше заработная плата жителя, тем больше шансов, что он потратит её на обувь

Table 2 - Results of segmentation of the consumer market of the southern Federal district by the method of the sum of places taking into account weighting coefficients

Наименование территориальной единицы	Население тыс. чел.	Площадь, км ²	Рейтинговые позиции			
			доходность, балл×0,45	зарплата, балл×0,30	численность, балл×0,25	Сумма баллов, %
Южный федеральный округ, в. т.ч.						
Республика Адыгея	451,5	7792	3,6	2,1	2,75	8,45
Астраханская область	1018,6	49024	0,9	0,3	1,5	2,7
Волгоградская область	2545,9	112877	1,35	0,9	1,0	3,25
Республика Калмыкия	278,8	74731	4,95	2,4	3,25	10,6
Краснодарский край	5513,8	75485	1,8	0,6	0,25	2,65
Республика Крым	1907,1	26100	1,3	0,5	0,45	2,25
Ростовская область	4236,0	100967	0,65	1,25	0,6	2,5
Город федерального	416,3	864	1,65	0,55	0,2	2,4

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значения Севастополь						
Всего	16368,0	447821				

Table 3 - results of the segmentation of the consumer market of the North Caucasus Federal district the method of sum of places according to the weight coefficients

Наименование территориальной единицы	Население тыс. чел.	Площадь, км ²	Рейтинговые позиции			
			доходность, балл×0,45	зарплата, балл×0,30	численность, балл×0,25	Сумма баллов, %
Северо - Кавказский федеральный округ, в т.ч.						
Республика Дагестан	3015,7	50270	4,5	3,9	1,25	9,65
Республика Ингушетия	0,473	3628	5,4	1,8	2,5	9,7
Кабардино-Балкарская Республика	0,862	12470	2,7	3,6	1,75	8,05
Карачаево-Черкесская Республика	0,468	14277	4,05	3,3	3	10,35
Республика Северная Осетия - Алания	0,704	7987	2,25	3,0	2,0	7,25
Ставропольский край	2,802	66160	3,15	1,5	0,75	5,4
Чеченская Республика	1,394	15647	5,85	2,7	2,25	10,8
Всего	9718	170439				

As a result of segmentation it is defined that the population of two districts is distributed on the territory unevenly. The income of the population is much less than the average in Russia. When forming a range of shoes should also take into account the fact that a large proportion of the population – rural residents. In addition, it is necessary to take into account the national characteristics of the inhabitants of these subjects, their traditions.

For effective work of the domestic enterprises on production of competitive children's footwear it is expedient to provide use of innovative flexible technological processes, use of the universal and multipurpose equipment, various methods of fastening of a bottom of footwear, to develop pad

production, production of technical equipment, accessories, production of auxiliary materials that will allow to reduce significantly costs of its production and to increase competitiveness not only in the markets of the southern and North - The Caucasus Federal districts (SFD, SFD), but also in the domestic markets of other regions of Russia, ensuring its steady demand and implementation, thereby providing less painful and more effective replacement of one Shoe model to another, ensuring the formation of new jobs within small and medium-sized enterprises, that is, their social protection. Table 4 presents the criteria for evaluating the profitability of footwear production.

Table 4 – Criteria for evaluating the profitability of footwear production

Вид обуви	Выпуск, покрывающий затраты на производство, %/пар	Прибыль от продаж, тыс.руб	Убыток от продаж, тыс.руб.
1	2	3	4
Мужская обувь			
Зимние ботинки (модель А)	100	15752	2825,44
	80	12601	2260,23
	60	9451	1695,22

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Весенние полуботинки (модель Б)	100	15426	2730,7	–
	80	12340,8	1727,51	–
	60	9255,6	724,44	–
Летние туфли (модель В)	100	15512	1713,77	–
	80	12409	943,54	–
	60	9307	123,47	–
Осенние полуботинки (модель Г)	100	13433	2068,81	–
	80	10746,4	1161,72	–
	60	8059,8	254,64	–
Детская обувь				
Зимняя обувь (модель А)	100	31020	2962,09	–
	80	24816	800,84	–
Осенняя обувь (модель Б)	100	34844	2068	–
	80	27875,2	104,54	–
Весенняя обувь (модель В)	100	30810	1422	–
	80	24648	–	340,72
Летняя обувь (модель Г)	100	26488	1537,63	–
	80	21190	–	1324,72
Женская обувь				
Летние туфли (модель А)	100	12656	1648,68	–
	80	10125	739,69	–
	60	7594	–	169,31
Осенние ботинки (модель Б)	100	11925	2490,13	–
	80	9540	1329,09	–
	60	7155	168,05	–
Зимние сапоги (В)	100	10362	4508,29	–
	80	8290	2913,36	–
	60	6217	1317,64	–
Весенние туфли (модель Г)	100	14235	14235	–
	80	11388	11388	–
	60	8541	8541	268,84

When developing a strategy for the production of competitive leather products, footwear production will be organized using not only mechanized innovative technological processes using nanotechnology, but that is especially in demand for the regions of the southern Federal district and the southern Federal district - the use of manual labor, which is due to the desire of manufacturers to meet the demand for exclusive products not only for the elite, but also for the mass consumer [15].

The system of assortment formation includes the following main points:

- identification of current and future needs of customers, analysis of ways to use shoes and features of consumer behavior in the relevant market;
- evaluation of existing competitors' analogues;
- critical evaluation of products manufactured by the company in the same range, but from the position of the buyer;
- deciding which products should be added to the range and which should be excluded from it due to changes in the level of competitiveness; whether products should be diversified at the expense of other

areas of production of the enterprise that go beyond its established profile;

- consideration of proposals for the creation of new models of shoes, improvement of existing ones;
- development of specifications of new or improved models in accordance with the requirements of customers;
- exploring the possibilities of producing new or improved models, including price, cost and profitability;
- carrying out tests (testing) of footwear taking into account potential consumers for the purpose of clarification of their acceptability on the main indicators;
- development of special recommendations for the production units of the enterprise regarding the quality, style, price, name, packaging, service, etc. in accordance with the results of tests that confirm the acceptability of the product characteristics or determine the need to change them.

Assortment planning and management is an integral part of marketing [16]. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier in the planning of the range. The optimal structure of

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the assortment should provide maximum profitability on the one hand and sufficient stability of economic and marketing indicators (in particular, sales), on the other hand. For strategic management of the marketable products required to study the demand for manufactured shoes and together with specialists from the sales, production and logistics to develop solutions to removing models from the production and updating of assortment; explore markets in different regions, and different forms of marketing to explore potential customers; to study the reaction of customers on an experimental batch of footwear in specialised stores; together with the planning and economic Department to develop provisions for its own pricing policy, to study the impact of prices on the implementation for different regions, to develop a policy of motivation of wholesale buyers for the volume of orders, long-term contracts, etc.; to predict possible changes in the situation and to develop solutions for the strategy of behavior in new conditions; to coordinate conflicting requirements of production and sales; to organize and study the effectiveness of advertising. Achieving the maximum possible profitability is ensured by continuous monitoring of economic indicators and timely decision-making on the adjustment of the range. Stability of marketing indicators is provided, first of all, by constant monitoring of the market situation and timely response to changes, and even better - taking proactive actions. In addition, it is important that there are not too many product names. For the majority of Russian enterprises the main reserve of assortment optimization is still laid in a significant reduction of the product range. Too large assortment has a bad effect on economic indicators – there are many positions that in terms of sales can not even reach the break-even level. As a result, the overall profitability falls significantly. Only the exclusion of unprofitable and unprofitable items from the range can give the company an increase in the overall profitability by 30-50%.

In addition, a large range of sprays the strength of enterprises, complicates the competent offer of goods to customers (even sales staff are not always able to explain the difference between a particular position or name), disperses the attention of end users. [3-4]

Here it will be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive no more than 5-7 (less often up to 9) semantic structures at a time. Thus, a person, making a choice, first chooses these 5-7 options on the basis of the same number of criteria. If the seller offers a greater number of selection criteria, the buyer begins to feel uncomfortable and independently weeds out the criteria that are insignificant from his point of view. The same thing happens when choosing the product

itself. If a person has a hundred almost indistinguishable (for him) goods, and he needs to buy one, he either refuses to buy, because he is not able to compare such a number of options, or prefers what he has already taken (or what seems familiar). There is another category of people (about 7%), lovers of new products, which, on the contrary, will choose something that has not tried. [17]

Thus, from the point of view of the buyer (to ensure a quiet choice of perceptible options), the range should consist of no more than 5-7 groups of 5-7 names, i.e. the entire range from the point of view of perception should optimally consist of 25-50 names. If there are objectively more names, the output consists only in additional classification. It is generally accepted that the buyer needs a wide range. This widest range is often referred to even as a competitive advantage. But in practice it turns out that for the producer the wide range is hundreds of product names, and for the consumer – 7 names already more than enough. Thus, the consumer does not need a wide range, and the necessary diversity for it. If the company is aimed at a wide range, it is enough to analyze sales to make sure that the sales leaders are 5-10%. All other positions are sold very little, the demand for them is small, although the costs differ little from the costs of the leaders of sales. It turns out a situation where several items "feed" the whole wide range of enterprises. And this is not always justified in terms of ensuring the completeness of the range (favorite argument sellers), ie the presentation of different names to cover the maximum possible options for customer needs. In practice it turns out that completeness is quite provided even if to reduce the existing range twice and even three times. The main thing in this case is to correctly classify the entire product and to ensure that the range of products were presented from each possible group of this classification. Moreover, the more grounds for classification the company will be able to allocate, the more balanced the decision will be. Thus, the classification of goods can be to meet the needs of customers, the functional purpose of the goods, the profit from sales. Of particular importance in this situation is the role played by certain positions of the range. To do this, the products can be classified into the following groups: A – the main group of goods (which bring the main profit and are in the growth stage); B – supporting group of goods (goods that stabilize sales revenue and are in the maturity stage); C – strategic group of goods (goods designed to ensure future profits of the company); G – tactical group of goods (goods designed to stimulate sales of the main commodity group and are in the growth and maturity stage); D – developed group of goods (goods not present on the market, but ready to enter the market); E – goods leaving the market (which do not bring profit and they must be removed from production,

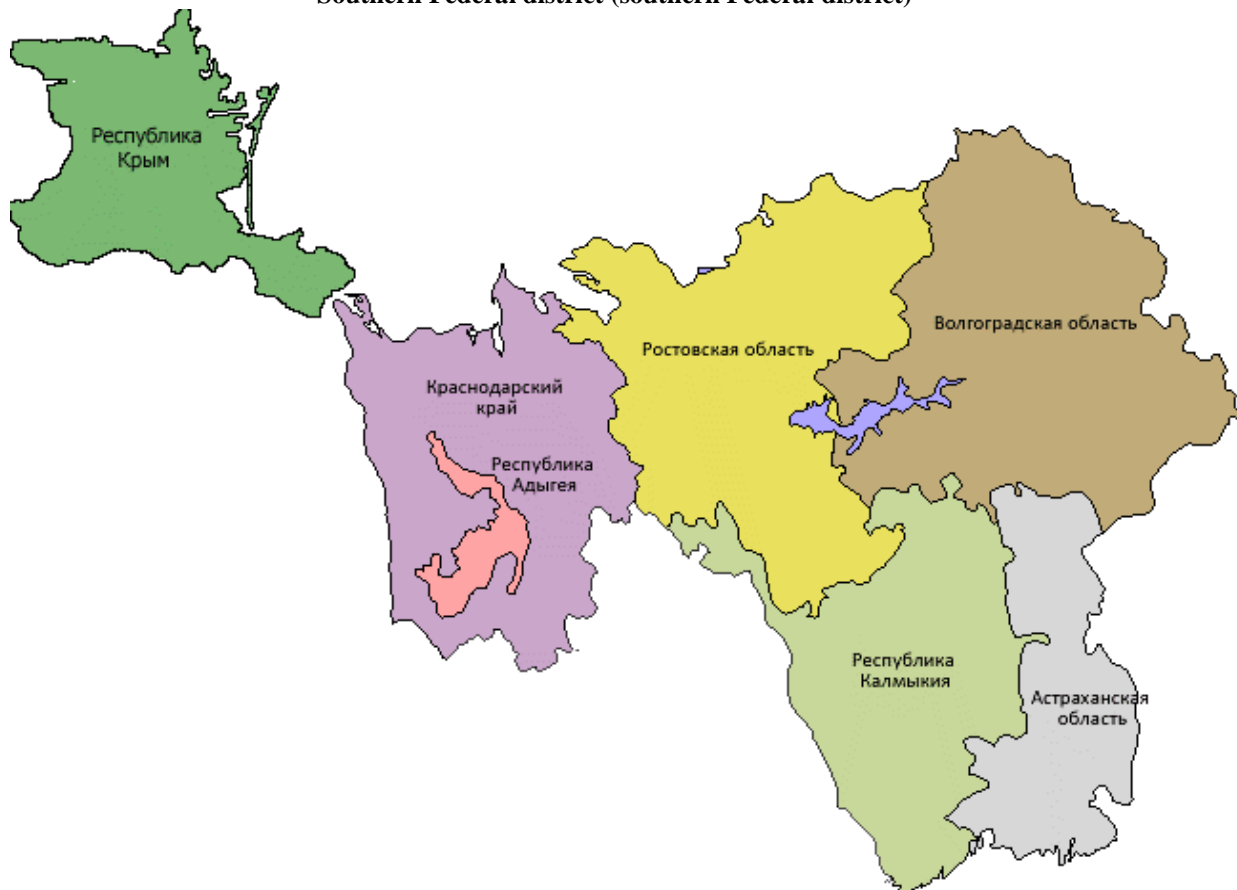
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removed from the market). After that, it is necessary to determine the share of each group in the total output. For the stable position of the enterprise in the structure of the range of products group A and B should be at least 70%.

Thus, it gives the opportunity to evaluate the existing product set for the enterprise and correlating it with the resulting profit, to evaluate the correctness assortment planning, balanced.

The implementation of the measures proposed by the authors will lead to the elimination of the deficit on domestic children's shoes, making it not only and not so competitive, and in demand, but most importantly – safe and comfortable for the foot of the child, guaranteeing him protection from the formation of pathological deviations.

Southern Federal district (southern Federal district)

№	Флаг	Субъект Федерации	Площадь (км ²)	Население (чел.) [1]*	Административный центр
1		Республика Адыгея	7 792	451 480	Майкоп
2		Астраханская область	49 024	1 018 626	Астрахань
3		Волгоградская область	112 877	2 545 937	Волгоград
4		Республика Калмыкия	74 731	278 733	Элиста
5		Краснодарский край	75 485	5 513 804	Краснодар
6		Республика Крым	26 100	1 907 106	Симферополь
7		Ростовская область	100 967	4 236 000	Ростов-на-Дону

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№	Флаг	Субъект Федерации	Площадь (км ²)	Население (чел.) [1]*	Административный центр
8		город Севастополь	864	416 263	
		ЮФО	447 840	16 367 949	Ростов-на-Дону

* Примечание – на 01.01.2018 г.

The number of children in the cities of the southern Federal district with a population of more than 100 thousand (01.01.2018)

Город	Население	Дети	Девочки	Мальчики
1	2	3	4	5
Ростов-на-Дону	1 119 875	223 975	134 385	89 590
Волгоград	1 016 137	203 227	121 936	81 291
Краснодар	853 848	170 770	102 462	68 308
Астрахань	531 719	106 344	63 806	42 538
Севастополь	416 263	83 253	49 952	33 301
Сочи	401 291	80 258	48 155	32 103
Симферополь	336 460	67 292	40 375	26 917
Волжский	325 895	65 179	39 107	26 072
Новороссийск	266 977	53 395	32 037	21 358
Таганрог	251 050	50 210	30 126	20 084
Шахты	236 749	47 350	28 410	18 940
Армавир	191 007	38 201	22 921	15 280
Волгодонск	170 558	34 112	20 467	13 645
Новочеркасск	170 233	34 047	20 428	13 619
Керчь	148 932	29 786	17 872	11 914
Майкоп	144 055	28 811	17 287	11 524
Батайск	122 247	24 449	14 669	9 780
Камышин	112 501	22 500	13 500	9 000
Новошахтинск	109 020	21 804	13 082	8 722
Евпатория	106 202	21 240	12 744	8 496
Элиста	104 005	20 801	12 481	8 320
Всего	7 135 024	1 427 004	856 202	570 802

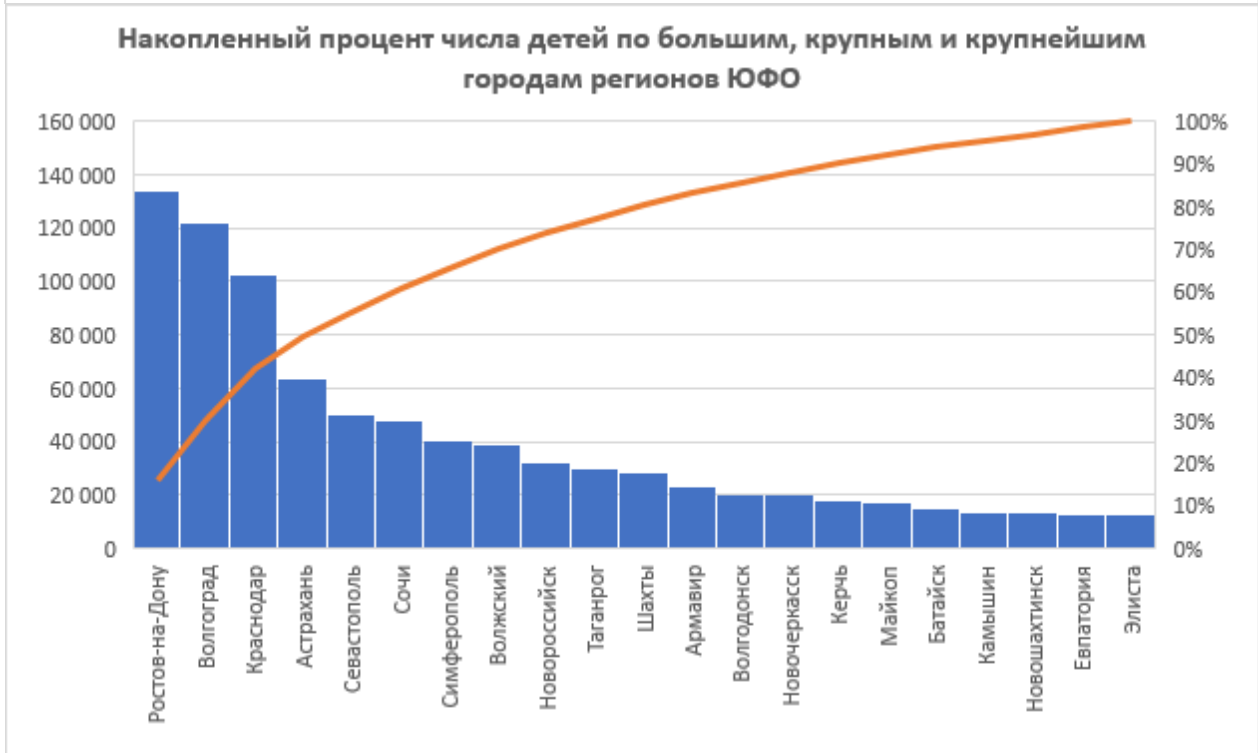
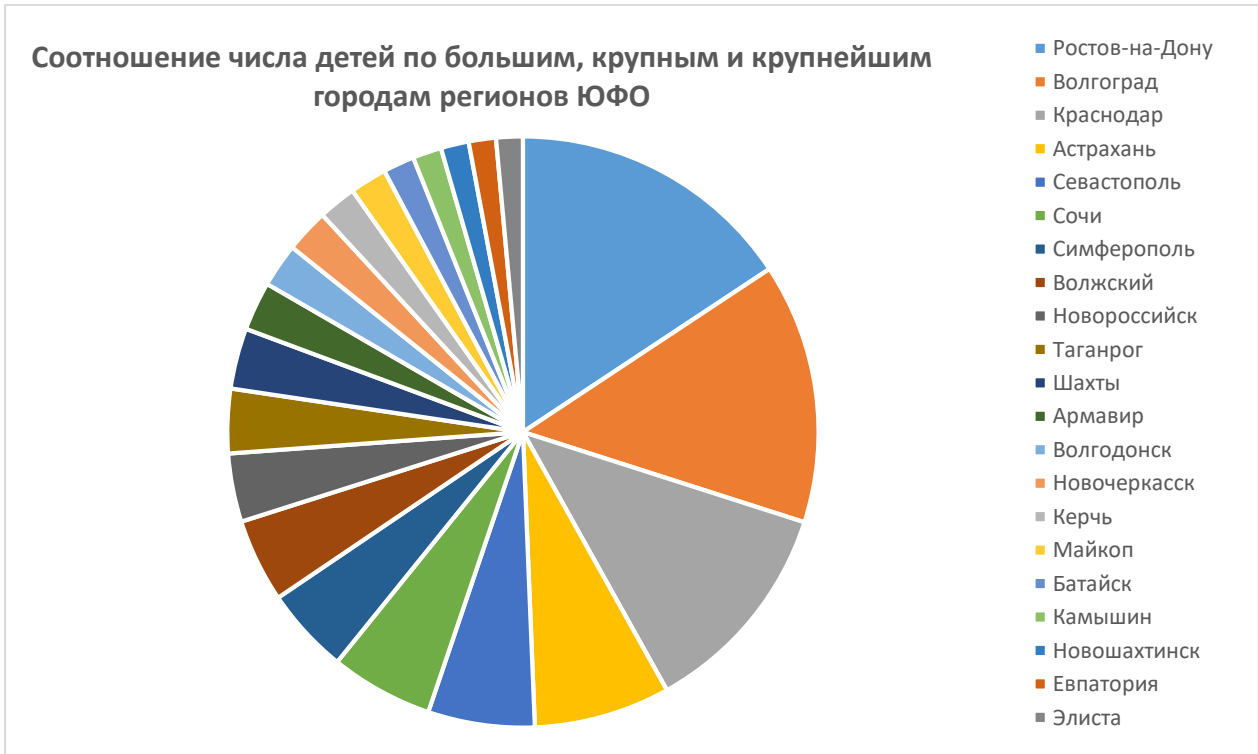
The number of children in the regions of the southern Federal district (01.01.2018)

Субъект Федерации	Население	Дети	Девочки	Мальчики
1	2	3	4	5
Краснодарский край	5 513 804	1 102 761	661 657	441 104
Ростовская область	4 236 000	847 200	508 320	338 880
Волгоградская область	2 545 937	509 187	305 512	203 675
Республика Крым	1 907 106	381 421	228 853	152 568
Астраханская область	1 018 626	203 725	122 235	81 490
Республика Адыгея	451 480	90 296	54 178	36 118
Город Севастополь	416 263	83 253	49 952	33 301
Республика Калмыкия	278 733	55 747	33 448	22 299

Impact Factor:

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ISI (Dubai, UAE) = 0.829	РИИЦ (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

ЮФО	16 367 949	3 273 590	1 964 154	1 309 436
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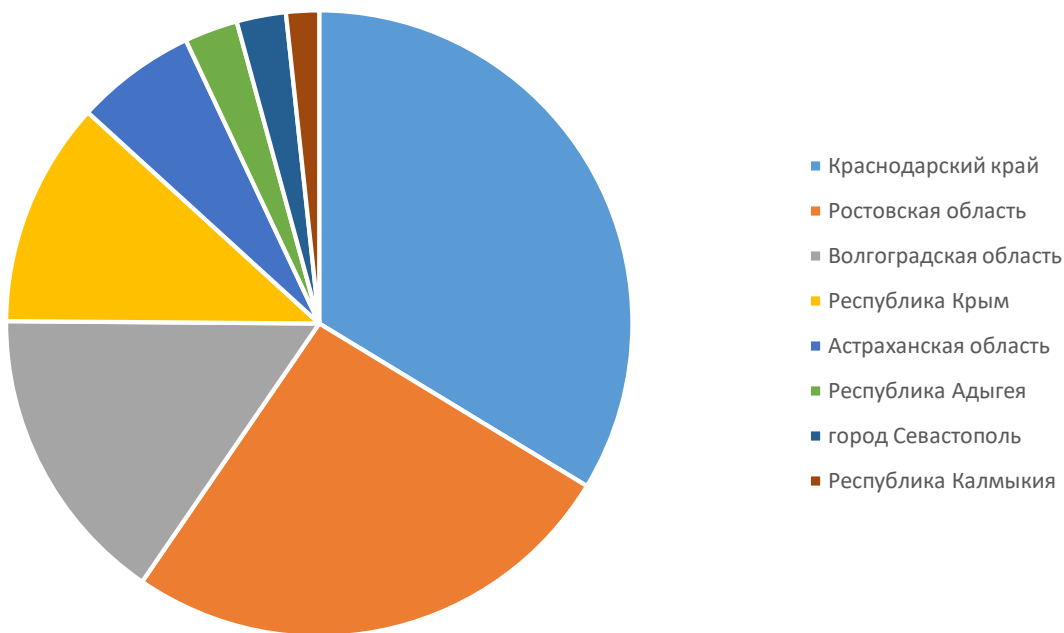


Thus, about half of the children from the twenty major cities of the southern Federal district live in four of them – Rostov-on-don, Volgograd, Krasnodar and Astrakhan.

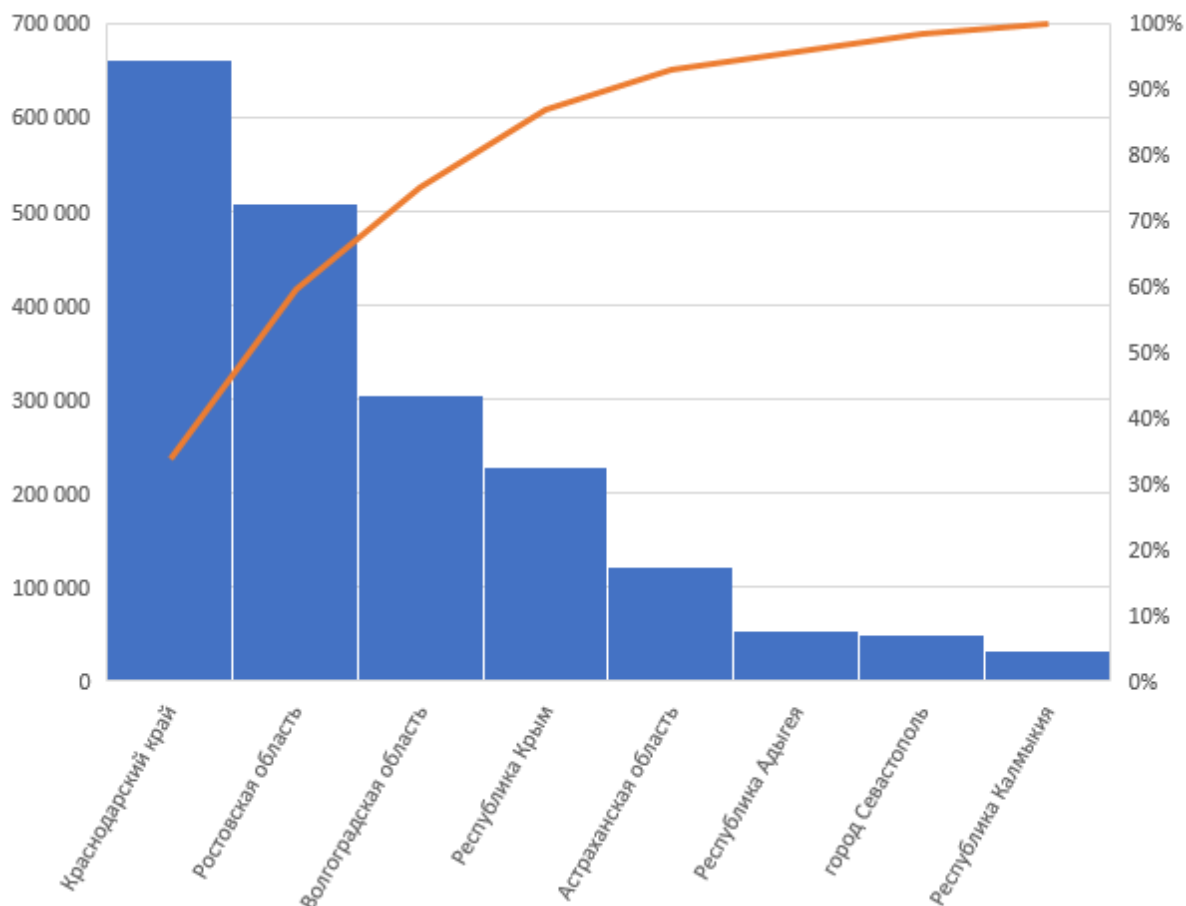
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Соотношение числа детей по регионам ЮФО



Накопленный процент числа детей по регионам ЮФО



Impact Factor:

ISRA (India) = 3.117
 ISI (Dubai, UAE) = 0.829
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 РИИЦ (Russia) = 0.156
 ESJI (KZ) = 8.716
 SJIF (Morocco) = 5.667

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

Thus, most of the children (76 %) are concentrated in three regions of the southern Federal district of eight – Krasnodar region, Rostov and Volgograd

regions, which also explains the leadership [2] of these regions in the market of children's clothing in the southern Federal district.

North Caucasus Federal district

№	Флаг	Субъект Федерации	Площадь (км ²)	Население (чел.) [1] *	Административный центр
1		Республика Дагестан	50 270	3 015 660	Махачкала
2		Республика Ингушетия	3628	472 776	Магас
3		Кабардино-Балкарская Республика	12 470	862 254	Нальчик
4		Карачаево-Черкесская Республика	14 277	467 797	Черкесск
5		Республика Северная Осетия — Алания	7987	703 745	Владикавказ
6		Ставропольский край	66 160	2 801 597	Ставрополь
7		Чеченская Республика	15 647	1 394 172	Грозный
		СКФО	170 439	9 718 001	Пятигорск

* Примечание – на 01.01.2018 г.

Impact Factor:

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GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

The number of children in the cities of the North Caucasus Federal district with the population more than 100 thousand (01.01.2018)

Город	Население	Дети	Девочки	Мальчики
1	2	3	4	5
Махачкала	587 876	70 545	47 030	587 876
Ставрополь	429 571	51 548	34 366	429 571
Владикавказ	307 478	36 898	24 598	307 478
Грозный	287 410	34 489	22 993	287 410
Нальчик	239 040	28 685	19 123	239 040
Пятигорск	145 448	17 454	11 636	145 448
Хасавюрт	138 420	16 610	11 074	138 420
Кисловодск	129 993	15 599	10 400	129 993
Черкесск	123 128	14 776	9 850	123 128
Дербент	122 354	14 683	9 788	122 354
Невинномысск	117 891	14 147	9 431	117 891
Каспийск	110 080	13 210	8 806	110 080
Назрань	113 288	13 595	9 063	113 288
Ессентуки	105 881	12 706	8 470	105 881
Всего	591 573	354 945	236 628	2 957 858

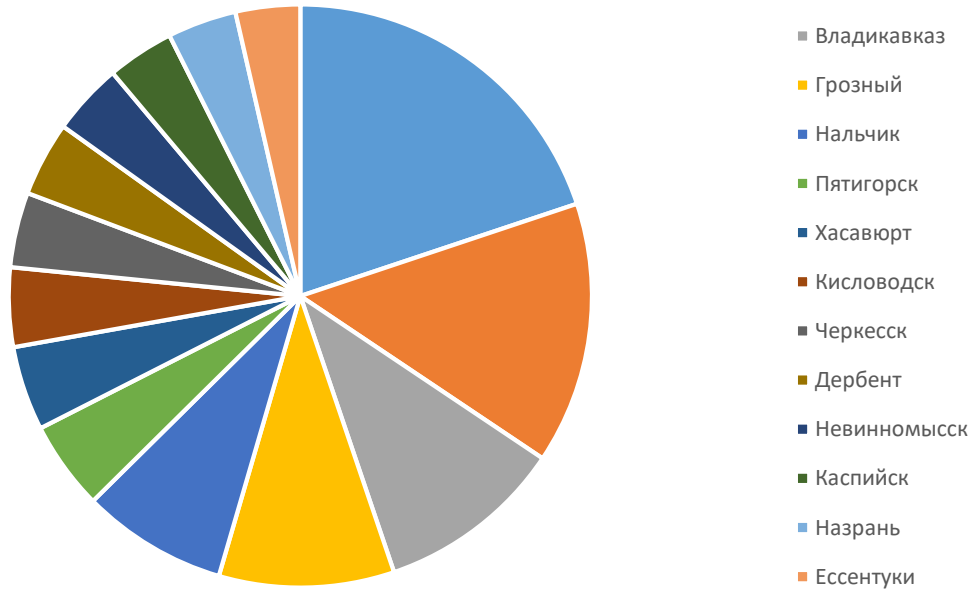
Number of children in the regions of NCFD (as of 01.01.2018).

Субъект федерации	Население	Дети	Девочки	Мальчики
1	2	3	4	5
Республика Дагестан	3 015 660	603 132	361 879	241 253
Ставропольский край	2 801 597	560 319	336 191	224 128
Чеченская Республика	1 394 172	278 834	167 300	111 534
Кабардино-Балкарская Республика	862 254	172 451	103 471	68 980
Республика Северная Осетия — Алания	703 745	140 749	84 449	56 300
Республика Ингушетия	472 776	94 555	56 733	37 822
Карачаево-Черкесская Республика	467 797	93 559	56 135	37 424
СКФО	9 718 001	1 943 599	1 166 158	777 441

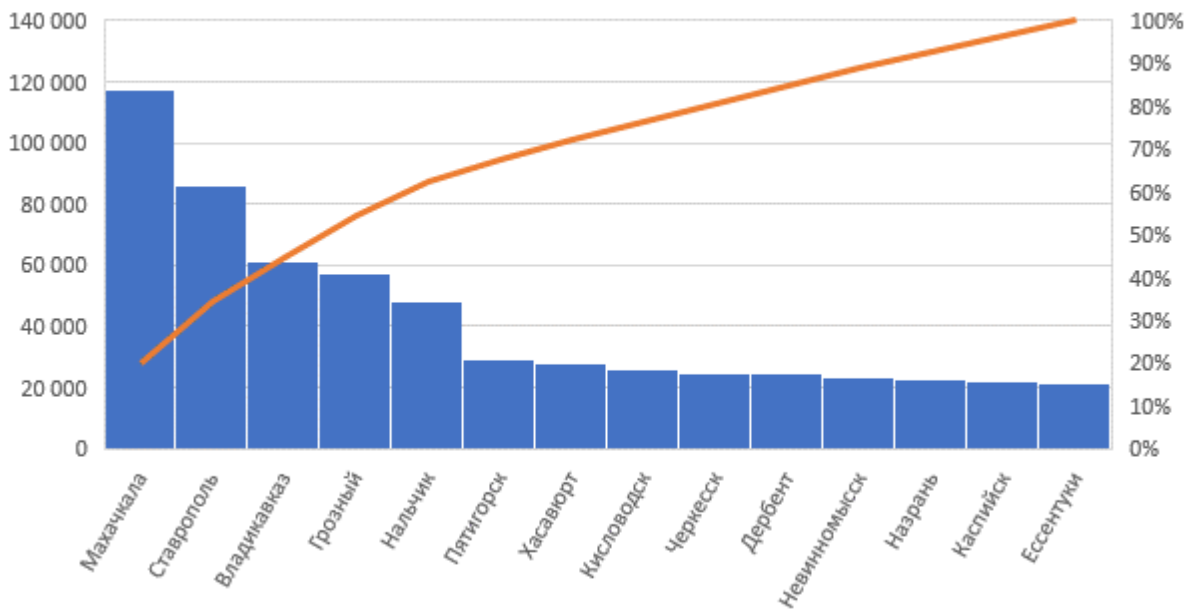
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Соотношение числа детей по большим, крупным и крупнейшим городам регионов СКФО



Накопленный процент числа детей по большим, крупным и крупнейшим городам регионов СКФО

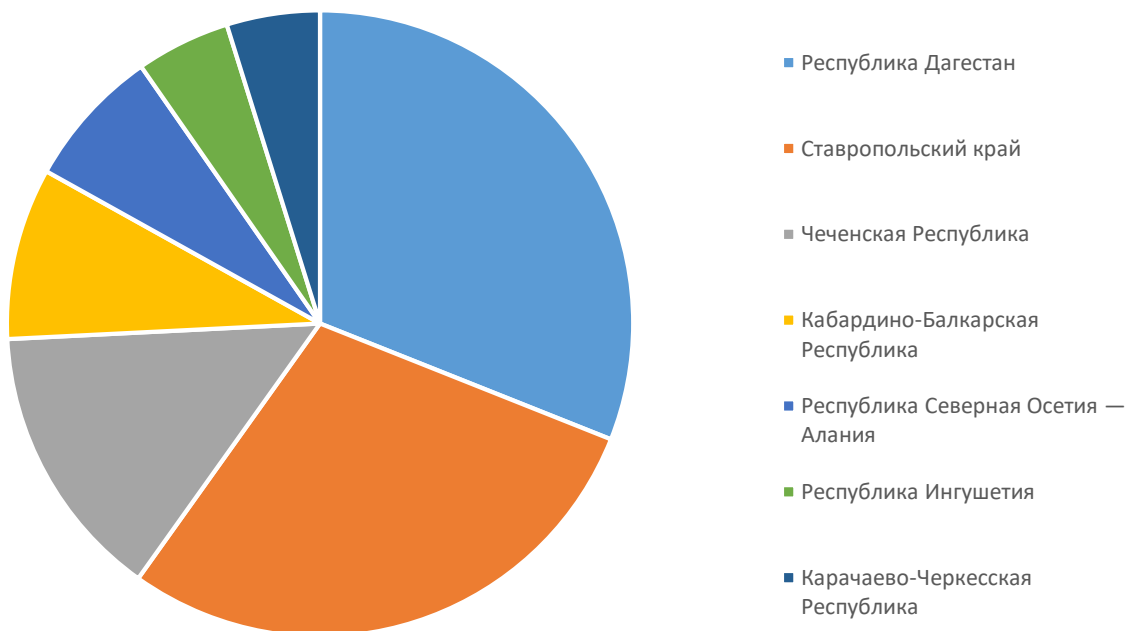


Thus, about half of the children from fourteen major cities of the regions of the North Caucasus Federal district live in four of them – Makhachkala, Stavropol, Vladikavkaz and Grozny.

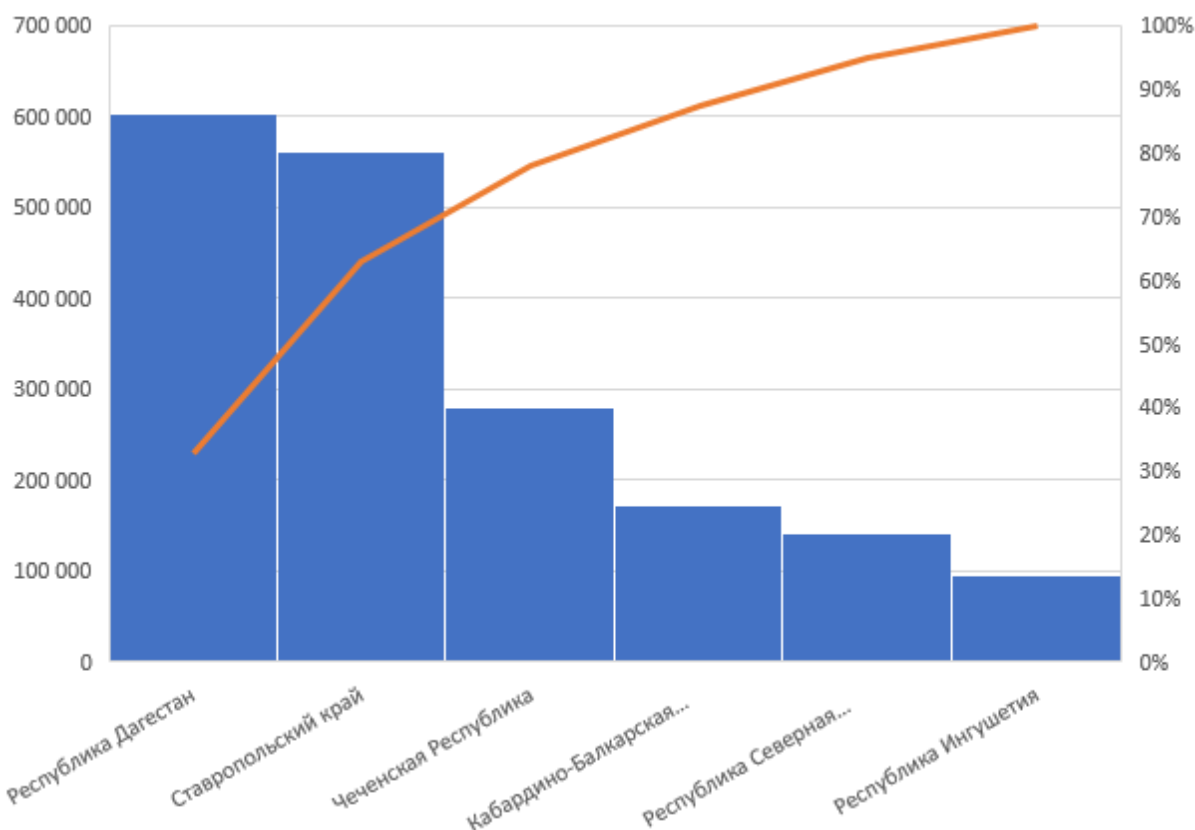
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JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

Соотношение числа детей по регионам СКФО



Накопленный процент числа детей по регионам СКФО



Thus, the majority of children (74 %) are concentrated in three regions of the North Caucasus

Federal district of the seven Republics of Dagestan and Chechnya and Stavropol Krai.

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ISI (Dubai, UAE)	= 0.829	PIHHI (Russia)	= 0.156	PIF (India)	= 1.940
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Light industry of the Russian Federation is the most important multi-profile and innovative attractive sector of the economy, ensuring the preservation of the country's status as an independent and sovereign industrial power, strengthening its defense, economic, social and intellectual security. It helps to improve the life of the population, restore and maintain human health, improve the environment, solve the problems of socio-economic development of the regions and Russia as a whole.

The absence in the regions of the southern Federal district and skfo enterprises of industry and filling the markets of domestic products not only provokes a deficit, but significantly worsens the social situation of those living in these regions, as for the majority of the population it was the only source of income, as these enterprises were the city-forming and provided the entire infrastructure of life of the population, provoking not only employment, which in itself is very important, but also ensured the flow of funds in these regions to solve all social problems.

The hope of the regional and Federal branches of government that everything can be solved through the ruthless exploitation of natural resources, which is not only criminal, but also the way to nowhere. And talk about the fact that our domestic products are not in demand at home.

The way out of this situation - competently developed range and assortment policy as a whole within the framework of unity of all branches of government, namely: municipal, regional and Federal in Union with producers will offer consumers of their regions not only popular and competitive products, but what is especially important – economically justified and guaranteeing enterprises a stable TEP, providing them with prevention from bankruptcy and guaranteeing them stability.

After the crisis of 2008, the world has spent a lot of effort trying to return the economies to the same rapid growth as before. But the assumption that the problems caused by the crisis are temporary is wrong, and we should accept this and understand that the economy in the new "post-crisis world" will work in a new way. The founder and President of the world economic forum in Davos Klaus Schwab writes about this in his article on Project Syndicate.

Schwab identifies six features of this new world.

-Economic growth in it will be slower, but potentially more sustainable than before the crisis.

-Technological change will be the driving force of growth, with its impact being larger and deeper than, for example, the industrial revolution and its consequences in the nineteenth and twentieth centuries.

"The current industrial revolution will hit economies like a tsunami, almost without warning and with ruthless force," warns the columnist.

-The pace of change will be high due to the interconnections in the modern world, changes will affect simultaneously the economic structures, governments, security mechanisms and everyday life of people.

-Every standard needs to be revised, every industry risks being turned upside down. If you need an illustration, look at Uber, which has changed not only the commercial transportation industry, but also retail in General: goods and services are "uberized" – consumers use, but do not own them.

"3D printing will change the industry because the supply chains will have to disappear or transform.

"Gone are the days when a big fish ate a small one. In the post-crisis world will be dominated by fast fish, slow will die," writes Schwab.

"Economic growth will be driven not by capital and natural resources, but by human imagination and innovation.

According to the economist, despite the difficulties that will entail a new round of technological progress, its overall impact will be positive.

The decline in the production of children's shoes, as well as shoes of other age groups, is primarily due to the lack of quality and affordable leather. The reduction of subsidies to agriculture, as well as the reduction in the number of cattle in the farms of Kalmykia, Krasnodar and Stavropol regions and a weak base for processing of raw hides, in turn, leads to a decrease in the growth rate of production of hard and chrome leather.

As a result, the domestic market, as the southern Federal district and the skfo, and Russia as a whole, began to fill imported from abroad children's shoes, which, with rare exceptions, does not even have a certificate of quality and now children are forced to wear shoes made of artificial and synthetic leather.

Thus, the restoration of the production of children's shoes is quite an urgent task facing shoemakers and has great social and economic importance for the southern Federal district and the southern Federal district.

For the revival of the production of children's footwear in the South Federal district and North Caucasus Federal district, first and foremost, the necessary organizational and financial support to the Shoe enterprises at the level of the RF government, regional and local authorities, in the form of lower VAT, the provision of irrecoverable loans at concessionary interest rate with payments deferred for 3 years, support the provision of quality and affordable footwear materials.

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Despite the fact that the industry producing children's shoes is undergoing a painful process of restructuring, the elimination of obsolete and inefficient capacity, unfair competition with imports, and often simply in the fight against smuggling, today in the light industry has formed a healthy core of several dozen largest enterprises and hundreds of medium and small firms that have found their place in the market, have established the production of demanded products.

The strategy for the development of light industry until 2025, adopted by the Government of the Russian Federation, sets real, achievable goals for the light industry, namely [1]:

- to carry out an inventory and assessment of the technical level of production facilities that still exist. This is necessary in order to prioritize and predict the renewal of production.
- abolish for three years import customs duties and VAT on imported technological equipment for textile and light industry, which is not produced in Russia.
- introduce differentiated taxation of fixed assets depending on their service life, thereby stimulating the renewal of their active part.
- exemption from taxation of the part of profit that is directed to the modernization of production.
- creation of an industry leasing company in the country, possibly with the participation of state capital, in the likeness of the company "Agropromlizing»
- considering that the worn-out fixed assets of the enterprises practically have no collateral value, to achieve that Federal Executive authorities and subjects of the Russian Federation acted as guarantors of implementation of the most significant technical projects.

The next problem is the creation of conditions of fair competition for Shoe companies, excluding the huge scale of illegal import of cheap low-quality products from abroad. This requires an increase in customs duties on imported shoes.

It is impossible not to recognize that the situation in the footwear industry of the southern Federal district and skfo, not least - the result of the inability of many managers of Shoe enterprises of the southern Federal district and the southern Federal district to quickly adapt to the new requirements of the market, to the competition with Russian and foreign manufacturers.

When developing a range of children's shoes, it is necessary to take into account the factors that shape consumer demand: compliance with the main fashion trends, economic, social and climatic specifics of the southern Federal district and the southern Federal district.

By its natural and climatic conditions of the southern Federal district and North Caucasus Federal district occupy a unique position in the Russian

Federation. Geographical location, proximity to three seas and diverse terrain with the presence of high mountains determine a significant diversity of climate. In the Eastern part is clearly manifested continental temperate climate: winter is cooler, summers are hotter (the average temperature in July ranges from +25 to +28 0C, January – 4 – 8 0C), rainfall is not great; on the black sea coast is dominated by a humid subtropical climate with high rainfall, the average temperature in January is + 2 – 5 0C.

Such soft natural and climatic conditions of our region suggest a great demand for shoes spring–autumn and summer socks (sandals, shoes, boots, autumn boots and boots). Winter shoes are less in demand. In the use of textile and artificial materials along with natural and in combination with them, as well as technology "patchwork" is the most relevant for such shoes, allows you to fully meet consumer demand for families with different income levels.

However, with the development of textile production fabrics became more accessible, and there was no practical need to use fabric cuts one hundred percent. Patchwork has been forgotten for a long time, and its return to our days, of course, is not due to the fact that this technique can reduce production costs. This is especially true for children's shoes. The use of patchwork in the production of children's shoes will reduce its cost, expand the range of products through the introduction of new materials, make children's shoes comfortable and easy. The introduction of patchwork technology in Shoe enterprises will significantly reduce the cost of basic and auxiliary materials, to attract home work.

The range of children's shoes should focus on buyers with different levels of income, for this in the production of shoes you need to use leather for the top of different quality: expensive, such as Chevy or cheaper – pig leather chrome tanning, shoes from which you can wear to the "exit", and coming home to take off to the child's feet rest.

Also in the development of the range should be taken into account the fact that girls in the southern Federal district and skfo born more than boys, so that shoes for girls should be produced in a larger volume than shoes for boys.

If manufacturers of shoes for children will be guided by all of the above recommendations of the authors, the buyers will be able, depending on their financial situation, to give preference to products of a price category, made taking into account the climatic characteristics of the southern Federal district and the generic characteristics of its population.

It should be noted that now the requirements of parents to the hygienic properties of children's shoes, as well as to its correctness from the point of view has the naturalness of the upper material, because many manufacturers from the low-cost segment of

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the market, seeking to reduce the price, make of genuine leather only insole and lining. To children's foot remained healthy, in shoes for children—sliders should be all thought out, down to the details.

If you think that the average height of the foot is completed by about 18 years of age, you can imagine how important it is to have a suitable and good for health shoes from the beginning.

Tight and short shoes make it difficult to walk, presses the leg, disrupts blood circulation, causes pain and over time changes the shape of the foot, disrupts its normal growth, deforms the fingers, promotes the formation of difficult healing ulcers, and in the cold season – frostbite, increases sweating. Too loose shoes are also harmful. Walking in it quickly tires, and there may be scuffs, especially in the lifting area.

Teenagers are not recommended to walk in narrow shoes. Wearing it often leads to curvature of the fingers, ingrown nails, the formation of corns and promotes the development of flat feet. Flatfoot is observed in long walking in shoes without any heels, for example, in Slippers. Everyday wearing shoes with high heels (above 4 cm) is harmful for teenage girls, because it makes it difficult to walk, shifting the center of gravity forward. The emphasis is transferred to the fingers.

The sole should bend well. The rigid sole complicates walking (the bending angle is limited,

the heel of the Shoe is tightened from the heel), reduces the performance of the ankle muscles, increases the temperature of the skin of the leg and sweating.

As much as it is necessary to ensure maximum mobility of the front part of the foot, it is also necessary to ensure maximum stability of the heel. The heel should be strong, not allowing sliding of foot. The heel should protect, densely cover a heel, to prevent its deformation.

Children's shoes should have a reliable and comfortable fastening on the leg, which does not prevent movement. For this purpose different types of fastening are used:

Dear Respondent!

What indicators would You prefer in the analysis and study of the status of the concept of "Attractiveness of the goods", taking advantage of the privileges - to assign them an appropriate rank from the arithmetic series – preferable from 1, rather than preferred - a higher figure, ensuring compliance with the requirements of the arithmetic series, namely, not allowing the omission of numbers in the arithmetic series. If you have difficulties in choosing preferences, you can use the "related ranks", assigning two or more factors the same rank, but here it is necessary to comply with the requirements of the arithmetic series. [5-6]

Table – Analysis and study of the status of the concept of "Attractiveness of goods»

№	Показатели привлекательности товара	Ранг
1	Ощутимость потребности в покупке товара	
2	Надёжность товара	
3	Ответственность производителя за качество товара	
4	Завершенность товара	
5	Вежливость обслуживания	
6	Доверие к продавцу, производителю	
7	Впечатляющий гарантийный период	
9	Общение с продавцом	
10	Взаимопонимание с продавцом, его заинтересованность	
11	Доступность к товару	
12	Культура обслуживания	
13	Ценовая доступность	
14	Покупательская удовлетворенность	
15	Уровень подготовленности потребителя совершить покупку	
16	Уровень заинтересованности производителя в формировании привлекательности товара	
17	Покупательская возможность потребителя	
18	Авторитет производителя	
19	Потребительская коммуникация	
20	Наличие мнения о ранее сделанной покупке идентичного товара	
21	Потребность у потребителя в покупке привлекательного, оригинального товара	

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22	Актуальность данной покупки для покупателя	
23	Возможность последующего обмена товара	
24	Наличие нескольких нужных функций у товара	
25	Современный дизайн	
26	Способ оплаты за покупку	
27	Простота эксплуатации товара	
28	Организация и доступность сервисного сопровождения приобретенного товара	

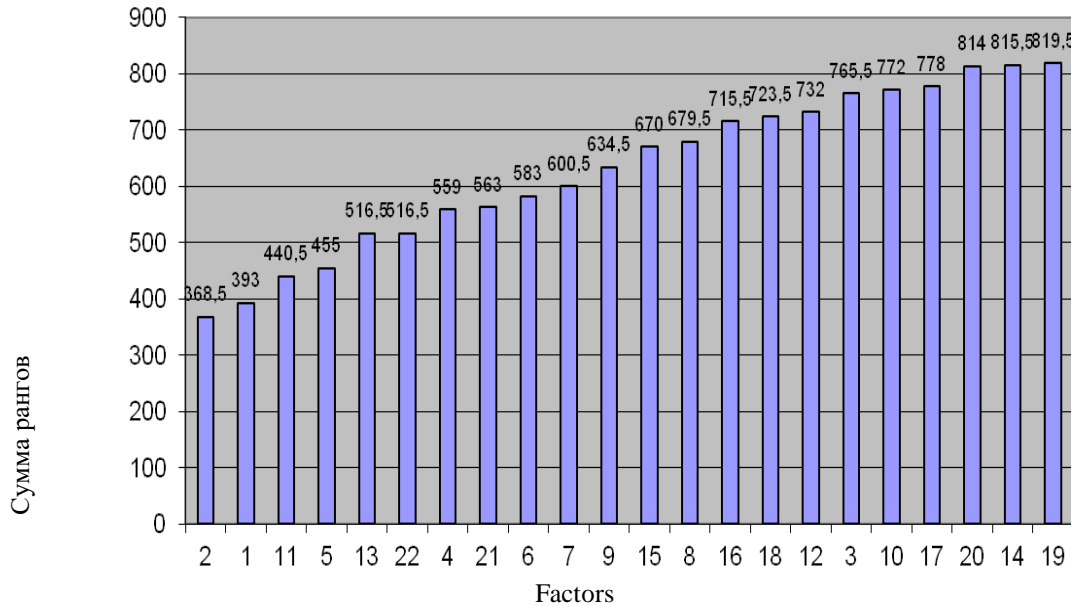


Figure 1 - - Results of processing a priori ranking of children-respondents to assess their competitive potential on the criteria of competitiveness and demand for children's shoes made for them

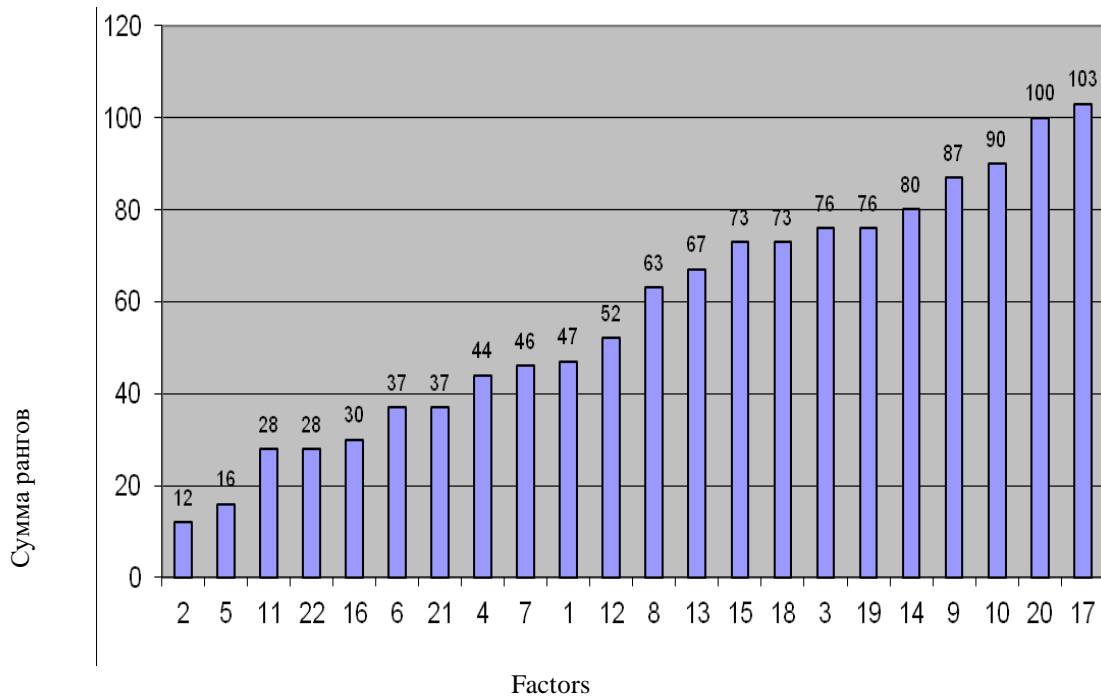


Figure 2 - - Results of processing a priori ranking of children-respondents to assess their competitive potential on the criteria for ensuring competitiveness and demand for their children's shoes without heretics, i.e. without those respondents whose opinion does not coincide with the majority of survey participants

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Dear Respondent!

What factors would You prefer as a buyer when assessing the competitive potential of enterprises in the regions of the southern Federal district and the southern Federal district, producing shoes for children, taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series – preferably starting with 1, rather than

preferred - a higher figure, ensuring compliance with the requirements of the arithmetic series, namely, not allowing the omission of numbers in the arithmetic series. If You have difficulties in choosing preferences, You can use the "related ranks", assigning two or more factors the same rank, but here it is necessary to comply with the requirements of the arithmetic series.

Table – Criteria for assessing the competitiveness and demand for children's shoes through the eyes of ordinary buyers

№	Перечень факторов по оценке конкурентного потенциала предприятий регионов ЮФО и СКФО	Ранг
1	Масса	
2	Цвет	
3	Качество детской обуви	
4	Функциональность детской обуви	
5	Характеристика материалов для верха обуви	
6	Соответствие направлению моде	
7	Цена	
8	Характеристика материалов для низа обуви	
9	Комфортность	
10	Высота приподнятости пяточной части обуви – до 40 мм	
11	Высота приподнятости пяточной части обуви –свыше 40 мм	
12	Ремонтопригодность	
13	Гарантийный срок на детскую обувь	
14	Каким видам детской обуви отдается предпочтение : зимней	
15	Осенней	
16	Весенней	
17	Летней	
18	Прочность крепления низа обуви	

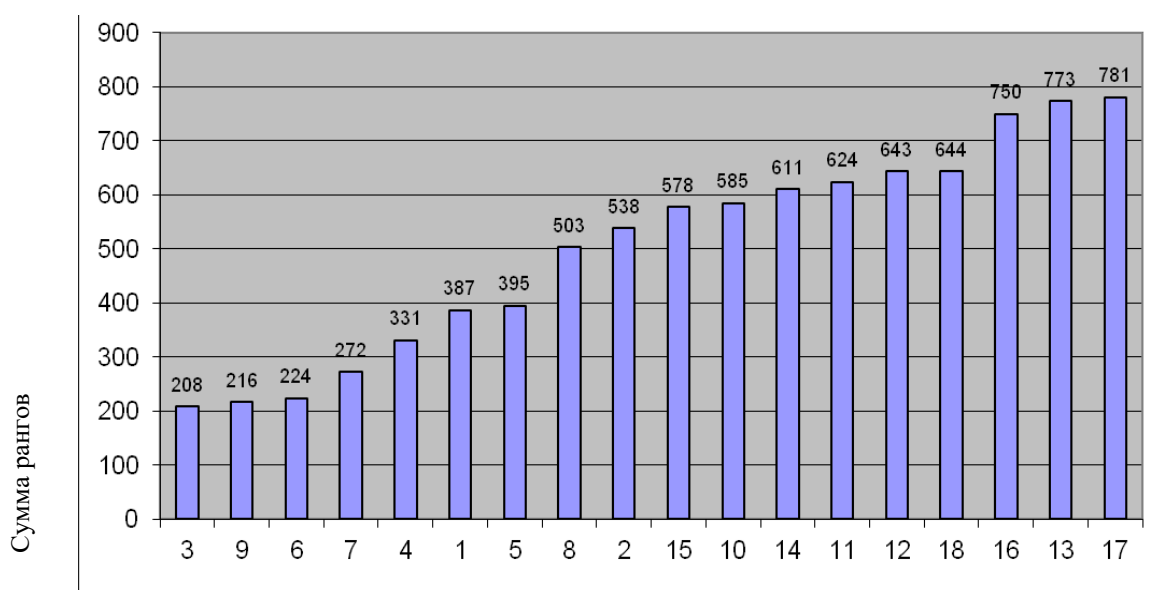


Figure – the Results of processing a priori ranking of random buyers to assess their competitive potential on the criteria of competitiveness and demand made baby shoes

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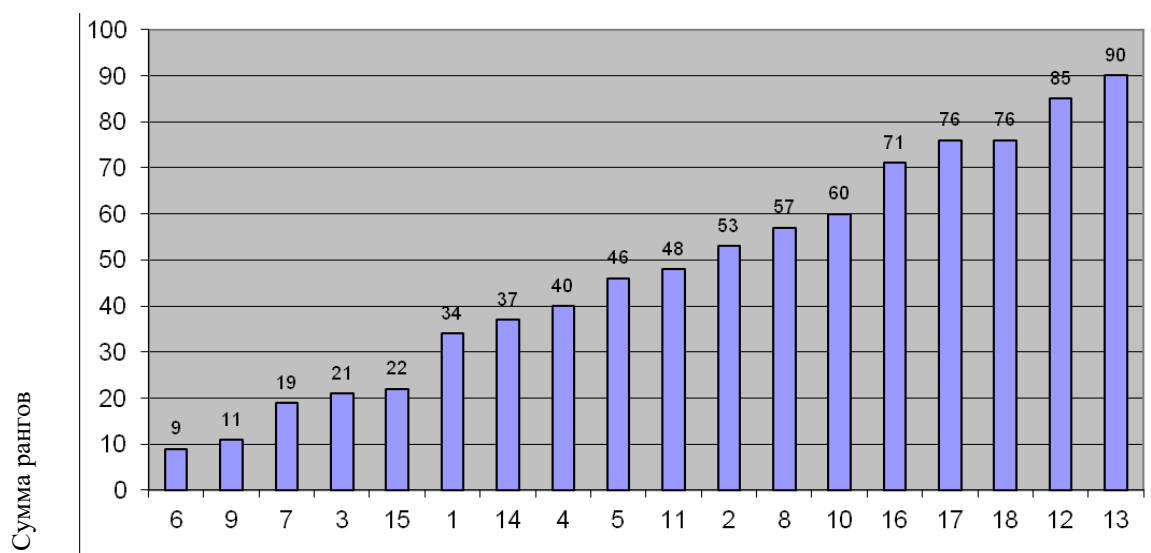


Figure – the Results of processing a priori ranking of random buyers to assess their competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by a child without heretics, i.e. without those respondents whose opinion does not coincide with the majority of survey participants

Dear Respondent!

What are the factors You would like manufacturers children's footwear preference in the evaluation of the competitive potential of enterprises in the regions of SFD and NCFD, taking advantage of the privileges is to assign them a corresponding rank of an arithmetic series beginning with 1 preferred and not preferred - the higher the figure,

while fulfilling the requirements of an arithmetic series, namely, not allowing skipping of numbers in the arithmetic series. If You have difficulties in choosing preferences, You can use the "related ranks", assigning two or more factors the same rank, but here it is necessary to comply with the requirements of the arithmetic series.

Table – Criteria for assessing the competitiveness and demand for children's shoes through the eyes of Shoe manufacturers by enterprises of the SFD and SKFO regions

№	Перечень факторов по оценке конкурентного потенциала предприятий регионов ЮФО и СКФО	Ранг
1	Масса	
2	Цвет	
3	Качество детской обуви	
4	Функциональность детской обуви	
5	Характеристика материалов для верха обуви	
6	Соответствие направлению моде	
7	Цена	
8	Характеристика материалов для низа обуви	
9	Комфортность	
10	Высота приподнятости пяточной части обуви – до 40 мм	
11	Высота приподнятости пяточной части обуви -свыше 40 мм	
12	Ремонтопригодность	
13	Гарантийный срок на детскую обувь	

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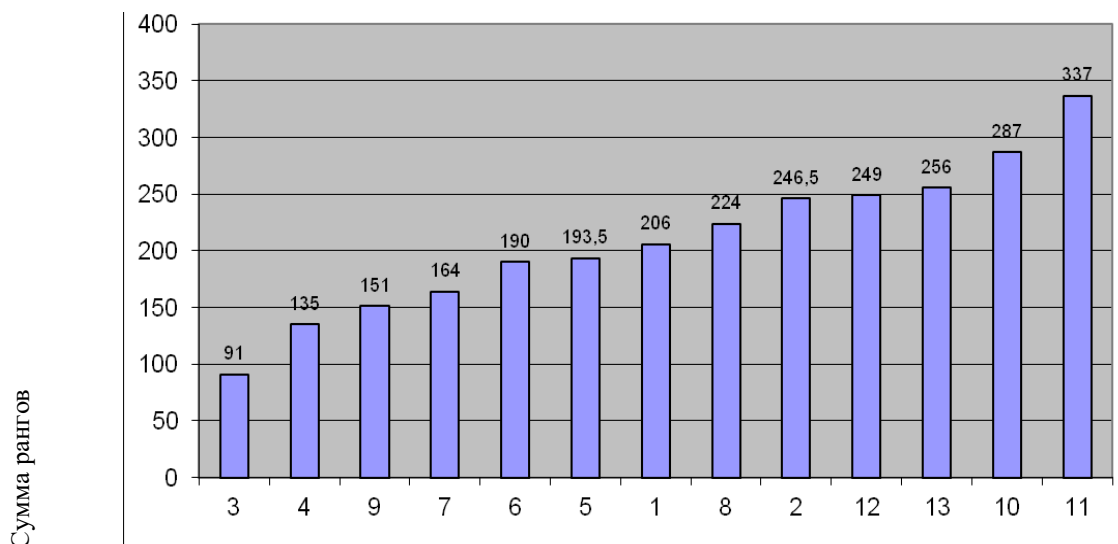


Figure – Results of processing a priori ranking of manufacturers to assess their competitive potential on the criteria of competitiveness and demand for manufactured baby shoes

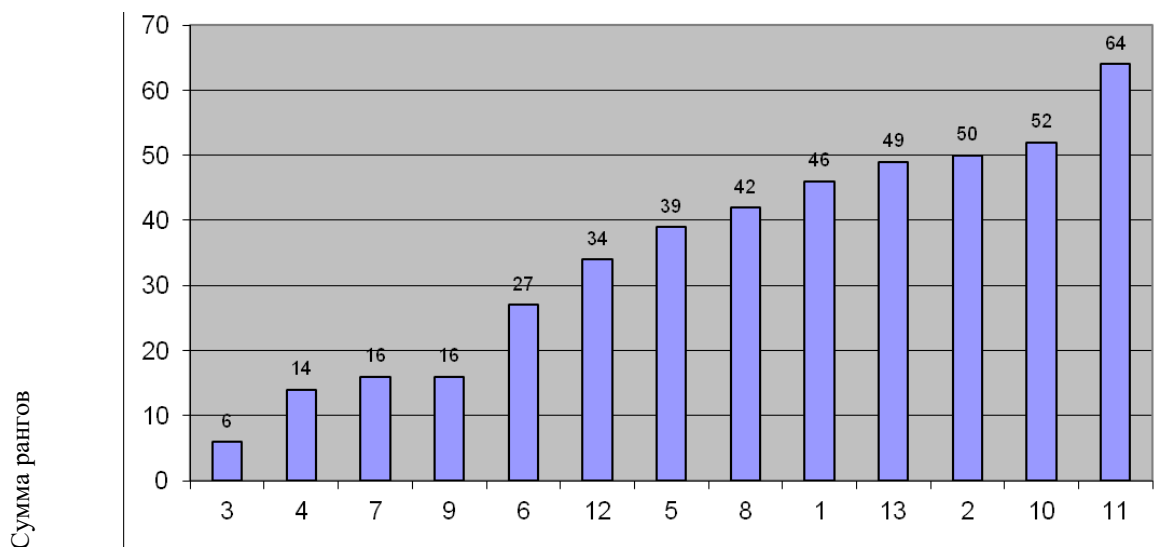


Figure – Results of processing a priori ranking of manufacturers to assess their competitive potential on the criteria for ensuring the competitiveness and demand made baby shoes without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Dear Respondent!

What factors would You - the parents - preference in the evaluation of the competitive potential of enterprises in the regions of SFD and NCFD, taking advantage of the privileges is to assign them a corresponding rank of an arithmetic series beginning with 1 preferred and not preferred - the higher the figure, while fulfilling the

requirements of an arithmetic series, namely, not allowing skipping of numbers in the arithmetic series. If You have difficulties in choosing preferences, You can use the "related ranks", assigning two or more factors the same rank, but here it is necessary to comply with the requirements of the arithmetic series.

Table – Criteria for assessing the competitiveness and demand for children's shoes through the eyes of parents

№	Перечень факторов по оценке конкурентного потенциала предприятий регионов ЮФО и СКФО	Ранг
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1	Масса	
2	Цвет	
3	Качество детской обуви	
4	Устойчивость окраски применяемых для верха обуви материалов к сухому и мокрому трению и к воздействию пота	
5	Гибкость	
6	Прочность крепления низа обуви	
7	Цена	
8	Комфортность	
9	Деформация подноски и задника	
10	Ремонтопригодность	
11	Гарантийный срок на детскую обувь	

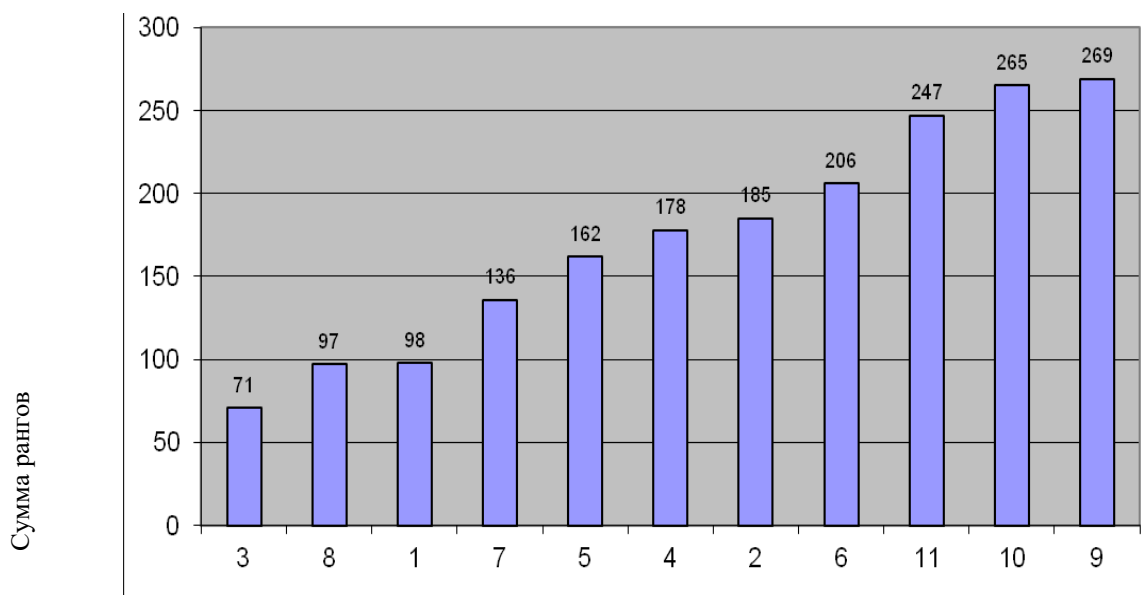


Figure – Results of processing a priori ranking of parents to assess their competitive potential of the criteria for ensuring the competitiveness and relevance of manufactured baby shoes

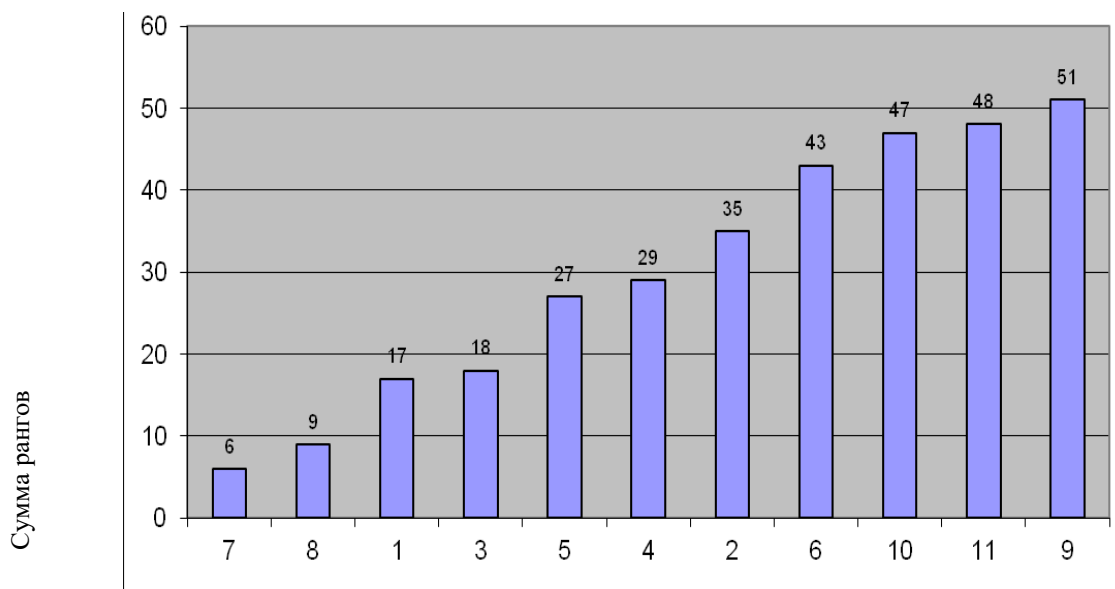


Figure – Results of processing a priori ranking of parents to assess their competitive potential on the criteria of competitiveness and demand made baby shoes without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

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Таблица 13 – Сводная характеристика результатов опроса респондентов – детей, их родителей, покупателей и производителей по оценке конкурентного потенциала обувных предприятий регионов ЮФО и СКФО

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
2 – Качество детской обуви	3 – Качество детской обуви	3 – Качество детской обуви	3 – Качество детской обуви
1 – Форма носочной части	8 – Комфортность	9 – Комфортность	4 – Функциональность детской обуви
11 – Масса	1 – Масса	6 – Соответствие направлению в моде	9 – Комфортность
5 – Комфортность	7 – Цена	7 – Цена	7 – Цена
13 – Материалы для низа обуви	5 – Гибкость	4 – Функциональность детской обуви	6 – Соответствие направлению в моде
22 – Соответствие направлению в моде	4 – Устойчивость окраски применяемых для верха обуви материалов к сухому и мокрому трению и к воздействию пота	1 – Масса	5 – Характеристика материалов для верха обуви
4 – Цена детской обуви	2 – Цвет	5 – Характеристика материалов для верха обуви	1 – Масса
21 – Разнообразие ассортимента обуви для детей в магазинах и торговых центрах	6 – Прочность крепления низа обуви	8 – Характеристика материалов для низа обуви	8 – Характеристика материалов для низа обуви
6 – Уровень обслуживания родителей и детей в магазинах и торговых центрах	11 – Гарантийный срок на детскую обувь	2 – Цвет	2 – Цвет
7 – Цвет	10 – Ремонтопригодность	15 – Каким видам детской обуви отдается предпочтение: осенней	12 – Ремонтопригодность
9 – Высота приподнятости пяточной части – до 40 мм	9 – Деформация подноски и задника	10 – Высота приподнятости пяточной части обуви – до 40 мм	13 – Гарантийный срок на детскую обувь
15 – Место продажи обуви для детей – интерьер магазина, или торгового центра		14 – Каким видам детской обуви отдается предпочтение: зимней	10 – Высота приподнятости пяточной части обуви – до 40 мм
8 – Гарантийный срок на детскую обувь		11 – Высота приподнятости пяточной части обуви – свыше 40 мм	11 – Высота приподнятости пяточной части обуви – свыше 40 мм
16 – Каким видам детской обуви отдается предпочтение: зимней		12 – Ремонтопригодность	
18 – Каким видам детской обуви отдается		18 – Прочность крепления низа обуви	

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предпочтение: весенней			
12 – Ремонтпригодность детской обуви ее целесообразность		16 – Каким видам детской обуви отдается предпочтение: весенней	
3 – Гибкость детской обуви		13 – Гарантийный срок на детскую обувь	
10 – Высота приподнятости пяточной части обуви –свыше 40 мм		17 – Каким видам детской обуви отдается предпочтение: летней	
17 – Каким видам детской обуви отдается предпочтение: осенней			
20 – Прочность крепления низа обуви			
14 – Материалы для верха обуви			
19 – Каким видам детской обуви отдается предпочтение: летней			
0,16 < W < 0,69	0,52 < W < 0,94	0,47 < W < 0,91	0,33 < W < 0,84

Таблица 14 – Сводная характеристика результатов опроса респондентов – детей, их родителей, покупателей и производителей по оценке конкурентного потенциала обувных предприятий регионов ЮФО и СКФО, но без еретиков, мнение которых не совпадает с большей частью респондентов, участвовавших в опросе

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
2 – Качество детской обуви	7 – Цена	6 – Соответствие направлению в моде	3 – Качество детской обуви
5 – Комфортность	8 – Комфортность	9 – Комфортность	4 – Функциональность детской обуви
11 – Масса	1 – Масса	7 – Цена	7 – Цена
22 – Соответствие направлению в моде	3 – Качество детской обуви	3 – Качество детской обуви	9 – Комфортность
16 – Каким видам детской обуви отдается предпочтение: зимней	5 – Гибкость	15 – Каким видам детской обуви отдается предпочтение: осенней	6 – Соответствие направлению в моде
6 – Уровень обслуживания родителей и детей в магазинах и торговых центрах	4 – Устойчивость окраски применяемых для верха обуви материалов к сухому и мокрому трению и к воздействию пота	1 – Масса	12 – Ремонтпригодность
21 – Разнообразие ассортимента обуви для детей в магазинах и торговых центрах	2 – Цвет	14 – Каким видам детской обуви отдается предпочтение: зимней	5 – Характеристика материалов для верха обуви

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4 – Цена детской обуви	6 – Прочность крепления низа обуви	4 – Функциональность детской обуви	8 – Характеристика материалов для низа обуви
7 – Цвет	10 – Ремонтпригодность	5 – Характеристика материалов для верха обуви	1 – Масса
1 – Форма носочной части	11 – Гарантийный срок на детскую обувь	11 – Высота приподнятости пяточной части обуви –свыше 40 мм	13 – Гарантийный срок на детскую обувь
12 – Ремонтпригодность детской обуви ее целесообразность	9 – Деформация подноски и задника	2 – Цвет	2 – Цвет
8 – Гарантийный срок на детскую обувь		8 – Характеристика материалов для низа обуви	10 – Высота приподнятости пяточной части обуви – до 40 мм
13 – Материалы для низа обуви		10 – Высота приподнятости пяточной части обуви – до 40 мм	11 – Высота приподнятости пяточной части обуви –свыше 40 мм
15 – Место продажи обуви для детей – интерьер магазина, или торгового центра		16 – Каким видам детской обуви отдается предпочтение: весенней	
18 – Каким видам детской обуви отдается предпочтение: весенней		17 – Каким видам детской обуви отдается предпочтение: летней	
3 – Гибкость детской обуви		18 – Прочность крепления низа обуви	
19 – Каким видам детской обуви отдается предпочтение: летней		12 – Ремонтпригодность	
14 – Материалы для верха обуви		13 – Гарантийный срок на детскую обувь	
9 – Высота приподнятости пяточной части –до 40 мм			
10 – Высота приподнятости пяточной части обуви –свыше 40 мм			
20 – Прочность крепления низа обуви			
17 – Каким видам детской обуви отдается предпочтение: осенней			
0,16 < W < 0,69	0,52 < W < 0,94	0,47 < W < 0,91	0,33 < W < 0,84

Analysis of the survey to assess the competitive potential of enterprises in the implementation of innovative technological solutions, which was

attended by children, their parents, casual shoppers and manufacturers of shoes for children, showed that they are all unanimous in one, namely, that shoes for

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		4.260
		OAJI (USA) = 0.350

children should be of high quality, but if the adult participants of the survey intelligently preferred this indicator, the children, for the most part, on a whim, too, in the questionnaires as a priority allocated quality, assuming under this term a set of characteristics, which they talked with adults, investing in this and comfort, and convenience, and appearance, although these and similar factors were included in the questionnaires, proposed them for filling. The characteristics of these survey results, given in tables 13 and 14, differ only in that table 13 shows the results of the survey of all survey participants, and table 14 – without heretics, i.e. without those respondents whose opinion does not coincide with the majority of survey participants, although the value of the concordance coefficient for all children participating in the survey ranges from 0.17 to 0.69. The situation is different for parents, casual buyers and manufacturers: their survey results showed great competence on the studied problem, which is explained by their interest in the problem of protecting children from poor-quality shoes and footwear, which can provoke them to form pathological deviations. This is confirmed by the values of the concordance coefficient: in parents it is from 0.50 to 0.94, in casual buyers from 0.49 to 0.91

and in manufacturers – from 0.38 to 0.84. Such results only confirm the effectiveness of using a priori ranking at the stage of forming an opinion about the range, which should dominate the domestic markets. The participation of parents in the survey, in addition, should guarantee manufacturers a competent choice of a range of shoes for children, at the same time, taking into account both the social status of their family budgets, and taking into account the wishes of the children themselves. The discrepancy between the opinions of manufacturers and parents can be explained only by the fact that they are interested in offering such shoes that would be in demand, fully implemented and would guarantee them effective technical and economic indicators of their activities. In this case, it is important for them to form such an innovative technological process by which they could at the expense of the price niche to expand the number of participants in the purchase of the proposed range of shoes, but with a sufficiently high guarantee of its quality. In such cooperation, we can expect in the domestic markets a range of shoes for children, which will be in demand and eliminate the deficit, providing children with comfort and a healthy lifestyle.

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