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ON ENSURING THE QUALITY OF PRODUCTS IN THE MARKET IS A PARADIGM FOR THE FORMATION OF PRODUCTION OF PRODUCTS THAT MEET THE NEEDS OF THE MARKET

Abstract: in the article by the authors considered the issues of a significant improvement in the quality of domestic products, filling them with the following properties: quality ideology, quality management, fashion and technical regulation, quality system, market quality, advertising, excursion into the past - as a guarantee of quality ... In the future, all these criteria will provide a revolution in quality, guaranteeing the manufacturer stable success in the market, and the consumers of their products - high quality and demand.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis, team, success.

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Introduction

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Analysis of the results of studies to assess the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District confirmed the importance of marketing services in the formation of sustainable demand for domestic products within the framework of its import substitution. And the more often these

services interact with producers and consumers, the more effective the results of these enterprises will be in ensuring they have sustainable demand for their products, obtaining stable technical and economic indicators of their activities, shaping the image and social security of the population of small and medium-sized cities as city-forming enterprises, whose success is also interested in manufacturers, regional and municipal branches of government, and luck today is more than ever necessary for all participants in the

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survey to assess the competitive potential of shoe enterprises,

The nature of the new competition in the modern world economy, caused by the processes of globalization, sets high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, which is reflected in the program document, namely, in the strategy for the development of light industry in Russia for the period up to 2025.

In this regard, the problem of the competitiveness of domestic footwear requires the development of conceptual foundations of theoretical, methodological and practical recommendations adequate to the forthcoming changes in the organizational and economic mechanism of the functioning of the entire industrial complex of the country.

In modern conditions of market relations, a competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. An increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend.

The task of increasing competitiveness is especially urgent for shoe enterprises, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensified, one of which is the union of commodity producers and the state.

There are three main options for the concept of an enterprise in a developed economy: neoclassical, agency (stock) and the concept of partnerships.

The concept of partnerships, or stakeholder theory, examines the dependence of a firm's actions on the interests of a wide variety of stakeholders, including consumers, suppliers, shareholders, managers, employees, etc. Moreover, each of the partners has certain rights to control the enterprise, therefore, the concept implies the need to make decisions taking into account their interests.

The theory of strategic management is one of the most difficult areas of management science. For a

fairly short period of its existence, characterized by the rapid development of a number of concepts, it managed to turn into an independent scientific discipline with its own academic infrastructure. The most important question that theory must answer is the identification of the sources of long-term competitiveness of enterprises. These sources are determined by the strategy of the enterprise and, accordingly, raise the question of its nature.

The systemic concept of the enterprise can be considered as a starting point for the strategic description of enterprises at the present time, since none of the above concepts "in its pure form represents a scheme for analysis, relevant to the real situation and role of the enterprise in any economy."

Insufficient adequacy of the concept of partner relations of an enterprise follows from the fact that the behavior of industrial enterprises is determined to the greatest extent by the interests of only internal top management and large owners.

However, it should be noted that this situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. Evidence of this is the gradual development and spread of the corporate governance system in the country, one of the principles of which directly emphasizes the role of stakeholders in enterprise management. One cannot fail to note the recent increase in attention to the concept of social responsibility of business.

The simultaneous coexistence of several concepts that describe the decision-making mechanism in enterprise management is due to the fact that different enterprises have specific tasks at different stages of their activities.

In particular, not all enterprises are the main consumers of stakeholder theory, but only those that are interested in maintaining relationships with a wide range of partners and in managing them. For such enterprises, stakeholder theory can offer non-standard approaches to address their specific challenges.

There are certain relationships between the enterprise and partners, they can be different, both competitive and collaborative. Partners can exist independently of each other, or they can interact. The set of partners, which the adherents of this theory call "a coalition of business participants" or "a coalition of influence", is a force that continuously influences the organization, forcing it to evolve, change and adjust.

In the modern interpretation of stakeholder theory, partners are considered not just as groups and persons affected by the organization's activities, but as contributors of a certain type of resource. Stakeholders provide the enterprise with the resources necessary for its activities, because its activities allow satisfying its needs. At the same time, the satisfaction of the partner's requests is nothing more than the receipt by him of resources from the organization. Thus, the relationship between the enterprise and its

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partners is built around the resource exchange, since each seeks to create its own resource base, which would best suit the goals of the partners.

Main part

The partners of the enterprise can be divided into two groups: external and internal. External partners include: buyers, suppliers, competitors, government agencies and organizations, municipal, regional and federal authorities, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Suppliers. Many businesses involve strategically important suppliers in the product development and manufacturing process. Most businesses that use the “just-in-time” method, when components produced by suppliers are delivered directly to assembly shops, bypassing the warehouse, include suppliers in their internal processes.

Competitors. Competitors are a difficult problem because it often happens that it is in the best interest of one competitor to flinch another.

However, competitors are joining forces to tackle the threat of innovative third-party products, to successfully navigate life cycles and to leap ahead with new technologies. Competing organizations form alliances to accelerate technological progress and new product development, to enter new or foreign markets, to search for a wide range of new opportunities. Sometimes cooperation is determined by the need to develop common standards, create a common service system, etc.

Government agencies and organizations. Innovation centers, public-private enterprises and government bodies have many common goals, including the creation of favorable conditions for international trade, stable market conditions, inflation control, a successful economy, and the production of necessary goods and services. Government-business partnerships (public-private partnerships) are widely practiced in foreign countries, where governments often play a more active role in the country's economic development.

Regional and municipal authorities. Good relationships with local and regional branches of government can lead to beneficial local regulations for businesses or reduced local taxes. Therefore, the most far-sighted business leaders spend some funds to help regional and municipal branches of government in their efforts to solve local problems. Sponsorship to support local social programs, assistance to general education schools, cultural institutions, health care, law enforcement, etc. allow reaching mutual understanding and support from such influential

partners for small and medium-sized businesses as regional and municipal authorities.

Financial intermediaries are a collection of many organizations, which include, but are not limited to, banks, law firms, brokerage firms, investment advisors, pension funds, mutual fund companies, and other organizations or individuals who may be interested in investing. to the enterprise. Trust is especially important when dealing with creditors. Financial disclosure helps build trust, as does timely payments. In an effort to build relationships with creditors and establish relationships of trust, many businesses invite their representatives to their boards of directors.

Currently, there is no generally accepted methodology for assessing the competitiveness of an enterprise. A review of existing approaches to assessing the competitiveness of an enterprise made it possible to combine them into the following groups.

The first group of scientific economists includes an approach to determining the competitiveness of enterprises based on the identification of competitive advantages. This approach arose with the emergence of strategic planning and the development of competition theory. It allows you to analyze the achieved competitive advantages of an enterprise, but does not provide an accurate quantitative expression of the assessment results and therefore cannot be used for a comparative analysis of the competitiveness of enterprises, analysis of the implementation of the plan to increase competitiveness, the dynamics of the competitiveness of enterprises.

The second group of economists proposes an assessment of competitiveness using polygonal profiles. It is based on the construction of vectors of competitiveness by factors: concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sales preparation. However, the authors do not specify how such factors as concept, foreign policy, pre-sale preparation, etc. can be assessed by combining them into one whole.

The third group of economic scientists - offer a rating assessment of the competitiveness of an enterprise based on the following factors: product, assortment, price, image, service, packaging (design), sales volumes, market segment, supply and sales policy, advertising and demand stimulation, that is, with calculation of the coefficient of efficiency of innovative technological solutions. The advantage of this approach is that it, in fact, evaluates not only the marketing activities of the enterprise, but also takes into account other important resources of the enterprise's potential (innovation, management, finance, etc.). In the approach proposed by the authors, a more significant sum of factors is obtained, the mutual weight of which is taken into account in partnership relations.

The fourth group of economists proposes to assess the competitiveness of an enterprise on the

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basis of the product of an index for the mass of goods and an index of the efficiency of an object. The advantage of this approach is the fact that it is a more weighty approach to assessment, since it takes into account such important factors that determine the competitive advantages of an enterprise as the level of organization and implementation of marketing at the enterprise, finance, and export potential. In addition, most authors consider it important to develop a methodology for determining a manufacturer's efficiency factor, its competitiveness, which will form the effectiveness of these very partnerships.

The fourth approach includes a method that proposes to assess the competitiveness of an enterprise as a weighted sum of the competitiveness of the main products of an enterprise in various markets, taking into account the importance of markets. But this approach is not entirely fair, since firstly, the competitiveness of an organization is identified with the competitiveness of a product (these are different concepts); secondly, he proposes to introduce the importance of foreign markets twice as large as the importance of national markets. Thirdly, the assessment method does not take into account other important factors influencing competitiveness - marketing, finance, innovation, management, personnel.

The fifth group of economists proposes an approach based on a balanced assessment of the factors of enterprise competitiveness. The integral indicator of the competitiveness of the enterprise is determined according to the rules of linear convolution (the assessment of the factors of the competitiveness of individual aspects of the activity of the enterprise is multiplied by the weight of individual factors in the total amount), that is, something close to what is proposed by the authors of this article, namely, the calculation of the efficiency coefficient of innovative technological solutions ...

So, the analysis of the theoretical and methodological aspects of the competitiveness of enterprises revealed many methods for assessing this very competitiveness of enterprises.

In this regard, the successful activity of the enterprise will be determined by the degree of satisfaction of the interests of stakeholders, therefore, in order to increase the competitiveness and efficiency of the enterprise, the enterprise must take into account not only its interests, but also the interests of interested parties, its business partners.

In the theory of interested parties, the term partnership is used, which forms the conditions for ensuring the effectiveness of the results of the enterprise's activities.

Developing small and medium-sized enterprises, as a tool of competition, need to form a system of marketing relationships with partners, a system based on mutually beneficial long-term cooperation, which allows to reduce the time for making effective

commercial decisions.

Therefore, taking into account the considered methodological foundations of enterprise competitiveness, a methodology for assessing and analyzing the competitiveness of shoe enterprises operating in the regions of the Southern Federal District and the North Caucasus Federal District is proposed, based on the theory of stakeholders.

There are two periods in the history of the quality problem. During the first, serious interest in what is quality was mainly limited to professional theory. Philosophers tried to define quality and its systemic position, however, and in numerous philosophical disputes the concept of "quality" was not among the main problems.

The actualization of the theory of quality turned out to depend on the degree of elaboration of the system-forming philosophical concept "being" in the context of the basic concepts derived from it, ie. of those concepts that help to make the ascent from an extremely abstract statement of existence with the only distinguishing property of being, to exist, to a concrete understanding with an established content, thanks to answers to derived questions such as "What is everything from?", "How does everything exist? ", "Is there non-being? ", "In what systemic forms does being acquire its definiteness? "

Apparently, it was the last of the listed questions that led philosophy to the "path" of that interpretation of quality, which "hooked" not only those who "equipped" a type of worldview that was fundamentally new in human history.

It is logical to assume that the problem of the substance of being, as the first step towards the theory of quality, hardly worried anyone outside the limited community of philosophers. Everything indicates that it was interesting for those whose gaze was turned to the Cosmos, to the depths of its construction, and the overwhelming majority of the philosophers' fellow countrymen were in the grip of earthly problems.

For the masses, the variety and the choice of goods were essentially not available. The plebeians demanded: "Bread and circuses!" The celebration of life in all its diversity was enjoyed by a small aristocracy. The problem of the quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly took place, but could not mature into an actual one for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired a scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. For the issue of quality to become one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and purchasing

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power to make choices, "quality" cannot be among the priorities of the mass consciousness. Elite quality requests are developed in exclusive, unconventional theories, the main goal of which is not the achievement of the truth, but the satisfaction of the customers' needs.

Of course, they knew about the qualitative and quantitative characteristics of phenomena of natural and artificial origin long before these signs were actualized in social being and the consciousness reflecting its development, but, in the light of our research, the existence of knowledge of quality is de facto not so significant. The subject of the research is not awareness of quality, but the development of understanding of quality at different horizons of social history.

Development is a universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression improved, the dependence of qualitative and quantitative changes became clear. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life has begun.

As history shows, moving away from savagery and barbarism, laying the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates into the depths of human nature slowly and hard. Biological history has laid an active principle in human nature, combined with a developed ability of thinking, which is noticeably superior to all other types of reflection. But this whole superstructure was formed over a rather rigid animal frame, subordinated to the systemic goal of surviving in the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from natural egoism of the biological level to intelligently active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either romantics or realist optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. To be in line with the most important problems, quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social subjects at all levels of life.

History for historians is events and participants, lined up in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the non-historian specialist see their own interests in history. Philosophical and special interest in history is dictated by the need to

understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past tendencies of ways to solve his problem, sometimes far from private.

Intuitively, at the dawn of civilization, the term history (historia) was interpreted in the sense of studying the sought process as opposed to chronological description. The Ionians called the story, the story of the past, the logos (logos). Only after a while, already in the works of the founders of philosophy, the logos acquired its modern meaning - a thought, an idea. Both Herodotus and Thucydides understood history as a comprehension of the course of events of the past, necessary for "instruction in the way of life" to those who live in the present. Having passed the test of time, historicism has strengthened its position, has become the ideological base of cultural memory. ON. Berdyaev asserted: "From the first days of Creation ... man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within oneself."

The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right in saying that everything clever is already known, you just need to think it over again.

History is a treasure of ideas, a goldmine for a thinking person, no matter what he does. A different attitude to history is the cumulative result of the action of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period of history, time was interpreted cyclically, presenting it as the sum of repeating cycles closed on themselves. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, dividing into the finite terrestrial and infinite extraterrestrial. The opposition of cyclical and extracyclical consideration of time is characteristic of theological theory. We are not interested in it, however, as well as the properties of time in their abstract form.

After Hegel and Karl Marx, it is not the idea of something in general that is actual, but immersion in the concrete-objective or concrete-historical state of what is the object of research. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. The important thing is that everything that exists in time can only take place if it conforms to these objective characteristics of time. To exist in time means to have the properties of time. This provision is universal both for the infinite variety of individual phenomena, and for the sign of being inherent in them, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the look at their connection. Both G. Hegel and F. Engels were far from the meaning that was spread under the cover of the dialectical theory of development. Quantity does not go directly into

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quality. A new quality, a qualitative state, arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the stability reserve of functioning.

The measure is "qualitative quantity", it indicates the limits of the quantity change without significant consequences for the given quality of the phenomenon. The exit of quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the previous quality, there is a process of birth from it, on its basis, a new quality commensurate with the changed quantity. Measure occupies a key position in the relationship between quality and quantity. On the other hand, quality experts prefer not to think seriously about measure, reducing the measure to quantitative standards. As if a measure is some kind of passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of the measure in the management of both quality and quantity.

"Measure" does not belong to either quality or quantity. It expresses the systemic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through measure, measure mediates their connection. What "benefit" will the practitioner gain from this conclusion? Mass production, including its "zealous" variety, requires a measured characterization, otherwise a fairy tale story about a pot of porridge or a "flower - seven-flower" has a chance of real continuation. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system.

The market, in essence, is not capable of being the controller of the measure that regulates relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominant position of financial capital and its natural generation - large-scale speculation and mediation, the modern market opposed itself to production and lost interest in the state of production. The market, using the specifics of mass production, is satiated to the extent of its perversity and can afford to set the quality characteristics of goods.

The state behaves in the market like a kindergarten teacher. It puts the interests of the market ahead of the interests of manufacturers and the mass consumer. Under the "roof" of the general idea - the market pulls production, the market and the state are growing together. Quality quantitative assessments are imprinted in the zone of subjective arbitrariness.

As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. In the absence of anything better, they are used, extrapolating local experience to other

conditions, and the effect is obtained due to the added adaptation measures, unfortunately, again, temporary and partial.

In the kaleidoscope of the history of changing quality management methods, a certain logic can be discerned. Life, on the other hand, requires not a "definite" logic, but logical certainty in the form of a holistic, systemically grounded theory of quality as a methodological support for the construction of universal principles of the theory of quality management. The starting point here should be the idea of a systematic quality-quantity relationship within the framework of the measure of their coexistence.

Quantity helps the quality to fully unfold. A quality item can be created in one copy, but in order to reveal the qualitative potential of a manufacturer, a single copy (or work) is clearly not enough. The Faberge firm gained fame with the first branded product, but it became a brand due to subsequent successes in creating a collection.

An example of a systemic understanding of quality within the framework of a measure - dimensional certainty is small series, the release of collectible coins, medals. Quality is fixed within the limits of a quantitative value that serves as a measure of its expression. The point here is not only to provide preferential conditions for the vip consumer of products. The dependence of objective quality features on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure is a border service of quality, the transition to a measured quantity is a crime against quality.

A mass domestic manufacturer is hardly interested in the theory of quality. It is not relevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, their naivety will smile. Trying to rebuild the Russian market with the help of theory, to give it a civilized look is classic quixoticism. First, it is necessary to organize the market space by means of political will, legislative initiatives and effective, not fake, control over the legal order, return the manufacturer of the goods to the market, removing an unmeasured number of intermediaries - speculators.

The real manufacturer is not interested in speculative operations. For sustainable development, he needs his own consumer, who, by the way, in turn, is not at all opposed to having his own definite and accessible producer within the framework of moral and legal relations.

A sense of national dignity is nurtured by history and existing reality. You can study at school according to the best history textbooks, but besides school history lessons, there is a current life that is more impressive than historical excursions. In the East they say: "How many times do not repeat halva, it will not be sweet in your mouth." Theory has always been

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considered the best practical guide, albeit in normalized conditions of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the substitution of quality with pseudo quality occurs and the cost of advertising props grows.

Quality does involve serious costs, but it guarantees a stable market position. Working for quality, the manufacturer creates confidence in his own and national future. Correctly built understanding of quality guarantees the future even in the conditions of the domestic market floor.

We will try, in the order of introduction to the theory of quality, to formulate practically significant fundamental provisions:

– Quality is not limited to the sum of properties that are important for the existence of a product; it is their kind of combination, built on the basis of usually two features - more general and more specific. For example. Shoes - "clothes for the feet", hat - "clothes for the head", mufflers - "clothes for the nose and neck", etc. Therefore, the focus should be on them.

– Quality allows for changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy, to varying degrees, system-forming characteristics. "Backlash" of quality allows you to maneuver in the process of creating a product with a given quality, depending on the specific capabilities of the manufacturer and the consumer.

– Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the framework of unity, from which it follows that, creating quality, it is necessary to put quantitative expressions in qualitative characteristics both in relation to individual properties of the product and the quantity of commodity products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Arrived". As a rule, copyright copies have a high level of craftsmanship and are well paid for. The artist was also paid. When asked a question to P. Tretyakov: he would buy copies of paintings by the artist A.K. Savrasova, what happened to the original? P. Tretyakov's answer turned out to be categorically predictable - no! Quality requires not only skill but also inspiration. Inspiration burns out with repetitions.

– Quality and quantity are linked by the most often forgotten measure. Meanwhile, when defining quality, one must simultaneously think about its dimension, both from the position of the market conjuncture, and from the point of view of the very signs of quality. "Quality" is concretized in the concept of "quality". "Quality" is a concept that reflects the model image of a product, "quality" - defines the quantitative limits of reality and reasonableness of quality (physical and moral status

of the product).

– Quality and quality perception are stable phenomena, but time changes them too. Originally, quality was equated with meaning. The quality criteria were the usefulness and size of the object, the relationship. With the development of consciousness and practical possibilities, the foundations of comparison and choice were formed. Quality is relatively separate from quantity. Utility differentiation takes place, participation is rethought as quantitative features. The evolution of the understanding of quality is directly due to the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the concreteness of the interpretation of quality, in particular, such a basic feature of it as objectivity. The social theory of being is built on a natural historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized:

– in what status and to what extent is consciousness included in what is traditionally called the quality of things (with more clarity services)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation is not directly related to the theory of quality. It contains the keys to the methodology for constructing a theory of quality.

From the above considerations, it is clear that the authors are not idealists, but rather balancing on the verge of pessimism and optimism. They are critical of the modern, pragmatized approach of market liberals to scientific and philosophically sound theory. A light version of the theory, when a fragment torn from the

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general theory is turned into a theory itself and adjusted to the construction of a market perverted to please speculators, theoretical economists and suppliers of a high-quality surrogate for domestic counters suits. How long the Russian economy will maintain such a configuration is not given to us (and not only to us) to know, however, the world experience of economic development at various stages of economic relations testifies that transition periods pass and over time economic life comes to a normal state.

The trajectory of the process of alienation of human creativity into what exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of a person is not substantial. It is not self-sufficient and can take place exclusively due to interchange, initially with nature, and subsequently with society, through which human relations to each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the "second" nature (reconstructed, adapted by man to suit his interests) is synthetic. It appears to be a double helix formed by natural features of natural material (possibly in relations between people, knowledge expressed indirectly) and qualitative characteristics of human activity - knowledge, emotions, will, value orientation, and skill. As a result, the quality of the product, in contrast to the product itself, embodies the quality of the person.

Personality is alienated in quality and therefore, in principle, alienation is natural and does not oppress personality. The negative consequence of alienation is caused by the disproportionate replacement of the lost energy of activity. Finding out the poor quality of the goods, the hidden production defects, the deceitful actions of the seller, the normal buyer gets upset, first of all, because of his own poor-quality decision. Other transaction losses are most often reimbursed. The feeling of imperfection of one's own taste and knowledge remains.

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in an objectified (objective or functional) expression. Hence, the conclusion follows that it is necessary to form and direct the development of the ability of the mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and showed its effectiveness: "circles", "schools",

"Universities", including those initiated by

television and radio. The place of systemic enlightenment of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, is today flooded with aggressive advertising on the air, the quality of which is not controlled or the control is not commensurate with the size of deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what quality is. Taking on the production of a product without comprehending the specificity of the quality of this product means a professional failure in the market. The release of a product with a fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

For the sake of objectivity, let's say: true creators of high-quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corruption. Nevertheless, it is necessary to go forward. History is ugly, but still moving towards order.

Accession to the WTO has not yet added quality products to us and has not lowered the prices for quality products. The real perspective is associated with the organization of a single economic space within the Customs Union. Cross-quality control appears, the influence of the national corrupt forces on the market is weakening. As for the possibility of an increase in interethnic criminal opposition, there is a danger, but different conditions for organizing crime and inter-criminal competition should delay the degradation of the market - the main reason for high-quality national goods, and the market itself, whatever it may be, will expand, and access procedures will be simplified. to him.

Let's honestly admit that the quality problem remains theoretically worked out one-sidedly, which is not very noticeable, because there is no normal organization of production and marketing of high-quality commercial products. The current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management has been simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what is the quality of a product? The production is run by the market. The market is ruled by speculators - intermediaries. The state strives to minimize its economic function before collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" based on the principles of real freedom of competition. Behind the traits that are essential for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. The culture of the producer and the consumer is of little interest to anyone, not to them. But the external order begins with the internal

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order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of quality and the concreteness of its reality, presented in a product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time, the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for manufacturers, there was an official regulation approved by the authorities of the city or country. The agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process, created conditions for mass production. Adequate quality control measures were required. With the leveling of social architectonics and greater accessibility to the assortment of goods, ideas about quality changed in the direction of its quality - qualitative components. At the same time, the possibility of falsifying quality was formed. Further, both de facto and de jure, there was only a step to the substitution of brand qualities. Going beyond the border of the measure opens the way for legal violations and moral crisis, up to and including limit.

Were the trends in the interpretation of quality and attitudes towards quality in the economy of mass production inevitable? No, they were generated by a new nature of production, reflected this character and to a certain extent were an objective reflection, but, in addition to the object reflected by consciousness, there is a perspective of reflection, conditioned by the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, is located outside and independent of consciousness. Its reflection is subjectified, which, in general, looks in accordance with the theory of reflection. However, it admits, privately, both subjective distortion - involuntary - due to misunderstanding, and deliberate in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules.

Quality has been and remains a subject of manipulation in the interests of those who run the market. Consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Agreement is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. Creator - the creator of a product finds satisfaction in production and consumption. He realizes his human strength in them. The producer is interested in a sustainable relationship with the creator and the consumer. The consumer is satisfied with the quality and value for money. "Shares" and "sale" do not confuse him or deceive him.

On the way to consensus stands the seller, the subject of relations who, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and as such dictates the terms of the relationship through price interest and profit margins. Not a single branded light industry enterprise has appeared in Russia for twenty years, on the contrary, a lot of trade brands have appeared. Shopping rows are multiplying, and the consumer is assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "quality of sale". The culture of trade is measured by assortment, price and physical availability of goods, high-quality consultative support, lack of queues, compliance with sanitary and hygienic standards, appearance and behavior of personnel, service maintenance. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods being sold to its certificate, and the demonstration of the goods. The seller's profit should not exceed the manufacturer's profit. Both need not wait for an increase in purchasing activity only by increasing consumers' salaries, but create a most favored nation treatment for the buyer (without colluding with another predator of the market - banks).

Only in Russia and only the liberals - the market people, at every opportunity, remember how bad it was for the people before the advent of true democracy - they starved, went ragged, lived who knows where and how. Monitoring the quality of life - through quality consumption opportunities - is advisable within the current time frame. There is only one criterion - the consumer basket is growing and how does it grow?

The rate of inflation is a necessary, but not sufficient indicator of the state of the quality of life. The government took inflation reduction as its main reference point. The indicator is actually socially - economically significant, testifies to the culture of the market and, indirectly, to the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality erodes quality. The quality of footwear, clothing, cereals, fish, vegetables, fruits within the general name varies greatly. The reserve for quality manipulation is significant. The main thing is still in understanding quality, not the name, but the system characteristic of the product, reflecting the assortment,

Quality represents a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. By replacing properties or their consistency in a quality product. Essential properties are those that are not simply inherent in the product, they determine its

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functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional glance of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the framework of the infrastructural status of the market.

The monopolization of production led to the accumulation of financial capital, the autonomy of the latter and control over the market. As a result, the market has turned from an intermediary into a key subject, the indicator function - to show the demand for goods - is trying to replace the role of the organizer of economic activity as a whole, which distorts the system of the economy.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienating consumption. In natural production, product quality was hardly a pressing issue. The quality was "dissolved" in the conservatism of technique and technology, in the traditionality of the assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the manufacturer and the consumer. Levers of management - financial policy, directions - the main - two: the impact on the quantity and quality.

Product quality has gained relevance in commercial production. It became clear that in the understanding of quality there are sensory and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not able to directly influence the objective properties of a product (using its own mechanisms), but it can very well even objectify subjective ideas. So the manipulation of quality was first included in the functions of the market, then it became an element of economic policy.

A sound and healthy economic policy is designed to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation. on the importance of quality to the customer. The availability of choice and

ability to pay do not serve as the basis for the indisputability of a high-quality acquisition.

In the existing market, price and quality are divorced even at auctions that are famous for the careful organizational culture. The buyer is turned into an expert and this grimace of the market is not as bad as it is illogical. The market forces the consumer to develop as a person. From a layman with a wallet, so as not to be suckers, we involuntarily try to learn more about the subject of interest, improve our "purchasing skills". The term is not new, journalists use it, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic integral form.

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond all reasonable measures, of becoming a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

A buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "rescuing drowning people ("buyers") is the work of the drowning people themselves, read "buyers".

Increasing the "purchasing qualifications", if desired, is a mutually beneficial business for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China - "the worse, the better."

Imported consumer goods - not Chinese - in the 1980s and 90s. was with us with a bang! The assortment, packaging, external features of the product were impressive. And what is the bottom line? After 10 years, the manufacturer returns the Soviet brands, naturally in the absence of effective control, not Soviet quality.

We know how to make quality products and are quite capable of regaining "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only the consumer, judging by the failures in rocketry, the operation of aircraft, etc.) market. They explain to us: we need economic measures. Correct, however, this is half-truth. If necessary, then accept. The power should have power that is not nominal. It's time to understand that economics has always been politics, economic theory has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to

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energetically join the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

An amazing thing. When it comes to the future of technological progress, futurologists of all stripes groan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere with the development of the economy. For whom is it better? One conclusion suggests itself: not to disrupt the self-movement of the economy in the interests of those who have privatized the economy and whose service is the "border guards" who prohibit the control of economic processes through politics.

None of the convertible currencies is backed by a quality commodity equivalent and the "free" movement of currency continues under the guise of politics. Financial self-movement creates opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the success of joining the WTO. It is good that they were bargaining, creating a legal "safety cushion" for the domestic producer of consumer goods. Problem: how will they use concessions from the WTO now?

The time for political action - not decisions - is the most favorable. The hope of the nineties and zero seemed to be on the decline. Awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperation, which can stimulate the production of agricultural products in the countryside. Mistrust in consumer imports is growing, including including and because of its massive Chinese production. Migration flows are stabilizing.

A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for the failure to fulfill the presidential instructions of 2017 in the Address of V.V. Putin, are associated with the determination to "tighten the screws" so that the movement goes on the intended course. A clear activation in interethnic economic relations within the Customs Union, a reboot of strategic relations with an emphasis on China, India, Iran, Latin America. The real possibility of full-scale cooperation with Egypt, Syria and the same Iran - the key states of the Middle East and the African North - all this is a unique international sphere for restoring the balance in the domestic consumer goods market.

Domestic producers need a "coherent" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, allowing to cut off the many-sided arbitrariness of administrative authorities

and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality. By the way, a wonderful research topic is "real and" advertising quality ", that is. created by advertising.

It is no less important to analyze the problem of quality in the coordinate system of national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obviousness of the difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration is the interethnic interpenetration of various types of activities of a socio - economic, cultural and humanitarian scale. It can have an interethnic size, for example - "Union State (RF and RB); local - the Customs Union; regional (Shanghai Organization, EEC). Globalization indicates a worldwide scale of the phenomenon. Among the global problems are those that have arisen as a result of general, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of the onset of the event is postponed, but it itself is overly relevant in importance, then speculators, including financial oligarchs, are actively rushing into the gap, trying to extract profit from uncertainty.

Quality is associated with globalization, but practically not so relevant. Quality is directly related to integration.

Let's consider the problem of "quality of consumer goods" in the "national" and "international" coordinate system. First of all, it is necessary to find an answer to the question: is integration capable of crowding out the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to the objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, the being of the common is not self-sufficient. General requirements are implemented through special development, due to the specificity of the circumstances of the action. In other words, no matter how standardized the production of a product is, the originality of production conditions will still manifest in it.

The specificity of conditions - regional, national, is immanently present in raw materials, climate, traditions, culture of performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the goods,

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which create a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, bell and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentine leather, Greek olive oil and much more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. In fundamental treaties,

The Customs Union consolidates the interethnic division of labor, built in the XX century, promotes the expression of the objective and subjective aspects of the development of production, mutually enriches the market, making it easier for producers to access it. But this is all theory. Theory develops into a rational practice, not only because it is correct. Activity makes theory a practice; moreover, in order to obtain the desired result, activity must be systemic and consistent.

Interest in the quality of a product, in theory, should not start in production. Its initial position in the normalized market, more precisely at the meeting of the manufacturer and the buyer. A normal market is an indicator of the quality of a product. Demand pulls along the production chain. But not the spontaneous demand of abandoned buyers. Demand is a state of consciousness conditioned by purchasing power, however, it cannot be reduced only to the amount of money, especially when lending is stimulated in every possible way by banks. The demand left to the mercy of intermediaries, lobbyists, speculators is a deadly disease for the national producer of Russia. Demand should be taken under control and generated, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the system "producer

– seller buyer". The seller is assigned the role of an active intermediary, but

no more. It culturally provides a meeting point for producer and consumer. The system, however, must be functionally active, which presupposes not the presence of its constituent components, but their complicity. The perfection of a system is not determined by aesthetics, but by a design feature. It manifests itself in the maximum activation of the possibilities of what it acts as a system of relations. The perfection of the system design lies in the maximum realization of the potential of relations that create consistency.

The article "Quality of goods" is necessarily present in every sales contract. In this article, the parties establish the qualitative characteristics of the product, that is, a set of properties that determine its suitability for its intended use. The parties should strive to provide the most complete qualitative description of the subject of the transaction.

In international practice, the following methods of determining quality in contracts are most often used: according to standards, according to technical specifications (description), according to samples and others.

According to standards, the parties can choose and fix in the contract both the national standard of the seller and the international standard, and in some cases the standard of the buying company (it is used relatively rarely).

According to the technical conditions (description), mainly machines and equipment are sold and bought, as well as other goods for which there are no standards or for which special quality requirements are imposed. In this case, a specification is attached to the contract that defines the main quality parameters.

By sample - the seller presents to the buyer samples of the goods, the latter approves them, after which they become the standard. This method of establishing quality is often used in the trade of consumer goods, as well as in the conclusion of transactions at exhibitions and fairs.

According to the description - the method is used when purchasing citrus fruits, vegetables, artistic and decorative products. In the contract and / or in the annex to it, a detailed description of the goods is provided.

On the output of finished products - the method is used for some types of industrial raw materials, industrial crops, and sometimes semi-finished products that are intended for industrial processing in the buying country. The contract stipulates that after processing in the established technological mode, a certain amount of finished products of appropriate quality should be obtained from a unit of raw materials.

By the content of individual substances in the product - the method is mainly used to determine the quality of metals, ores, chemical products, fertilizers, and many food products. With this method of buying and selling, the seller issues to the buyer a certificate of quality analysis carried out when the goods were dispatched. The buyer has the right to check the actual quality at the point of unloading of the goods, for which samples are taken and laboratory analysis is carried out.

"As it is" or "as it will be" (telle quelle) - the sale and purchase on such conditions obliges the buyer to accept the product of any quality if its name corresponds to the name specified in the contract. In this case, the buyer cannot make a claim to the seller

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about the quality of the delivered goods. However, the seller is obliged to ship a good-quality product, which, due to its condition, cannot become unusable during its transportation under normal conditions to the specified place. Citrus fruits, sugarcane, cereals and other goods are usually sold on these terms before the harvest - "in the vineyard".

"Inspected-approved" - the transaction is considered completed if the buyer, after a preliminary inspection, agreed to accept the goods being sold. An example of buying and selling on such terms is selling from warehouses and at auctions.

Sale with a guarantee - the seller guarantees that the goods sold have certain quality indicators. Warranties can be established not only for individual quality indicators, but also for certain warranty periods, within which the seller guarantees the good quality of the supplied goods. Warranty periods are not the service life of the goods, but the time during which the buyer can check the quality of the goods during operation and present their claims to the seller. If defects appear during the warranty period, the seller is liable under the contract. The supplier is released from liability in cases where he proves that the defects arose as a result of the buyer's violation of the rules for installation, operation or storage of products. This is how products of the engineering industry and some consumer goods are sold. Gross weight - the weight of the package and products in it. Packaging can be both internal (inseparable from the product before its consumption), and external - boxes, bags, barrels, etc. This definition is used in customs (gross mass is the total mass of declared goods with all types of packaging materials and packaging containers that ensure their safety during storage and transportation).

Net weight - the weight of the product in a packaging unit. When calculating the customs duty in a number of countries, including Russia, the net weight includes the weight of the package of prepackaged goods, which is inseparable from the goods before their consumption (a box of matches, a pack of cigarettes, a box of chocolates).

The quantity of goods is an independent section of the sales contract. When determining the quantity of goods, the parties must agree on: units of measurement of quantity, a system of measures and weights, the procedure for establishing the quantity. The quantity of goods is indicated in units characteristic of it: measures of mass, volume, length, area, in pieces, in conventional units, in sets. It can also be set in monetary terms. The choice of units of measurement depends on the nature of the product itself and the prevailing practice of international trade.

So, for example, for chemical goods, cereals, coal, ores. Metals are measures of mass. In the timber trade, measures of length and volume (m³) are used; petroleum products - both measures of mass (tons) and volume (barrel); cotton - masses, but the size of

commodity deliveries can be expressed by the number of bales of a certain average mass.

In trade in some other goods (mercury, matches, coffee), the unit of measurement is the quantity in a certain package - a bottle, a box, a bag. The quantity of some goods is determined in terms of conventional units - canned food in conventional cans, a number of chemical goods - in terms of 100% of the basic substance (for example, fertilizers). The number of machines, equipment, durable goods and other finished products is set in pieces.

The quantity of goods can be determined either by a fixed figure or within established limits. In the case of deliveries of raw materials and foodstuffs in bulk, in bulk or in bulk, the designation of the quantity is usually supplemented with a clause allowing the deviation of the quantity of goods actually supplied by the exporter from the quantity stipulated in the contract. This clause is called "about" or option and is sometimes based on trading custom. So, for grain it is (+5%), for coffee - (+3%), for rubber - (-2.5%), for timber - (+10%). The option is most often used for sea transportation of goods and, as a rule, does not exceed 10%. The delivery of goods under the contract within the option is paid by the buyer according to the actual quantity and does not constitute a violation of the contract.

The contract also stipulates the method for determining the quantity of goods actually supplied by the exporter and payable by the importer. If the quantity is expressed in mass or volume units, then there are two ways - by the shipped or by the unloaded mass. The shipped mass or quantity is established at the point of departure and indicated by the carrier in the corresponding transport document. These data are considered final and determine the amount of the payment. The unloaded mass or quantity is set at the agreed destination by re-weighing by sworn weighers and recorded in the plumb lines (weight certificates) issued by them.

The category of goods is highlighted, the quantity of which may vary depending on the humidity and temperature of the environment. Among them are grain, sugar, salt, alcohol, wool fibers, cotton, timber, oil products and others. By standards or specifications, the amount of such products is established taking into account certain indicators of humidity and temperature. If, when determining the quantity of goods, its actual moisture content was higher than the conditioned humidity established by the Standards, then the corresponding amendment is applied to determine the conditioned quantity of the goods. If the methodology for determining the quantity of goods is standardized, then the contract indicates the number of the standard, which should be followed when determining the quantity of goods.

If the quantity of goods is influenced by environmental factors, then the contract stipulates the norms for the permissible moisture content of the

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goods, as well as the temperature and humidity of the environment; at which the determination must be made. The basic unit of measurement for all goods included in the TN VED of Russia is the kilogram. If an additional unit of measurement is provided for this product, its code is entered in column 31 of the customs declaration.

Goods measured in economic units. The largest number of types of goods is measured by the piece:

- live animals;
- live trees and other plants, bulbs, roots and other similar parts of plants, cut flowers;
- primers, fuses, electric detonators, fireworks, rockets and other pyrotechnic items;
- films for instant photography and no more than 30m in length;
- pneumatic rubber tires;
- others.

The list of other goods measured in economic units includes:

- one hundred pieces - artificial teeth;
- a thousand pieces - bird eggs in shells, cigars, cigarillos, cigarettes, safety razor blades, cartridges, sleeves;
- pairs - gloves, hosiery, shoe uppers, pedals, skis, skates.

Goods measured in units of mass. In grams are measured:

- natural or synthesized hormones, their derivatives and steroids used as hormones;

opium alkaloids, their derivatives, salts of these compounds, cocaine and its salts;

natural and cultured pearls, precious or semi-precious stones, artificial or reconstructed; crumb and powder from precious and semi-precious stones; precious metals, products from pearls, precious or semi-precious stones; coins from precious metals.

In grams of fissile isotopes, the following are measured:

- uranium enriched in uranium-235 and its compounds;
- plutonium and its compounds;
- products containing these substances;
- processed fuel elements of nuclear reactors.

In carats:

- diamonds, grit and diamond powder;
- processed precious and semi-precious stones (natural).

In kilograms of chemical:

- natural uranium; products containing natural uranium or natural uranium compounds;
- radioactive elements, isotopes and compounds containing these substances;
- fertilizers;
- other chemical products.

In kilograms of 90% dry substance:

- pulp of wood or other fibrous cellulosic materials.

Examples of goods measured in units of length, area and volume are shown in Table 1.

Table 1. Goods measured in units of length, area and volume.

Meters (m)	Shaped frames for paintings, photographs, mirrors (profiled mouldings).
Square meters (m ²)	Fiberboard slabs, bars, slats and frieze for parquet or wooden flooring, panel parquet, floor coverings based on paper or cardboard.
Liters (l)	Denatured ethyl alcohol, ethyl alcohol with an alcohol concentration of at least 80 vol.%
Liters of 100% alcohol (l of 100% alcohol)	Composite alcohol semi-finished products; non-denatured ethyl alcohol with an alcohol concentration of less than 80 vol.%; alcoholic beverages, liqueurs and other alcoholic beverages.
Thousand liters (1000 liters)	Motor gasoline
Cubic meters (m ³)	Timber, sleepers, sheets of single-layer plywood and veneer, particle boards; glued plywood and veneered wooden panels; pressed wood; wooden products with mosaic and inlay.
Thousand cubic meters (1000 m ³)	Coal gas, petroleum gas, generator gas and similar gases.

Electricity is measured in thousands of kWh.

The units of measurement specified in the contract and payment documents for the goods can be established by agreement of the parties, however, in the cargo customs declaration, these units must be expressed in net and gross kilograms and, if required, in additional units.

Commodity information - information about a product intended for users - subjects of commercial activity. In the context of intensive development of

international trade, commodity information is an important factor in ensuring the quality and safety of goods. For the first time in our country, the right of consumers to complete and reliable information about a product was established by the Law of the Russian Federation "On Protection of Consumer Rights" dated 07.02.1992 No. 2300-1. Providing false information about a product (service, work) is information falsification, misleading consumers and therefore is prosecuted by law. Depending on the purpose,

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commodity information is divided into three types: basic commodity information, commercial and consumer.

Fundamental commodity information - basic information about a commodity that is crucial for identification and intended for all subjects of market relations. Fundamental information includes the name of the product, grade, net weight, name of the manufacturer, date of issue, shelf life or expiration date.

Commercial product information - information about a product that supplements the basic information and is intended for manufacturers, suppliers and sellers, but is not easily understood by the consumer. These are data on intermediary enterprises, regulatory documents on the quality of goods (standards, certificates), classification codes (according to OKP, TN VED of Russia). A typical example of commercial information is a bar code.

Consumer product information - information about a product intended mainly for consumers in order to create consumer preferences in them, showing the benefits due to the use of a specific product. This information contains information about the most attractive consumer properties of goods: nutritional value, composition, functionality, methods of use and operation, safety, reliability, etc. Colorful images on goods and packaging are also intended to enhance the emotional perception of consumers.

Verbal information is most accessible to the literate population if it is given in the appropriate language.

The disadvantages of verbal information include cumbersomeness: to place it requires a significant area on the package or product. It takes time to perceive such information, and with an excessive saturation of verbal information, the consumer cannot and does not want to spend a lot of time on its comprehension.

Digital information is used to supplement verbal information (serial numbers of products, enterprises, weight, volume, length, dates, terms).

Digital information is distinguished by conciseness, clarity, uniformity, but in some cases it is available only to specialists and is incomprehensible to consumers.

Visual information provides visual and emotional perception of information about goods using artistic and graphic images of goods or reproductions from paintings, photographs, postcards.

The advantages of pictorial information are visibility, accessibility of perception, aesthetics, emotionality. At the same time, the possibilities of this form for sufficient information about the product are limited, therefore it only supplements verbal or digital information.

Symbolic information is information about a product transmitted using information signs. Symbol (from the Greek symbolon - a sign, an identifying sign).

The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements can be referred to as "Three Ds".

The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

The third "D" - sufficiency - is interpreted as a rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to harm to the health of the consumer. Too much information is useless information about a product; it can irritate the consumer and prompt them to abandon a purchase.

Means of commodity information are: labeling, technical documents; regulations; reference, educational and scientific literature; advertising and propaganda. Next, we will consider the types of markings and their importance in international trade.

Marking is a text, symbols or a drawing applied to packaging and (or) a product, intended to identify a product, bring to the consumer information about manufacturers, quantitative and qualitative characteristics of the product.

The structure of the marking can include three elements: text (can occupy 50-100% of the area of the marking); drawing (0-50%); information signs (0-30%).

The main functions of marking: informational, identifying, motivational, emotional. It is also accepted to distinguish between commodity, shipping, transport and special markings. Product labeling is usually applied to the product or to its consumer or industrial packaging. Varieties of product markings are production markings made by the manufacturer of the goods) and trade markings (applied by the seller: price tags, sales and cash receipts).

The carriers of production markings can be labels, necklaces, inserts, labels, tags, control tapes, stamps, stamps, etc.

Label - any colorful or descriptive characteristic of a product applied to a product or packaging using a typographic or other method (in the form of a stencil, stamp, relief on a packaging unit). Of all the labeling media, the label contains the most complete information about the product.

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Collier - a kind of labels, have a special shape, are glued to the neck of bottles. The main purpose is the aesthetic design of drinks. The name of the drink, manufacturer, year of manufacture can be indicated. Sometimes there is no information on the necklaces at all.

An insert is a type of label inserted into consumer packaging, such as packaging for cosmetic products. The insert may contain a brief description of the consumer properties of goods (primarily, functional purpose) or advertising information.

Tags and tags are marking media that are glued, applied or hung to the product. They can be made of various materials - leather, wood, plastic, paper and contain brief information about the product and the manufacturer (brand and trade marks, product name, manufacturer's address, etc.).

Packing label - used for marking a group of products packed in consumer containers, plastic bags, paper or bundled in a pack without packaging. Packing label details: manufacturer's trademark; name and location of the manufacturer; product name; product article and price list number; model number; designation of a standard or technical specification for a product; sizes; grade; the number of products in the package; color, Packer number.

A control tape is a carrier of brief duplicate information carried out on a small textile tape and designed to control or restore information about a product in the event of a loss of a label, tag or tag. More often with. changes for clothing and footwear.

The requisites of the control tape are: the trademark of the manufacturer; composition of raw materials; care symbols; product dimensions). The location of the ribbons is normalized by the standard, for example, for clothes - this is the left side seam, for top shirts - the middle of the collar, etc.

Brands and stamps are information carriers intended for applying identifying symbols on goods using special devices: indelible paint (fabric, leather); burning out an electric stamp; extrusion of stamps (relief marking); indentation of plastic numbers, letters into goods (cars, goods of complex technical purpose).

Currently, the requirements for production labeling are regulated by consumer information standards. In total, four such standards have been developed: GOST R 51074-2003 "Food products. Information for consumers "; GOST R 51087-97 "Tobacco products. Information for consumers "; GOST R 51121-97 "Non-food products. Information for consumers "; GOST R 51391-99 "Perfumery and cosmetic products. Information for consumers ".

In accordance with these standards, production marking must contain the following information:

- the name of the product, which should be clear to the consumer, specifically and reliably characterize

the product, its distinctive features (for example, food product "dry", "ground", "sterilized", "reconstituted", "genetically modified");

the name and location of the manufacturer, including the country, legal address, if necessary, the organization authorized to accept claims from consumers;

the manufacturer's trademark (if any), approved or accepted by the manufacturer in the prescribed manner;

-quantitative characteristics of goods (net weight, or volume, or quantity, or size);

- purpose and conditions for use (for individual food products: for baby or dietary food of biologically active additives, perfumery and cosmetic-some goods, etc.); shelf life or storage (for food products and certain types of perfumery and cosmetic products);

date of manufacture and date of packaging (for certain groups and types of goods);

designation of the document in accordance with which the product was manufactured and can be identified;

information on confirmation of conformity in the form of a conformity mark or a mark of circulation on the market;

contraindications or restrictions (for certain groups and types of food products, perfumery and cosmetic products, as well as for all tobacco products).

In addition, the requirements for production labeling are regulated by the relevant standards for specific groups and types of food and non-food products.

Identification marks discourage theft and make it harder to sell stolen property. It performs the following functions:

preventive - informational impact on the kidnapper in order to stop him and prevent theft;

preventive (anticipatory measure) prevention of the sale and purchase of stolen goods, which makes the theft of labeled valuables unpromising;

identification - allows the owner to easily identify the property and prove his right to it if the theft has occurred.

The anti-theft identification tag with identification number is perforated. A special liquid is applied through the perforations, penetrating deeply into the structure of the material. The liquid contains pigment, which makes the number clearly visible, even if the label itself is removed. The printed number is readable only in ultraviolet rays. The number can only be removed by significant damage to the surface.

An example of an identification mark is the vehicle identification number VIN (Vehicle Identification Number), the structure of which is shown in Table 2.

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Table 2. Vehicle identification number structure

WMI			WDS	VIS
X - geographic area	X-country code	X - manufacturer's code	XXXXXXX - descriptive part	XXXXXXXXX - index part

VIN number is a seventeen-digit combination of digital and letter designations, which is a mandatory marking element and is individual for each vehicle for 30 years.

The VIN consists of 3 independent parts:

World Manufactured Identification (WMI). In accordance with ISO 3780, the first and second signs are assigned to the country and controlled by an international agency - the Society of Automotive Engineers (SAE), working under the direction of ISO. XT signs are fixed for VAZ cars. The 3rd mark is assigned to Russian manufacturers by the Central Scientific Research Automotive and Automotive Institute (for VAZ - A).

The descriptive part is the six-digit world product index (VDS - Vehicle Description Section). The meaning of the Vehicle DS characters describing the properties of the car is assigned by the manufacturer (for example, 211000 is the VAZ 2110 model index).

VIS (Vehicle Identification Section) 8-digit product number. If the manufacturer wishes to include in the VIS the designation of the model code or assembly plant, in this case, it is recommended to prevent the designation of the model code in the first position, and the designation of the assembly plant in the second.

Table 3. LADA KALINA vehicle identification number structure

HTA	International manufacturer code for VAZ cars
11830	Descriptive part: car model VAZ-11183
6	Vehicle year code - 2006
0027928	Production number of the product - the same as the body number

Table 3 clearly shows the structure of the VIN of the LADA KALINA car with the identification number: TASH 83060027928.

Information signs are symbols designed to identify individual or aggregate characteristics of a product. The features of information signs are the brevity of the image, expressiveness and clarity, a small area of placement, high information capacity, but less availability of information. Next, we will consider the characteristics of the main types of information signs. Trademarks. (TK) - designations that make it possible to distinguish, respectively, the goods and services of some legal entities from similar goods and services of other legal entities. Verbal, figurative, three-dimensional and other designations or their combinations can be registered as trademarks. Legal norms and rules regarding trademarks are regulated by the Code of Administrative Offenses of the Russian Federation. It states,

If a trademark is officially registered in the Patent Office in the state register of trademarks and service marks, then the ® mark is indicated next to it. Such TK is an object of intellectual property. In world practice, the symbols TM (Trade Mark) and SM (Service Mark) are also used.

A trademark protects the exclusive rights of the seller to use the brand name, name or brand name (emblem). Trademarks act as pointers to help consumers choose certain products. The trademark is the face of the company, contributes to its recognition.

The right to a trademark is protected by law. The law determines that the use of a trademark or a similar designation, contrary to the provisions of Art. 4 of the law entails civil, administrative, or criminal liability. The trademark registration is valid for 10 years, the period of validity of the trademark registration can be extended during the last year of its validity, each time for ten years.

The use of a trademark is not only a right, but also an obligation of the owner of the trademark. The owner of the trademark may affix warning markings next to the trademark indicating that the designation used is a trademark registered in the Russian Federation.

Russian legislation protects the rights of the owner of a trademark in the following ways. The owner of the trademark has the right to demand: to stop further illegal use of the rights to the trademark; remove the illegally used trademark from the product or its packaging; publish a judgment in order to restore their business reputation; officially recognize your trademark rights.

In Europe, intellectual property law has existed for about a century, but it is still imperfect. There is a contradiction between the principle of free movement of goods and national intellectual property laws. The EU Court of Justice, using the principle of exhaustion of intellectual property rights, managed to somewhat smooth out the existing contradiction. As a way to completely eliminate the contradiction, the EU Court

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proposes to take measures to harmonize the national laws on intellectual property of the EU member states.

Russia is striving to become a full member of the economic community at the European and world level. To achieve this goal, it needs, among other things, to revise legislation related to intellectual property. Legislative consolidation of an unambiguous formulation of the principle of exhaustion of intellectual property rights could become one of the practical steps in this direction. For example, in relation to trademarks, based on an analysis of the relevant provisions of the legislation, the principle of exhaustion could be formulated as follows: without the consent of the owner. "

The customs authorities control goods that have signs of counterfeit. In accordance with the Customs Code of the Russian Federation, the Regulation on the Protection of Intellectual Property Rights, approved by order of the State Customs Committee of Russia dated October 27, 2003 No. 1199, (registered by the RF Ministry of Justice No. 534 on December 18, 2003), the customs authorities have a customs register of intellectual property objects. If, during customs control and customs clearance, goods that have signs of counterfeit are detected, the customs authorities take measures related to the suspension of the release of goods in accordance with the procedure established by Articles 393-400 of the Customs Code of the Russian Federation.

The name of the place of origin of a product is the name of a country, settlement, locality or other geographical object used to designate a product, the

special properties of which are exclusively or mainly determined by natural conditions or human factors characteristic of a given geographical object, or natural conditions and human factors at the same time.

The marks of the appellation of origin of goods include: marks of the name of a settlement, a locality, the historical name of a geographical object. Examples of marks of appellation of origin are the marks "Made in Russia," "Made in USA ". The national sign may have symbols with the image of the national flag.

The designation, although representing or containing the name of a geographical object, is not recognized as an appellation of origin, but which has entered into general use in the Russian Federation as a designation of a certain type of product, not related to the place of its manufacture. " For example, Vologda butter (before the revolution - Parisian), Yaroslavsky, Kostromskoy, Poshekhonsky cheeses are produced not only in the regions whose name coincides with the name of the goods, but in many regions of Russia, so their name indicates not the place of origin, but the assortment. Conformity mark is a designation informing purchasers about the compliance of certification objects with the requirements of the voluntary certification system or the national standard (Figure 1 b).

Products that have passed the procedure for confirming compliance with the requirements of technical regulations in the form of mandatory certification or declaration are marked with a market circulation mark (Figure 1 a).

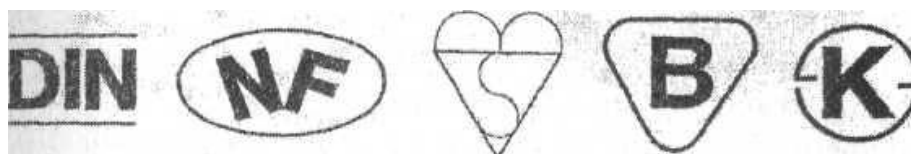


**Figure 1 a. European and Russian conformity marks:
a - EU directive; b - to the national standards of Russia**

Depending on the scope of application, a distinction is made between national and transnational conformity marks. National mark of conformity - a mark confirming compliance with the requirements of national standards: transnational marks of conformity - marks confirming compliance with the requirements of regional standards. They are applied in countries of a certain region on the basis of harmonized standards and mutual recognition of certification results.

Examples of transnational conformity marks are the CEN mark, established by the European Committee for Standardization (CEN), and the CENELEC mark, established by the European Electrotechnical Commission (CENELEC).

Many countries also use national conformity marks (Figure 2.). For example, in Germany, the national conformity mark is the DIN mark.



**Figure 2. Foreign national marks of conformity:
1 - Germany; 2 - France; 3 - Great Britain; 4 - Poland; 5 - South Korea**

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In the EU countries, a transnational European mark of conformity is used, confirming the conformity of products with the requirements of European directives (Figure 4 a). This sign means that the product meets the existing requirements (mainly safety and environmental friendliness), the manufacturer has carried out the necessary conformity assessment actions, and the product can be placed on the market without restriction. The mark cannot be awarded if the conformity is confirmed in accordance with the requirements of national or international standards. The mark does not apply to Products that are not subject to European legislation. Dimension marks are marks designed to designate specific physical quantities that determine the quantitative characteristics of a product. Dimension marks in the form of numbers or graphic images are used for clothing and hosiery. Service marks - marks informing the consumer about the rules of operation, methods of care, installation, and adjustment of consumer goods.

For example, the list of symbols for the care of textiles, presented in the international standard ISO 3758, allows you to easily determine the meaning of conventional symbols: a wash basin with an indication of the water temperature, an iron with an indication of the ironing temperature, etc. The above standard has been adopted in Russia as a national standard and is used by all textile manufacturers. Operational marks include control marks on complex technical goods (computers, household appliances, audio-video equipment, photo and film cameras) and in operational documents, attached to these products. Manipulation signs are signs intended for information about the ways of handling goods. Basically, handling signs are applied to the transport packaging and indicate the ways of handling the goods. Their symbols, name, purpose are regulated by GOST R 51474-99 "Packaging. Marking indicating the way the cargo is handled". Some of the most common manipulation signs are shown in Figure 3.

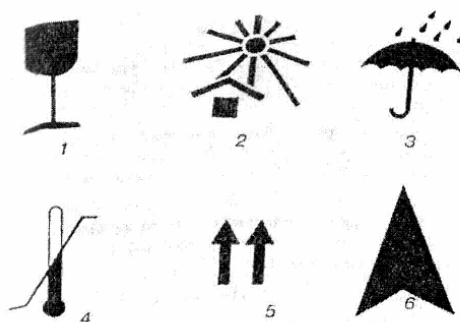


Figure 3. Manipulation signs: 1- "Fragile. Caution"; 2-" Keep away from heating "; 3 "Keep away from moisture"; 4 - "Temperature limitation"; 5 - correct position of the load - "Top"; 6 - open the package only in the specified place "Open here"

One of the most pressing problems of our time is environmental protection and human safety. There are many ways to solve the problem, one of them is informing consumers with the help of environmental labels.

The group of environmental labels is divided into three subgroups:

- signs informing about the environmental friendliness of the product or safety for the environment;
- signs informing about environmentally friendly methods of production or disposal of goods or packaging;
- signs informing about the danger of products for the environment.

Eco signs of the first subgroup inform about the safety of a product or its individual properties for life, health, property of consumers and the environment. This subgroup includes such eco-labels as the "White Swan", adopted in the Scandinavian countries, "Blue Angel", adopted in Germany, "Ecological choice" (Canada). Eco mark of the Japan Environmental Protection Association informs that this product is the least polluted and destructive of the environment (Figure 4.).

Eco-signs of the second subgroup are intended for information on methods of preventing environmental pollution. These may be indications that the goods or packaging in question is from recycled materials. These include the American recycling mark. It refers to goods or packaging made from recycled materials (for example, from polymers), as well as recyclable.

Eco-labels of this subgroup may contain calls not to pollute the environment with packaging, hand it over for recycling or put it in special waste bins.

One of the most common eco-labels, which has recently acquired a transnational character, is the German Green Dot (Der grüne Punkt) label (Figure 4 a), which first became widespread in Germany following the adoption of new packaging recycling and recycling legislation. This mark marks packaging that is covered by the return and recycling guarantee. At present, several countries in Western Europe have adopted the German Green Dot mark as an ecological mark. Unfortunately, there is no single national ecological mark in Russia.

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The second subgroup of eco-labels also includes a sign placed on products and packaging made of polymeric materials that do not cause significant damage to nature during their disposal. Eco-labels of the third subgroup characterize the danger of products to the environment. These include some warning symbols - signs intended to ensure the safety of the consumer and the environment during the operation of potentially dangerous goods by warning of danger or instructions on actions to prevent danger. For example, in Finland, in 1991, regulations were adopted according to which substances hazardous to marine life and substances transported by sea must be marked with a special sign. The main approaches to eco-labeling were developed by the EU Council in 1992, which contributed to the development, production and use of products that pollute the environment to a lesser extent throughout the entire life cycle. The purpose of eco-labeling is to provide consumers with reliable information about the environmental friendliness of the purchased product.

The decision on the assignment of an eco-label is made by the competent authorities of the EU member states, which preliminarily carry out an environmental assessment of the candidate product.

Some Russian manufacturers, just like European ones, have begun to label their products with the Green Point sign. However, in the absence of a well-functioning system of recycling and disposal, the presence of this mark on the packaging does not oblige specialized organizations to accept and recycle packaging materials with the "Green Dot" mark.

The basic principles for the creation and use of eco-labeling are contained in the international standards ISO 14000 series, which, despite the controversy of some of their provisions, are still widely recognized in the world. The Russian counterparts of these standards in the field of eco-labeling are currently:

GOST R ISO 14020-99 "Environmental labels and declarations. Basic principles";

GOST R ISO 14021-2000 "Environmental labels and declarations. Self-declared environmental claims. Type II environmental label";

GOST R ISO 14024-2000 "Environmental labels and declarations. Type I environmental labeling. Principles and procedures."

Examples of voluntary certification for environmental requirements in Russia are the Voluntary Certification System for Environmental Management Systems developed by VNIIS, the Regional Voluntary Environmental Certification System "Eco Compliance" created by the Nizhny Novgorod FMC, etc.

Warning signs are signs intended to ensure the safety of the consumer and the environment during the operation of potentially dangerous goods by warning of danger or instructions on actions to prevent danger.

There are two types of warning signs:

- warning about danger;
- warning about safe use actions.



Figure 4. Environmental labels: a - "Green Point" (Germany); b - "Blue Angel" (Germany); c - EU eco-label; d - "White Swan" (Sweden); d - Japan's eco sign; e - materials for recycling (USA); g - signs calling to protect the environment; h - meeting the requirements for the preservation of the Earth's ozone layer; and - "Protect forests and green spaces"; k - "Studies on the suitability of food"; m - "Products are not tested on animals."

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In accordance with the international requirements for the classification and labeling of hazardous substances and materials developed by the UN bodies and the International Labor Organization (ILO), each type of warning signs has a specific symbol, consisting of the letter "R" - for hazard warning signs, or "S" - for signs, Warning signs are supplemented with a symbolic representation of danger. The release and sale of dangerous goods without appropriate labeling is prohibited. Dangerous

goods include: explosive, flammable, poisonous, caustic (corrosive), infectious, radioactive substances, oxidants, as well as harmful substances that have carcinogenic, mutagenic, teratogenic, inhibitory effects that affect reproductive function.

Among consumer goods, the largest amount of hazardous substances is contained in household chemicals. For them, warning labels are required.

Transport marking of dangerous goods.



Figure 5. shows some types of warning signs.

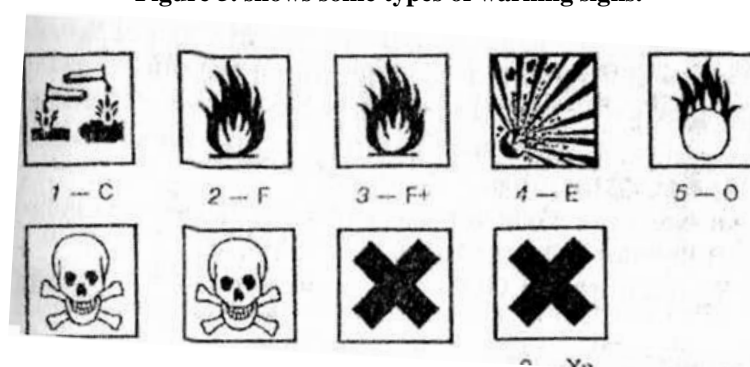


Figure 6. Warning signs: 1- "caustic"; 2- "highly flammable"; 3- "extremely flammable"; 4- "explosive"; 5- "oxidizer"; 6- "poisonous"; 7- "very poisonous"; 8- "irritant"; 9- "harmful"

In accordance with the current legislation, cargoes must be prepared in such a way as to ensure their safety and security during storage and transportation. Labeling of dangerous goods in Russia must comply with GOST 19433-88 "Dangerous goods. Classification and Labeling" and include the following information:

the name of the hazardous substance, including the trade mark and generally recognized synonyms;

UN serial number and classification code of substances;

hazard symbols;

signal word in bold and used depending on the degree of danger: "DANGER!" - to draw attention to a higher degree of risk, characterized by a high probability of death or serious injury;

"CAUTION!" - to draw attention to the average risk and potential threat of harm to human health and the environment.

Hazard symbols must be accompanied by labels describing the type of hazard. They are performed in black on an orange or yellow background.

Component marks are marks intended for information about the components used in certain products. Most often, there are component signs on products that form about the food additives used. They

are designated by the letter "E" and a three- or four-digit numeric code-

E - Component marks are used as an alternative designation for the chemical name of food additives, the names of which are very complex. For example, the additive E-4G4 used as a thickener, emulsifier and stabilizer, called hydroxypropyl methylcellulose, is incomprehensible to the consumer and can even be scary.

The designation system for food additives has been tested in the countries of the European Community and is currently the International Numbering System for food additives - INS (International Numbering System). The system is approved by the Codex Alimentarius Commission. According to this system, food additives are divided into classes depending on technological functions:

E 100 - E 182 - dyes;

E 200 and further - preservatives;

E 300 and further - antioxidants;

E 400 and further - stabilizers, etc., up to E 1000.

The list of food additives permitted in Russia and their maximum permissible concentrations are regulated by San-P and N 2.3.2.1078-01 "Hygienic requirements for the safety and nutritional value of food products." About 2500 names of food additives

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are known. In Russia, Rospotrebnadzor approved about 500 for use.

On some non-food products (paints and varnishes, detergents), component signs are also indicated in the labeling. For example, MA-11 - means that oil paint (MA), for outdoor use, 1 - on natural drying oil; and MA-15 is also oil paint for outdoor use, but on a combined drying oil (5). The word "Bio" or the letters F or P with the name of the detergent indicate that it contains enzymes that improve the removal of protein contaminants from any surface.

Currently, the barcode is applied to 99% of products manufactured by various companies.

Bar coding is a modern method of coding goods and is widely used in transportation, sale, identification, and data exchange operations. Bar coding was developed for the purpose of automated accounting of the movement of goods in domestic and foreign trade; it is an important condition for information support of the activities of trade organizations.

The essence of bar coding is the encoding of alphanumeric characters in the form of alternating black and light stripes of various thicknesses (strokes and spaces), reading with a scanning device that decodes the codes and transmits information to a computer.

In the 1960s. The barcode was introduced in US railways to identify railroad cars. In 1974, the United States formed the American Uniform Code Council (UCC), which until now assigns UPC-12 (UPC-A) bar codes to American products. In 1977 in Europe, the International Association for Product Numbering EAN International (European Article Numbering) was created, which developed a coding system that became an international standard.

The EAN and the UCC have now merged into a global international trade number system, designated GS1. The Global Product Numbering System is a leading international organization dedicated to the development and implementation of Global Standards and Solutions to improve the efficiency and transparency of supply chains around the world and across all industries. GS1 unites 101 national organizations from 103 countries of the world.

Each trade item or set of products sold is assigned a globally unique GTIN (Global Trade Item Number) - this is a 14-digit international product number used in electronic catalogs and information systems. It contains shorter numbers (UCC-12 and EAN-13). The GTIN does not contain any information about the product - it is only an identification number. EAN-13 barcode - to be distinguished from the International Trade Number. The barcode is a graphical representation of the EAN / UCC-13 International Article Number (GTIN) in a format

suitable for automatic reading. The barcoding system is voluntary in nature.

In Russia, the national organization of commodity numbering - a member of EAN International - is the Association for Automatic Identification "UNISCAN / GS1 Russia" and issues identification numbers to its members (more than 6500 enterprises).

The structure of bar codes EAN-13, etc. The bar code alternates between dark (strokes) and light (spaces) stripes of different widths. The modulus is taken as a unit of width - the narrowest stroke or space (width - 0.33 mm). Each digit is encoded in seven modules, which are grouped into two dashes and two spaces. For example, the number 4 is represented as 1011100 (seven modules, but two dashes and two spaces). The width of the strokes and spaces is from one to four modules.

Information about the code is also carried by the width of strokes, spaces, and their combination. For EAN and UPC codes, the size of these characters is defined as a percentage of the nominal size. The nominal size of an EAN-13 symbol from the first to the last stroke is 31.35 mm. There should be white space around the code, so the nominal width is 37.29 mm. The printing error should not exceed 0.101 mm.

Elongated edge strokes are placed at the beginning and end of the barcode to indicate the start and end of the scan. Central elongated strokes divide the code into two parts, which makes it easier to visually check the completeness of the code. The EAN code starts and ends with a start / stop character (101).

The EAN-13 product barcode has the following structure (from left to right):

the first 2-3 digits are the code (prefix) of the national organization-member of EAN International (for Russia -460-469). The prefix can be used to determine in which national organization the company is registered; the first 7-9 digits, including the prefix, are the business registration number assigned by the National Organization;

the next group of 3-5 digits is the serial number of products within the enterprise;

the last 13th digit is the check digit. It is calculated from the previous twelve and is intended to check the correctness of the code reading by the scanning device.

EAN-8 is used for marking small-sized goods and is distinguished by abbreviated information (no company registration number) and smaller dimensions (21.31x26.73).

A 14-bit EAN-14.9TOT barcode number is applied to the shipping container, which is used for warehousing and transportation of goods, the barcode is larger; it does not require high-quality printing. The first digit of the number indicates the coded type of packaging (acceptable numbering is from 1 to 8; 1 -

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cardboard box, 2 - box, etc.), the rest of the digits - the EAN-13 number.

The EAN Association has established a unified algorithm for calculating the control mark, which is the same for all variants of EAN-13, EAN-8, EAN-14, including the American UPC codes:

Step 0. Numbering of digits - from right to left. The control mark takes the first position.

Step 1. Starting from the second digit, add up all the values of the digits of the even digits (2, 4, 6, 8, 10, 12). Step 2. Multiply this amount by 3.

Step 3. Starting from the third digit, add up all the values of the odd-numbered digits (3, 5, 7, 9, 11, 13).

Step 4. Add up the results of steps 2 and 3.

Step 5. The check digit is defined as the smallest number that, when added to the result of step 4, gives a multiple of 10.

The barcode can be tampered with. The signs of CC, which make it possible to distinguish genuine from falsified, are the following:

- dimensions of the barcode (minimum allowable - 21.0x30.0mm, maximum allowable - 52.5x74.6 mm);

- color design of individual elements of the barcode: the color of the strokes must be black, blue, dark green or dark brown: the color of the spaces that matches the color of the background is white, yellow, orange, light brown are allowed: no shades of red are allowed and yellow for strokes, since they are not read by the scanner;

- place of application of CC: on the back wall of the package in the lower right corner, at a distance of at least 20 mm from the edges; may be applied to the side wall of the package, to the label in the lower right corner; on soft packages, choose a place where the strokes will be parallel to the bottom of the package;

- CC should not be located where there are already other marking elements (text, drawings, perforation); - application of only one code on the package: EAN or UPC; simultaneous application of two codes - EAN and UPC - is allowed if the manufacturer has registered them in two associations. Then the EAN code and the UPC code are applied to opposite ends of the package.

Technological bar codes are applied to any objects for automated collection of information about their movement and subsequent use by consumers. Examples of technology bar codes are Serial Transport Unit Code (SSCC 18-bit) and EAN-128. The EAN-128 barcode was developed by the UNECE for goods such as meat, vegetables and fruits in order to track the movement of goods from producer to consumer at all stages of the technological chain. The need to develop such codes arose in connection with the emergence of a large number of animal diseases and diseases of vegetables and fruits. To ensure product safety and transparency in supply chains,

additional information has been introduced into the structure of the EAN-128 codes using additional identifiers. For example,

Expertise is a study of any issues, the solution of which requires special knowledge with the presentation of a reasoned conclusion. Expertise is a special type of scientific research carried out in a specific area of knowledge by a specialist in this area - an expert (from the Latin expertus - experienced).

A feature of an expert study is the search for answers to clearly formulated questions, which, as a rule, is carried out in a predetermined time frame. The expert study ends with the preparation of a written opinion, drawn up according to certain rules and containing answers to all the questions posed. The expert's opinion is used to make an informed decision on problematic or controversial issues arising in different spheres of human activity.

There are a large number of examinations in the world that have different purposes and research subjects. With their help, a variety of objects are studied, while they use various research methods and solve problems of different importance. What they have in common is the ultimate goal: - the establishment of the truth. Expertise can be systematized and classified according to various criteria.

Depending on the purpose of the study, examinations are divided into judicial, procedural, and non-judicial.

It is customary to systematize examinations by branches of science, or fields of activity, and according to this criterion, such classes of examinations are distinguished as military, political, sociological, technical, economic, forensic, medical, art history, commodity, environmental, etc. In each branch of knowledge that has its own theoretical basis for the examination is formed by their own specific set of methodological, technical, scientific and legal provisions. Each class can include various kinds of expertise, which are characterized by common features: subject, object, methodology and tasks of expert research.

According to the sequence of the examination, they are subdivided into primary and repeated; the scale of the tasks being solved - for basic and additional; the number of objects under study - on few - and many objects: the number of experts performing the examination and the way of their work - for individual and collective (commission), etc.

The need for an examination may arise from the requirements of the state or from contractual relations. State requirements are associated with customs clearance and control of goods (identification, technological, appraisal examination, examination of the country of origin, etc.), as well as with non-tariff measures to restrict foreign economic activity

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(examinations carried out in the process of phytosanitary and veterinary control).

Expertise arising from the contractual relationship is:

laboratory tests carried out by the manufacturer, the result of which are documents on the quality of the goods;

examinations carried out during the conformity confirmation procedure;

- examinations carried out when concluding sales contracts in accordance with the section of the contract "Acceptance and delivery of products";

- examinations related to claims under the purchase and sale agreement;

- examinations carried out in warehouses of exchange commodities;

- examinations related to insurance and transportation contracts, which are carried out with the involvement of specialists (surveyors) who are familiar not only with the properties of the goods, but also with the design of vehicles. The methods of these examinations differ significantly from the methods adopted in commodity science. An example is a draft survey - the determination of the weight of the cargo by the draft of the vessel.

Customs examination is a special scientific and practical research carried out by experts in order to solve the problems of customs - fiscal, control, economic, law enforcement, statistical and protective nature, requiring the implementation of a wide variety of examinations.

As part of the study of our discipline, the features of commodity examination of food and non-food products for customs purposes will be considered.

The identification expertise is associated with the establishment of the physical and chemical properties, the quantitative and qualitative composition of the goods, which makes it possible to unambiguously identify the goods in accordance with the Commodity Nomenclature for Foreign Economic Activity of Russia. In accordance with the Federal Law of December 27, 2002 No. 184-FZ "On Technical Regulation", "product identification is the establishment of the identity of product characteristics to its essential features." In other words, product identification is the establishment of compliance of a specific product with a sample and (or) its description. A description is understood as a set of features, parameters, indicators and requirements that characterize the product, established in the relevant regulatory documents. For example, product descriptions can be standards, specifications, labels, tags, shipping documents,

Identification is carried out in order to protect the consumer from an unscrupulous manufacturer (supplier, seller), to ensure the safety of products for the life, health of the consumer and the environment,

as well as in order to confirm the compliance of products with the requirements for them.

Identification as a procedure can be carried out in cases determined by legislation or on an initiative basis. In the customs business, the need for identification may arise in connection with inaccurate declaration of goods, a code for the TN VED, provision of invalid documents, destruction, damage, deletion, change or replacement of identification means, etc.

Identification expertise allows you to identify counterfeit goods.

Falsification (from Lat. Falsificare - to forge) is a fake of objects made for a mercenary purpose during the process of exchange, sale and purchase, etc. As a rule, falsification is aimed at deteriorating the properties of the object of sale while maintaining the appearance of the product in order to deceive and obtain illegal profits. In the customs business, on the contrary, in order to reduce the payment of customs duties, unscrupulous foreign trade participants can declare more expensive and high-quality goods as inferior, or finished products can be declared as raw materials or semi-finished products.

There are main types of falsification: assortment, qualitative, quantitative, informational, cost and complex. Assortment falsification is due to the replacement of one object with another, less valuable.

High-quality falsification is a fake of an object of the same type, but with a lower degree of quality (re-grading), i.e. substitution of goods of the highest grade, class, category, etc. inferior. Quantitative falsification is caused by underinvestment, underweight, underfilling, shortage in the number of units in fact and in shipping documents.

Information falsification includes falsification of labeling, for example, non-compliance with the requirements for information for the consumer, forgery of documents.

Value falsification is the sale of low quality goods at the prices of higher quality goods.

Complex falsification includes all or several of the above types of falsifications at the same time.

Material science expertise is associated with the establishment of physical and chemical properties, structure and material of goods, chemical compounds, substances.

Commodity examination is aimed at determining the commodity characteristics of goods and their free (market) value (price).

Technological examination is an examination for agreeing on the norms for the output of products of processing of goods, taking into account a specific technological process when applying customs regimes for processing in and outside the customs territory of the Russian Federation. Technological expertise is carried out mainly in relation to the following goods: oil and oil products; products of the chemical and

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related industries; metal ores, scrap metal, metals and alloys; paper, wood and products from it; leather and textiles.

An art criticism examination is carried out with the aim of establishing the historical, artistic, cultural, scientific significance of works of art and antiques. Features of customs examination of goods on the basis of legal norms in the system of customs clearance and control are discussed in detail in the literature, the most significant documents are given in the list of references to this article.

Conclusion

The domestic light industry is going through hard times, and the consumer is offered products of dubious quality that have entered our markets by counterfeit and other illegal ways, that is, they have no guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

It is necessary to reanimate the role and importance of a quality-oriented strategy, since only in this case enterprise managers will subjectively and objectively have to improve their production using nanotechnology and innovative processes so that competitive and demanded materials and products fully satisfy the needs of domestic consumers. At the same time, the statement is justified that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should be dictated to producers on the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain a range of goods, regulating it by federal, regional and municipal orders; stimulate price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the advantages of high-quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also due to technical innovations aimed at using new technological and engineering solutions, including making a revolution in quality either through the quality of advertising, or through real quality.

Today, and even more so tomorrow, the implementation of one of the defining principles of production efficiency is important - the manufacturer produces exactly what the consumer needs in an assortment that creates the basis for meeting demand.

It is equally important to understand the role and significance of high-quality activities, that is, to what extent managers have penetrated into the essence of things, learned to manage things, change their properties (assortment), form, forcing them to serve a person without significant damage to nature, for the

good and in the name of man, that is, in accordance with the requirements of the Federal Law "On Technical Regulation".

Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the normative, methodological documents on the structural restructuring of industry, then the thought arises whether we are not stepping on the same rake here that we have been stepping on for all the years of reforms, namely, we did not care about our manufacturer ..

A world-renowned quality specialist E. Deming, who at one time was a scientific advisor to the Japanese government and led Japan out of the economic crisis, in his book "Overcoming the Crisis" says: "... managing paper money, not a long-term production strategy - the way into the abyss".

Regarding whether the state needs to pursue industrial policy, one can quote the statement of the outstanding economist of the past Adam Smith, who laid the foundations of the scientific analysis of the market economy 200 years ago. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't say more precisely.

What are the results of economic activity today, what are the achievements in this area? Growth of gold and foreign exchange reserves, decrease in inflation, budget surplus and other financial and economic achievements. And what, is this the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the country's population?

Therefore, it is quite natural that today the task is posed for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let's carry out an enlarged factor analysis of the quality of life problem. The quality of life of citizens depends on the quality of consumed goods and services in the full range - from birth to ritual services, as well as on the ability to pay of citizens, which allows them to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of enterprises' work depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy

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are becoming increasingly important. As the experience of advanced countries that at one time emerged from similar crises (the United States in the 30s, Japan, Germany in the post-war period, and later South Korea and some other countries) shows, in all cases, the basis of industrial policy and the rise economy, a strategy was put in place to improve the quality and competitiveness of products, which would be able to conquer both domestic and foreign sales markets. All the other components of the reform - economic, financial, credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Manufacturing must improve, which does not mean becoming more costly.

It was absolutely right that attention was drawn to one phenomenon that usually escapes in the troubled bustle - the historicity of the economy. The economy has not always been the way it is perceived now and will not remain forever. Economic life changes in time, which forces one to tune in to its changing being. The modern economy is built on a market foundation and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, aggressively displacing the "social sphere" to the sidelines, is incompatible with the prospect of economic development, this is confirmed by the steady desire of social democracy in the West to deploy the economy as a front for social security, fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It demanded a new look at the fundamental concepts. fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the

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And therefore the philosophy of quality must also change. We must be ready for the coming events.

The quality is "written by nature" to be at all times in the epicenter of scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of opposing the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied." From the relationship in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule, reflecting the relevance and profitability of activities aimed at the development of production.

The most significant and global are international quality management standards. The use of modern methods in them makes it possible to solve not only the problem of improving quality, but also the problem of efficiency and the problem of productivity. That is, today the concept of "quality management" is being transformed into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies carried out under the UN development program allowed us to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. A quality-oriented strategy undoubtedly contributes to an increase in the very role of the subjective factor in the development of production, and to a more complete all-round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to abolish, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both

the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that learning about nature reveals its quality, state of quality, quality levels, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldron" that Vanya the fool had to overcome in order to turn into Ivan Tsarevich.

And here it is absolutely justified that the main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning, which is not focused on such goods and services for which the market is in demand." Try to argue with him. Production during the transition from industrial to post-industrial mass consumption society is thought of as a function of the market.

And the authors fill these quality properties with criteria, namely:

- ideology of quality - the perspective of production development;
- quality management is an integrated approach to solving quality problems;
- fashion and technical regulation - components of the quality of the manufactured footwear;
- quality systems "ORDERING / 5 S" and "THREE" NOT "- not only the basis for the stability and safety of production, but also a guarantee of quality;
- quality in the market is a paradigm for the formation of production that meets the needs of the market;
- advertising is always at the service of quality;
- excursion into the past as a guarantee of quality in the future;
- the product quality assessment model is the production priorities;
- forecasting the cost of quality in the development of a new range of footwear - the guarantee of its relevance and its competitiveness;
- methodology of business visual assessment of a product - a means of assessing the effectiveness of quality;
- improving the quality and competitiveness of domestic special footwear;

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- on indicators for assessing the quality of footwear - as a tool for the formation of popular products;

- quality and market: a marriage of convenience and this is indisputable;

- the stability of the enterprises - the guarantor of the quality of their footwear - all these aspects together and provide a revolution in quality, guaranteeing the manufacturer stable success in the market with unstable demand;

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is not perfect for the size of its payment capacity. His complicity is determined by the knowledge of the commodity-economic situation. The consumer is not an object of application of the actions of the seller and the producer. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. Then counterfeit and "lochism" will cease to populate the market. The quality of the product begins in the mind of the consumer. To impose an idea of quality is bad for all legitimate subjects of economic relations. It needs to be educated again by everyone: the manufacturer, the seller, the

buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - "smart",

"Lean" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on the knowledge of consumer tastes. There is only one, but not an easy, step to make to the system's perfection - the whole world to take up the formation of consumer culture.

The accusation of the current generation in the consumer attitude towards life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is of a truly sociocultural dimension. Another consequence of the financing of cultural progress. Why is one power replacing another, while culture is still in power last in line for political relevance? It is time to understand that not only science has turned into an immediate productive force. Culture is also a factor in the development of production, moreover, a multifaceted and very effective factor.

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