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**ON THE PECULIARITIES OF THE RELATIONSHIP BETWEEN THE
 COMPETITIVENESS OF AN ENTERPRISE AND THE
 COMPETITIVENESS OF PRODUCTS FOR THE FORMATION OF ITS
 PRIORITY AND PREFERENCES BY CONSUMERS IN THE REGIONS
 OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH
 CAUCASUS FEDERAL DISTRICT**

Abstract: *in the article, the authors believe that the need to improve the quality management system at light industry enterprises is due to the following important reasons. Firstly, it is an increase in the confidence of potential consumers in the products that this company produces. Secondly, it is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand its spheres of influence by entering new domestic and foreign markets. And thirdly, it is a significant increase in labor productivity of any industrial enterprise, where the QMS is supposed to be implemented using effective management. The authors analyze the possibilities of the company's policy and goals in the field of quality within the quality management system (QMS). The use of the Pareto diagram made it possible to visualize the effectiveness and efficiency of the quality policy and goals developed by the authors within the framework of the QMS to ensure defect-free production with a significant reduction in the output of defective products.*

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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The need to study topical problems of improving the activities of an important branch of the public economy - light industry - by leading Russian and foreign experts is of considerable interest. Such a transformation, despite all its conventionality, is not so harmless for objectivity in its understanding. Even such a wonderful thinker like G. Hegel sinned, willingly or unwillingly substituting opponents, so that it would be more convenient to criticize them. This article presents the author's approach and opens up an opportunity to find out the most significant first-hand, without intermediaries, who often darken the creative relationship, in order to make the right decision about finding answers to the questions posed. 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 of the quality problem in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production. 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 of the quality problem in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production. 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 of the quality problem in creative

thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production. ultimately on quality improvement. Quality is either "on the mind" or "implied." From the relationship in the dynamics of these projections of the quality problem in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production.

The wise Buddha laid down four key steps in the eightfold path: correct understanding; making the right decision; finding the right words and, finally, the right actions aimed at implementing the right decisions. The fate of the light industry now depends on what this last step will be. Its execution is the function of the Government. The political paradigm is extremely simple - we should not compete with anyone in the fight for the world market, especially with the Chinese. The Chinese rightfully want to shoe and dress the whole world. One fifth of the world's population lives in the PRC. Our task is completely different. We need to make sure that the Chinese do not put shoes or clothe us. To transfer purchasing demand to our own Russian production, to interest in goods produced in the country. We are quite capable of such a task, as the manufacturers say. And the Government needs to do its direct work consistently and in a timely manner, that is, think, make a decision, bring everything to a result, work in a team and, most importantly, respect each other in this team. The results of studies assessing the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District with the participation of parents, children, buyers and manufacturers turned out to be significant. Their analysis confirmed the importance of marketing services in the formation of sustainable demand for domestic products within the framework of their preferences and priorities. And the more often these services interact with manufacturers and consumers, the more effective the results of these enterprises will be in ensuring they have a stable demand for their products and obtaining stable technical and economic indicators from their activities.

Main part

The nature of the new competition in the modern world economy, due to 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

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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.

Today, in the volume of sales of light industry goods in the Russian market, only 23.2% falls on the share of domestic manufacturers, on official imports - 27.1%, and the remaining 49.7% are goods of shadow production or illegally imported into the territory of Russia, mainly Chinese. and Turkish production. Almost 650 billion rubles are being withdrawn from taxes. Thus, the Russian market for light industry products is semi-criminal in nature. "Competing" with smuggled and counterfeit products, Russian manufacturers today are deliberately in a losing position.

Russian producers are almost completely ousted from the cheap sector of the market, and the supplied cheap imported goods, which are successfully sold by trade, are not always safe for human health. In general, the contribution of light industry to industrial production in Russia has decreased since 1990 by more than 10 times and today is just over 1%. Hundreds of enterprises went bankrupt and ceased to exist, including city-forming ones, on which the fate of small towns depends.

If the prevailing trends in the industry continue, according to international experts, in 5-10 years the Russian light industry may cease to exist. More than 80% of those working in the light industry are women. During the period from 1990 to 2020, the number of workers employed in light production decreased from 1,932 thousand people. up to 202.3 thousand people

The age structure of the labor contingent is extremely unfavorable. The level of wages in the light industry is still significantly lower (almost 2 times) than the average wages in the manufacturing industries and amounts to a little more than 9300 rubles per month.

This gives rise to a whole tangle of social and industrial problems. Their solution is hindered by the tense financial and economic situation of the enterprises of the industry. The profit of enterprises, light industry in 2020 decreased by 29.3% and amounted to 2.933 billion rubles, the loss of unprofitable organizations increased by 56.3%.

In addition, the share of wages, with its minimum absolute value, in the cost of light industry products is quite large, and a simple increase in wages will cause a radical decrease in the competitiveness of products.

A common problem of light industry enterprises is the use of morally and physically obsolete technological equipment. According to Rosstat, at the beginning of 2021 the share of equipment operated up to 5 years was 1.8%, 6-10 years - 33.5%, 11-20 years - 55.0%, over 20 years - 9.7% ... This not only prevents the production of a modern range of competitive products, but also leads to unsatisfactory working conditions and increased industrial injuries. It is impossible to rectify the situation without a radical technological re-equipment of the industry and tightening state control over the observance of legislation in the field of labor protection. Of course, the decisive factor in relation to light industry is the competitiveness of products in the context of virtually global competition in all markets. For,

- unbundling of enterprises and the predominance in the structure of production of small enterprises with up to 300 people, capable of quickly responding to market demands;

- unification of industry enterprises into holdings with a closed production cycle, associations and unions that develop common approaches to solving industry problems;

- orientation of the light industry to the tastes and needs of specific segments of the population, the age of consumers, climatic conditions, etc.

As the analysis shows, in fact, the only way to solve both economic and social problems associated with light industry, including improving the standard of living and social protection of its workers, is the accelerated modernization of the industry and its supporting infrastructures.

An increase in the standard of living and social protection of workers in the light industry should be based on the innovative development of the industry, through the introduction of highly efficient technological equipment into production, which allows saving labor, material and energy costs. The second direction of development is to increase the efficiency of the results of the light industry enterprises, which can be achieved through the use of

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more efficient technological processes, including through "horizontal" and "vertical" cooperation and integration of enterprises.

A balanced increase in the level of wages is possible only with an increase in labor productivity and an improvement in the quality of materials and products, which will make it possible to bring its average level to 30.0 thousand rubles. Thus, the modernization of the enterprise will increase the productivity of equipment and labor by 2.5 - 3 times. In addition, the replacement of outdated equipment will lead not only to an increase in labor productivity, but also to an increase in production automation, ultimately to a decrease in the intensity and monotony of labor, which will positively affect the health and motivation of workers in the industry.

A positive factor and feature of the light industry is the quick return on investment. The high mobility of production and the technological capabilities of enterprises allow for a quick change in the assortment of products and not reduce the volume of its output and, consequently, the volume of sales and tax deductions in the event of changes in market conditions associated with seasonal changes in demand and changes in fashion. The turnover in the industry, despite the actual absence of wholesale trade, occurs 2-4 times a year. The large share of final products sold in the retail network provides a quick return on investment, which makes it possible to effectively use borrowed and subsidized funds. Each additional 100 million rubles of working capital provides an increase in production volume for the year in the amount of 350-500 million.

Light industry is one of the most natural spheres for the establishment and development of small businesses. Small businesses today are concentrated in the retail area. Meanwhile, as world practice shows, the margin of safety of private entrepreneurial activity cannot be based solely on trade. Sewing and shoe production can be effectively organized with less than 100 employees and very modest start-up investments.

In our Russian conditions, the gap in prices of producers and sellers of certain groups of light industry products diverges several times (from 2 to 4 times). Thus, not only the consumer suffers due to the increase in prices, but all the profits obtained mainly remain in trade, while manufacturers, working at the lower limit of profitability, do not have the means to develop production and increase competitiveness of their products. This discriminatory distribution of profits leads to a monopoly of sellers and seriously hinders the development of the domestic processing industry.

The Ministry of Economic Development and Trade of the Russian Federation developed and adopted the Concept of Long-Term Socio-Economic Development of Russia until 2025, but unfortunately, in the document prepared by the Ministry of Economic Development and Trade of the Russian

Federation, along with many serious studies, there is no integral concept of state policy, aimed at the development of the country's industry, which would ensure Russia's breakthrough into the number of highly developed post-industrial powers and a decent standard of living for the population. This is possible if the components of the Russian light industry development strategy until 2025 are implemented, namely:

- to develop and legislatively consolidate the foundations of an effective state industrial policy as a system of agreed goals, priorities and actions of state bodies, business and science to improve the efficiency of industry, ensure high competitiveness of products, goods and services and a steady growth of production. When forming it, provide for outrunning growth in all sectors of high-tech products with an increase in its share in the total volume of industrial production by 2025 at least 50%, equality of subjects of industrial policy, guarantees of property rights;

- by ensuring the implementation of special measures to support priority high-tech industries (growth points) such as the aviation industry and engine building, rocket and space, radio-electronic, shipbuilding, nuclear energy, information and communication, create conditions for the effective development of the entire industry in Russia. In order to increase the volume of investments, create economic and legal prerequisites for the introduction and use of high technologies and new materials, primarily developed in Russia: to legislatively consolidate the foundations of the national innovation system in the Russian Federation; to establish a multiplying factor for R&D expenses included in the cost price; reduce VAT to 12%; to exempt from taxation the profits of enterprises invested in production; to create institutions of long-term crediting of modernization and technical re-equipment of industry at a low interest rate; to improve the system of VAT administration, to change the procedure and terms for paying taxes to replenish their own working capital by industrial enterprises; make the transition to a differentiated tax rate for the extraction of minerals depending on natural conditions, the degree of depletion of deposits, etc. ; to develop a competitive environment, develop and implement measures to combat price monopoly, to stabilize tariffs for the services of natural monopolies, to prepare and adopt a federal law "On Pricing and Tariff Policy"; to promote the creation and promotion of domestic national, regional and corporate brands of domestic products; in order to create competitive products, ensure the introduction of quality systems, facilitate the implementation of programs aimed at identifying, independent assessment of the quality and promotion of domestic products, intensify work on standardization, including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive

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introduction of advanced technologies and equipment, to normatively fix the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country; including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively fix the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country; including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively fix the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country;

– Considering that mechanical engineering is a backbone complex, ensure its modernization in a short time and restore the technological basis of the national mechanical engineering complex - machine tool industry. To this end, use both domestic developments and the purchase of foreign equipment and technologies, using the international division of labor, and use the leasing mechanism more broadly. In addition to general measures to support industry, it is necessary to additionally prepare and adopt a state strategy for the development of the machine tool industry for the period up to 2025, including the implementation of special targeted programs aimed at financing promising scientific developments; modify the size and procedure for levying customs duties to stimulate the import of the latest technological equipment while promoting the revival of domestic production of such equipment, in particular, abolish customs duties and VAT on the import of new imported technological equipment not produced in the country; to develop and adopt a set of special measures to provide mechanical engineering and machine-tool building with scientific and engineering personnel, highly qualified workers, especially in the field of scientific research and applied developments, to form a system of employment of young specialists; develop and adopt amendments to the Tax Code (Chapter 25), establishing regimes of accelerated depreciation and preferences (premiums), allowing the amortization of the active part of fixed assets in the amount, exceeding their book value; to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into

practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises;

– to develop and implement a set of measures to solve the problem of a shortage of qualified personnel in industry, to improve the quality of training in higher educational institutions, to provide young specialists with housing on preferential terms, to introduce into practice the training of specialists under the state order, to provide modern equipment and dormitories of vocational schools, allow enterprises to allocate funds spent on personnel training to production costs in full, adopt special legislative and regulatory documents aimed at ensuring the industrial development of Siberia and the Far East;

– develop and legislate a set of measures to ensure the interest of business entities in actively

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participating in projects to improve resource and energy efficiency, including elements of monetary policy, currency and investment regulation, subsidy mechanisms, special tax and depreciation regimes;

- implement a set of measures aimed at the massive development of small and medium-sized enterprises in industrial production, innovation and services, primarily in terms of providing small and medium-sized enterprises with access to production facilities, purchasing equipment, including on a lease basis, development of microfinance and credit cooperation;

- to take measures to create the Russian processing industry of equal competitive conditions with importers, to accelerate the development and adoption of the federal law "On Trade" and accompanying regulations on the organization of the effective functioning of the Russian wholesale and retail trade;

- develop a strategy for regional industrial development of the constituent entities of the Russian Federation, including the territorial distribution of productive forces in the long term, link the development of regional infrastructure with the location of industrial facilities;

- clearly define the system for the implementation of the fundamental goals of the state industrial policy, ensuring the solution of systemic problems of the real sector of the economy, to correlate the need for investment, sources of investment and actually achievable socio-economic results.

In conclusion, I would like to once again draw your attention to the fact that all this will become a reality if one condition is fulfilled, namely, the products of the light industry will be produced of high quality.

As can be seen from Figure 1, the quality of products produced and supplied to the market is formed in the process of its production as a result of measures to improve production, improve the quality of products and services carried out by the quality service and quality management units, the purposeful actions of which, in turn, are determined by the results of product assessment in the process of competitions. Thus, in an unconventional way, we came to the traditional conclusion about the need to expand the work on the implementation of the quality management system at the enterprises of the region. Quality is the most ancient value of humanity. And it is precisely in the quality of Russian goods and services, in the quality of management that we are losing in global competition. Have you seen sophisticated products with the inscription made in Russia anywhere in the world? We, too. Long hoped for a worldwide ISO system. Alas, in Russian conditions it slipped into a crisis. Sorry, dear colleagues from the world of quality certification, but it's time to publicly list what it has become and what is almost recognized among themselves:

- an immense number of documents, in which there is no strength to navigate;

- the senselessness of many of them (for example, according to the terms of ISO, job descriptions are required, and everyone rushes to sketch something on the go, and then they forget them without a trace);

- one entrepreneur once said, "We are ISO certified." And then he added: "Do not think, we were certified by such and such a Norwegian company." Can you guess what this is about? Yes, selling certificates. Not everyone sells, of course, but reputation is never accidental.

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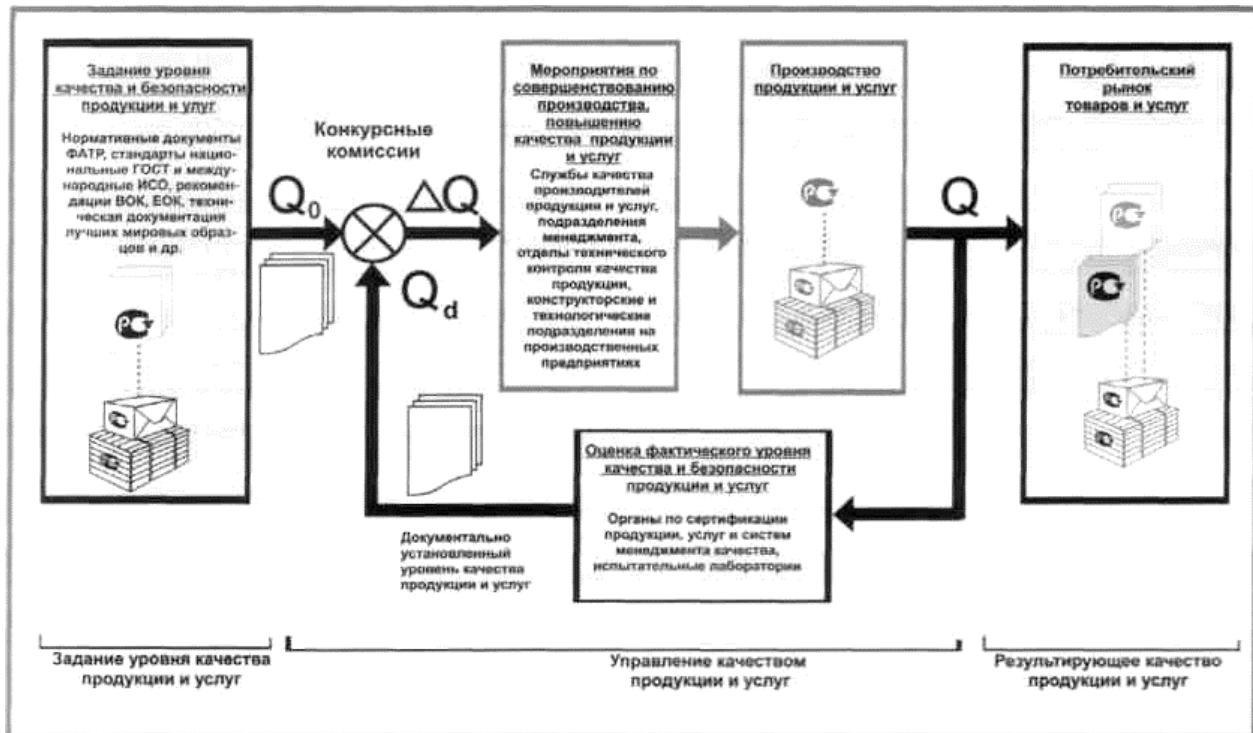


Figure 1. Scheme of the production of quality products.

So now, you say, don't you want to deal with quality? No, you just need to understand that the light has not converged like a wedge at ISO.

Let's agree on terms. What is quality? Compliance with standards, most will answer. Of course, where standards are possible, they are. Although the standards have tolerances. And the difference between the upper and lower divisions in these tolerances can be significant. And there are also limits to standardization. Let's say customer contact. Everyone knows that the quality of such a contact is critically important for the success of a business, when prices, assortment, terms are aligned under the pressure of competition. A certain set of friendly words, dress code, etc. can be considered a standard. Although we know very well what is covered by them. The current passion for describing business processes is also gradually approaching absurdity. And somewhere it has already reached it: at different firms we already meet a rigid description of the interview, not only when applying for a job, but even the standard for meeting and negotiating.

Now a different approach appears: quality is compliance with the needs of the client, the user. Whoever buys is the one who evaluates. It is only necessary to understand more precisely what exactly he values. If you hit it - here it is, the required quality, that is, the degree of customer satisfaction with the properties of the product. But this approach is also limited and stretches from the last century. Then the formula was considered indisputable: the buyer is always right. In our time, another imperative is much more true: the buyer does not know our capabilities.

Where are we heading? The understanding of quality as conformity (to a standard, a need) is outdated. Today, understanding it as a comparison is becoming much more capacious - with another product or with the same, but the same one. Comparison gives superiority of product over product, service over service, specialist over specialist, organization over organization. Comparison with a standard or need does not imply superiority. Only equality is possible there. The standard and the need indicate the minimum. And for whom is the minimum enough? Few. But superiority is interesting to everyone, because the law of increasing needs is inexorable. In practice, this means switching the quality assessment system to levels. For instance:

A. Sufficient quality, below which the defect goes, that is, the minimum acceptable, the use of which will not cause damage.

B. Reference quality - according to the principle of conformity to the reference, that is, the best available. A standard can appear from a standard, but any sample can serve as it: from what we have live in our company, from competitors, or at least somewhere in the form we know.

B. Avant-garde quality - something that is achieved for the first time, surpasses the standards, but can count on effective demand and an exit to profitability immediately or in the future.

This is the vertical of quality. She may admit more degrees. And one more thing: it's time to give up the idea that any quality can be measured. You can evaluate everything, but little that is important to us lends itself to measurement. Russia has entered the

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World Trade Organization and should be ready to accept its rules and regulations in order to remove technical barriers in trade and economic relations with other countries and in order to increase the competitiveness of its production. The analysis shows that one of the reasons for the low competitiveness of many sectors of the Russian economy is precisely the preservation of outdated state standards (GOSTs), which no longer contribute to the achievement of modern requirements for the quality of goods and services, technical and technological modernization of production. Under the system of state standardization existing in the Russian Federation, the manufacturer (entrepreneur) is actually excluded from the decision-making process to update the standards that determine quality, technical level and, ultimately, competitiveness.

Given the low international rating of the competitiveness of the Russian economy, an urgent need arose to reform the existing system of standardization and certification, the basis of which was formed back in Soviet times in the conditions of undeveloped market relations.

The characteristic features of the modern world economy are unstable production and unstable demand. Traditionally, it is believed that the former is determined by the latter. This formed the "cornerstone" in the foundation of economic theory, which replaced classical political economy. According to the dominant economic concepts of the 20th century, the locomotive of development is the demand for goods, i.e. it is not production but the market that drives the economy. The famous formula of K. Marx - one of the pillars of classical political economy - T – D – T today is perceived locally, as it looks in final terms: the sale of goods depends on the amount of money circulating in the market, in other words, the real purchasing power of consumers. From the proceeds received by the seller, in turn, the quantity and quality of the new batch of goods - the prospect of production - depends.

The market should strive to be self-sufficient. It requires maximum freedom to function properly. The idea of the founder of classical political economy, A. Smith, about the need for freedom of activity of the producer of goods in the newest - non-classical economic theory was transformed into a provision on freedom of the market in accordance with the shift of ideological priorities from production to distribution.

A. Smith was certainly right in the struggle for the freedom of the commodity producer, while the freedom of the market is far from identical with the freedom of the one who creates the real wealth of mankind. In conditions of complete freedom, the self-movement of the market, starting from the scale of the region, is doomed to instability. Unlike manufacturers who have the opportunity to enter into real cooperative relations and regulate the production of goods by assortment, quantity, price range and other

parameters, sellers, most of whom are resellers, intermediaries, speculators, are not heavily burdened with production interests. They have long become professional sellers, resellers. They don't care what to sell, the main thing is to get good and quick money. The future of specific production does not bother them at all.

The viciousness of the market we are dealing with in Russia is as follows: instead of providing normal opportunities for interaction between the buyer and the manufacturer (through the product and demonstration of the culture of its production), our market "divorces" the main market actors, making the figure of an intermediary absolute, usually uninterested in the fate of the manufacturer. One gets the impression that the market exists, so that the buyer does not "take a steam bath" with the interests and real culture of a particular manufacturer, existence is quite enough a businessman, by the way, in essence, has little responsibility for anything.

"Freedom of the manufacturer" and "freedom to organize commercial activities" (formal legal, financial and narrow organizational tools for controlling the latter have nothing to do with our problem; they do not significantly affect the achievement of production stability, stabilization of financial flows, mutual satisfaction of the producer and consumer) - freedom of a fundamentally different order. The state should not consider the market only as a source of tax revenues, a condition for a healthy lifestyle and safety of consumption.

The market is a link in the normal development of regional and national production. It is this function of the market that should be recorded as the first line in all documents of state economic policy. The very same economic activity must be built in the form of a policy aimed at consistently protecting the interests of producers, and not so much from foreign competitors, but from fellow countrymen-officials and all kinds of a kind of officials who have adapted to the practice, legalized with the help of officials, criminal organizations, who have replaced crimson jackets and gold chains for couturier suits and pectoral crosses, not hiding on "raspberries", since no one is going to look for them - they are well known, they "Legal" niche in the structure of administrative and financial mechanisms. Our laws allow them to legally earn more than on the "hop-stop".

The fantasy of a restless comrade Bendera limited herself to four hundred ways to circumvent the articles of the criminal code. How many such methods are now, hardly anyone will undertake to count. The saddest thing is that today Ostap Ibragimovich's extraordinary creative abilities are not needed, and therefore there are much more fraudsters than manufacturers of goods. The anti-hero Ilf and Petrov understood the futility of being a millionaire in his country, fled to Romania and lost a million at the border. For today's millionaires, the episode with the

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crossing of the border and the robbery of the enterprising "son" of Lieutenant Schmidt is the funniest passage in the novel.

Historical parallels are arbitrary, but instructive. It is senseless to repeat history, it is reasonable to draw lessons from history, to learn from historical experience, mainly national, without disdaining the past practice of other peoples. More than ever, in the experience of Peter I is relevant to the 21st century. Peter received the addition "Great", having settled the no less difficult situation that had developed in the country by the end of the 17th century.

The western borders of Russia, for the Europeans of that era, were the border where civilization ended and barbarism began. Something like this, two thousand years earlier, the Greeks and Romans considered their borders in the north, west and east. Almost everything was in decline: education, education, science, industry, agriculture, construction. The arguments of the church leaders, who suggested that the fate of Russia to be the "third Rome", spoke to few people about something. And to be the "third Rome", having inherited the faded greatness of Byzantium, did not seem to be a very tempting prospect. Byzantium became an ordinary stronghold of Orthodoxy and, under the influence of the Church, was selective about the scientific and philosophical acquisitions of Antiquity. In the culture of Byzantium, the ideas of Aristotle, medieval patristism and scholasticism were mixed. The understanding of science, which was formed in Western Europe in the 16th-17th centuries, was resolutely rejected by the Byzantine heirs.

Orientation towards Byzantium was reasonable in VIII-X centuries. The adoption of Christianity and the alliance with a powerful patron contributed to the integration of the Slavs, the formation of Russia as a single state. At that time, such an alliance was progressive in all aspects of cultural development.

Peter accepted Russia in a state of extreme backwardness, Europe was accelerating forward, leaving Russia with an Asian fate. The greatness of Peter, in contrast to contemporary politicians and spiritual leaders, did not appear in greater suffering and prayers, but in the ability to understand the intricacies of real life, to identify and take under personal control the nodal links of the socio-economic chain of events - past and present. He correctly assessed the situation, focusing his efforts on the economic revival of the country, and in essence began to build a new economy. Economic construction showed him a lack of enlightenment and education, a general cultural component. Peter launched a cultural "revolution".

The church did not like radical cultural innovations. Peter showed character here too. He did not try to persuade anyone and to adapt to no one. The tsar entrusted himself with the rank of patriarch.

Politics cannot be effective if it only adapts to the specifics of the economy and culture. Politics in everything should be a locomotive, act ahead, guide. It is deadly for politics to accompany a socio-economic movement.

Western ideologists are cunning, portraying the state as an intermediary between production and consumption. They argue that the task of politics is to ensure social justice in the distribution of national wealth, the state should not interfere in the economic movement - it is self-sufficient. The lies of such lobbying concepts become apparent in times of crisis. As soon as a recession begins, a decline in production, debts grow, a shortage of liquidity arises, producers, especially financial intermediaries, go directly to the state for help and are the first to receive it.

Peter ruled the country with decrees. As a rule, he wrote the text of the decrees himself, necessarily explaining what exactly the purpose of this decree has, how it should be carried out and what awaits those who do not. A.S. Pushkin, who studied the archive of Peter I, noticed that the decrees were often not fully thought out, the fruit of an impromptu. The great poet and thinker is right in his own way, with the proviso that Pushkin was not a great sovereign. Peter was forced to be operatively cruel. He was responsible for the fate of the Fatherland. Those who took upon themselves such a fate should not constantly look back at the laws in force and are afraid not to fit into their letter.

The historical routes are not laid by God, they are not developed a priori, they have to be laid, mastering a new historical space. The professional traveler does not hide behind the laws of nature while exploring unknown. And politics should be innovative, improve the legal order of things. Laws are not absolute, they reflect reality generalized in legal terms. Politics, on the other hand, is the art of managing a historically concrete reality that changes over time. Situational, problem thinking is important here. Realizing that it was impossible to build a new industry, to activate agricultural production without free access to sea transportation, the first Russian emperor resorted to extreme measures. In our time, there is no such need - thanks to Peter I - that makes the fate of politicians easier, without reducing the level of responsibility of actions and their innovativeness.

The easiest way to write off the crisis of traditional Russian industries on instability and economic transition. The transitional period, which has clearly been prolonged due to vague politics, will come to an end someday. As far as instability is concerned, politicians will be disappointed. In all likelihood, the cyclical crises discovered and explained by Karl Marx have been left behind by capitalism. Modern crises testify not so much to the peculiarities of the dynamics of industrially developed countries as to the crisis of the system of the bourgeois

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mode of production itself and the weakness of the social superstructure to take control of the growing negative trends.

The separation of finance from real production, the absolutization of the freedom of financial capital, the concentration of financial flows lead development to a dead end, cause anarchy provoked by stock market speculations. Instability is made stable, a common feature and it is time to talk about the nature of instability, which, like everything else, is changeable, to hope that instability will not gallop.

A significant part of the traditional Russian crafts has developed in the Non-Black Earth Region, primarily around Moscow. The geography of the history of light industry is understandable. There was a stable sales market and there was no shortage of workers, and the Lord did not deprive the Russians of talent. For twenty years of returning to capitalism for centuries, the perfected production is either already lost, or survives, having lost hope.

None of the politicians "ring the bells" that it is not factories, workshops, workshops that are dying, but that a layer of national labor culture is crumbling. Kuznetsov porcelain, Ivanovo textiles, Kostroma lace, Palekh, Mstera, Kholui, Fedoskino, Zhostkovo, Gus-Khrustalny, Dymkovo, Khokhloma - all this made us Russians. What is being done by politicians to save and stabilize the economic situation? Former assistant Yu.M. Luzhkova, Resin, who changed the office of an official to a place in the State Duma of the Russian Federation, reports to the whole country: a plan has been approved for the construction of 200 (!) Churches in the capital, so that the temple is within walking distance for Muscovites. The explanation that the project will not require budgetary money is a lie. They may not take money from the Moscow budget, but the Russians will still have to pay. Why not invest in the salvation of the Russian national industry (there was such a concept as "local industry"), villages, old towns - the mainstay, among other things, of Orthodox culture. Tourists will not go to typical temple buildings, but the lack of world-famous products of local industry will cause them deep disappointment. Shoes can be sewn anywhere, for example, in China, clothes - in Kyrgyzstan and in the same China. But there are many household products that have grown into the culture of the people who invented them. Their originality is unique.

Talk about cheap labor in China is yet another myth. In non-capital Russia, they earn no more than ordinary citizens in China. The essence is in the organization of production, in economic policy. In the People's Republic of China, the interests of the people and the country really come first. Economic activity in China has a clear and political landmark. In the Russian Federation, economic benefit is elevated to an absolute criterion, which is absurd, because the economy is not the goal of social development, it is

just a means of this development. In China, the manufacturer is maximally protected from "assaults", the law serves as a "roof" for him; the procedure for communicating with the buyer (customer) is extremely simplified, which significantly reduces the time of the transaction and the execution of the order, minimizes non-production costs; relations in the market are close to normaloviyam of its functioning.

Russian laws regulate the market space. The market space is a legally formalized reality, conventionally built according to the formula "it should be so", and this does not mean at all that it is and will be so.

The actual market reality is built as an environment for the interdependent coexistence of the producer, the seller (if the producer himself does not act as such) and the buyer - consumer (the inclusion of a reseller is highly undesirable). Market liberals led by E. Gaidar created an imaginary market, an ideal object outside the historical context, therefore they did not reform, but ruined the country's economy. Yeltsin and his company legalized looting. The economy that did not fall victim to the shock was thrown like a bone from the master's table to ordinary bandits, thieves and swindlers. From the economic hell of the 1990s only those who reckoned with the law and conscience least of all came out alive, strong and rich. That is why the economic collapse was followed by a spiritual crisis that continues to this day.

Russia has always been strong in the spirit of its provinces. The capitals accumulate the spiritual forces of the outskirts. It is these forces, like springs and small rivers, that give birth to large ones. The current flourishing of Moscow and St. Petersburg should not be misleading. Real life continues in the vastness of the country. 130 million Russians still live and work where our real power of the people is concentrated. What is encouraging? Strength of character of people. J.I. Alferov's foreign colleagues-scientists asked: "Are you an optimist?" He replied: "Yes, and my optimism is invincible." "Why?" - was the next question. "Because, the famous physicist explained, there are more and more optimists around me. Pessimists have moved to your countries. With which I congratulate you."

The authorities do not want to see the specifics of the Russian model of unstable demand for consumer goods: footwear, clothing, food, furniture, and household items. In Europe, the USA, Canada, during the crisis, the purchasing power of the bulk of the population decreases and, accordingly, the prices of goods go down, compensating, at least in part, for the satisfaction of essential living needs. The dynamics of prices for consumer goods in our country is always directed in one direction - increasing. Oscillations, of course, are observed, they are only noticeable in the official statistics. A normal market cannot change regardless of the state of production and consumption.

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The Russian market reacts to changes in the exchange rate, but again only in terms of price increases. One gets the impression that the market is being run by "puppeteers". The version is not indisputable, nevertheless, it is logically quite admissible. The authorities do not show activity, explaining that the desire to use regulatory mechanisms will inevitably lead to the impoverishment of the market and a shortage of goods. The natural question is: where will they go? No answer. Indeed, try to explain where the Chinese, Turkish, Latin American goods, products of Poland, Hungary, Ukraine, Moldova, Azerbaijan, Uzbekistan, the Baltic states will go from the Russian market? Who else needs them?

We need the protection of our own producers, who feed us, put on shoes, and clothe us. Russians in the last decade of the last century understood the advantages of domestic food products. The next step is the quality of light industry goods. And the state can promote their sustainable appearance on store shelves. What needs to be done for this? Develop a specific program and strictly monitor its implementation by officials.

The program for the return of Russian manufacturers to the market should provide for reciprocal steps by the state and enterprises. Going back to what and how they sewed before is pointless. An internal restructuring of production is required, and the market begins to feel it. Shoe and garment enterprises have appeared in Russia, supplying products that are quite competitive. The buyer, however, is still more surprised to find such products. Nevertheless, the process has begun and it needs to be promoted.

Of course, we are not talking about additional funding for the industry. "Industry" is a collective concept, generalizing not achievements in assortment, design art, quality, color. All manufacturers of certain products fall under the general concept. Both those who seek to modernize production and those who do not rely on their own strength are accustomed to asking for help from the state. Only innovators deserve additional financial assistance; it is effective in targeted implementation. We must help preserve traditional folk crafts. They are technically and technologically conservative, with limited innovation.

The government responded to the appeal for help from VAZ, St. Petersburg, Ural, Far Eastern enterprises, referring to their city-forming and national importance. Everything is correct, except for one thing - what kind of patriotism, what national pride can we talk about if a Russian is dressed and shod with foreign manufacturers, foreigners will also feed and water him. A great power starts small - with the realization that we can do everyday things ourselves, no worse than anyone else. We are surrounded by little things, they are in everything, and

their meaning is not always fully visible, but it is they that create our mood.

Outdated VAZ products were exchanged for new cars, the state subsidized the exchange. An old suit cannot be returned in exchange for a new one, and shoes that fail to meet the requirements cannot be taken back to the factory. There is another option - the state is able to compensate the buyer of domestic clothing and footwear products, say, 15-20 percent of the price. This particular form of protectionism will turn the buyer towards domestic goods and help speed up the sale of products.

It is no secret that the Russian consumer of footwear, unlike the manufacturer, expects to carry the purchased goods for more than one or two seasons. Products will need updating, repair. Why not, following the example of branded service stations, organize a branded network to support the operation of footwear and clothing. The repair would be cheaper and better. Equally important, such service would enhance the manufacturer's reputation. The average buyer, purchasing domestic shoes for 1500-2000 rubles, naturally thinks that he will wear them for a long time. His choice of repair addresses is small: to do it yourself, to go to a shoemaker-handicraftsman or to a company workshop. It is advisable to make workshops consolidated, so it will be less costly.

The state should take upon itself the lion's share of the costs of organizing the economic and industrial educational program. Branded foreign shoes are not worth the declared price, so sellers easily carry out various promotions and markdowns. The buyer, who is not privy to the intricacies of the market, naively believes that the difference in price is proportional to the difference in the quality of the goods and saves money, takes out a loan in order not to make a mistake with the choice, advertising constantly reminds him - "the miser pays twice!" Next to branded shoes there are fashionable, made of genuine leather, tastefully finished Russian products, the price of which is one and a half to two times lower, but who would explain that they are of the same quality. On the contrary, the advertising policy paid for by branded companies purposefully creates the idea that it is impossible to produce quality at Russian enterprises. military modern goods.

The program "Habitat" was launched on television, debunking myths about the usefulness of foreign products. We need a similar program dedicated to the quality of light industry products. Rospotrebnadzor regularly restricts the import of food products into the country due to exceeding the maximum permissible levels of ingredients that are harmful or hazardous to health. The dangers of shoes and clothing made in China are reported in Turkey sporadically in connection with any high-profile incidents. The suspicion of the strangeness of such a policy involuntarily arises. Someone benefits from shielding the main

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competitors of domestic manufacturers. And, after all, you will not find fault. Lobbying in Russia is legalized and has become a good business for officials hiding behind world practice.

Scattered and still weak enterprises find it difficult to resist a large-scale, well-developed policy that facilitates the occupation of the Russian market by foreign producers. This is also facilitated by the abolition of the mandatory certification of goods. The measure is probably appropriate for Western Europe with its consumer culture, but not for Russia, which is littered with counterfeit products from the most problematic manufacturers. There is no need to wait for a decline in market tension in order to win a place in the market, to gain stability, you need to act assertively and comprehensively, to revive the former Soviet experience of organizing work with a potential consumer. Fortunately, the development of the economy opens up prospects for tWhat kind of activity.

Practice is effective when theory sanctifies its path. At first glance, turning to theory amid anarchy in the marketplace is not entirely timely. On a fire, you need to extinguish, not reason. It depends on what the fire is. Sometimes it is important to think about how to act, develop a plan, and determine possible plots for the development of the process. As for the conquest of the market, there is no way to act without a systematic understanding of the situation. It will turn out to be too primitive and ineffective.

Economy XX century was formed as an economy of mass production. The organization of mass production was an outstanding achievement that provided access to material benefits for a significant part of humanity - there were a lot of goods, they became cheap. But mass production made the quality problem of the manufactured goods actual.

The growth of prosperity, the development of education, cultural progress, the increasing technical range of products naturally shifted the interest of consumers in the direction of the quality of products offered on the market. Quality problem out of pureproduction was transformed into socio-economic and political. "The large-scale crises in Japan and Germany in the late 1940s were overcome with the help of government policies focused on improving quality. The crisis situations in the US and European markets that arose in the late 80s - early 90s forced not only individual corporations, but entire countries - Sweden, Great Britain, the United States - to pay attention to quality improvement as the only means of helping national economy to resist the onslaught of competitors. "

Quality is a systemic characteristic of a product, in which the product appears in its holistic expression. In its most general form, "quality" is "what Hegel wrote, losing that, the phenomenon ceases to be itself." It is reasonable to assume that the understanding of quality is due to the nature of the

phenomenon. Phenomena of natural origin, that is, arising without human participation, are entirely objective and the quality of such phenomena is exceptional.the result of their self-movement.

The phenomena associated with the origin of human activities are also objectively qualitative, but the objectivity of the quality of these phenomena is dualistic. An objectified part is added to the natural basis of a commodity produced by a person, as a rule, a reified expression of the creative component of labor - knowledge, considerations, feelings, skills, in a word, what in the aggregate appears in the concept of the qualifying contribution of the subject of labor to the process of creating a commodity from an object.

The quality of an object turned into a commodity is formed by the interaction of the natural, humanitarian and social. As a result, a person has a natural right to see the quality of a product in the system of his, human, values. From this we get the opportunity to draw a very important conclusion: the quality of natural phenomena is given, the quality of created goods (products) is built simultaneously with the formation of the ability to feel quality. The upbringing of high-quality ideas can be spontaneous, incidental, or directed, modulated. Once the famous French artist E. Delacroix was asked if he could paint a portrait of Madonna with mud? Yes, he replied, only I need an appropriate background. Consumer education is not only a matter of the consumer himself. It is also an opportunity for a manufacturer to have a permanent customer.

Investigating the problem of the characteristics of the quality of goods, we did not find works devoted to the system analysis of quality - considering it in a system that links production, market and consumption, namely, it contains the opportunity to find an answer to the fundamental question: how to achieve a stable position in an unstable environment of existence.

The literature mainly deals with the quality of production of goods. And in this direction, the theory has reached the state of development that is required for practical progress in quality management. But this is clearly not enough to manage the activities of enterprises taking into account volatility of market dynamics.

The solution to the problem of the quality of goods - really key in the modern economy, must be approached: innovatively, combining the sequence of analysis with its comprehensiveness, as shown in Figure 2.

The demand for goods produced at enterprises of the light and food industries (and not only!) Is due not only to an expert assessment of the quality made by the production or at its request. The fate of a product is decided at the crossroads of interests and financial capabilities of three subjects: the manufacturer, the consumer and the market that connects the first two. In concrete terms, it looks like this: everyone solves

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his own problem, but should not absolutize his status, remembering his systemic position, which obliges him to act with an eye to the potential of "partners" - whether they are ready for the proposed solution to the

problem. That is why it is so important today to stay ahead of practical steps with balanced assessments of the current situation.

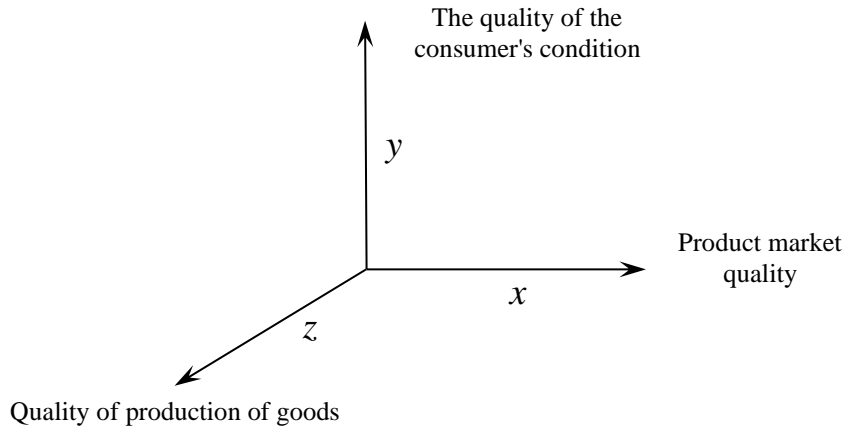


Figure 2. Scheme of quality management of goods.

The manufacturer is traditionally preoccupied with thinking about how to ensure the maximum possible conformity of commercial products to model samples. In the conditions of mass production, such a problem is quite costly, since it requires the organization of a special detailed service, and most importantly, where to find a significant number of qualified workers. The Japanese, faced with the problem of providing production with qualified performers, were forced to solve it in a very peculiar way - the most advanced equipment was supplied to their enterprises located in neighboring states: Malaysia, Thailand, Singapore, Indonesia in order to minimize manual labor. Not everyone is ready to follow Japan's example. The linear development of the economy would surely lead to a dead end - mass production would become extremely costly over time. No comprehensive mechanization and automation helped. Firstly, the reduction in personnel would cause an increase in unemployment with all the ensuing social negativities, and secondly, qualified workers would still be needed in large numbers.

Salvation came from the nonlinearity inherent in the dialectic of progress. The economy of mass production has exhausted its resource and, like the next stage of a rocket, has lost the need for existence. The economic paradigm has changed. Irrational in various aspects - environmental, humanitarian, economic, mass production has given way to "lean economy" (lean production). Manufacturing fundamentally changes its purpose. The traditional task of manufacturing a large number of products of the same type that meet the requirements of regulatory documents, from which the consumer is asked to choose the most suitable ones, is replaced by the task

of manufacturing exactly such a product that is needed by this consumer and exactly in the required volume and at a certain time.

The "lean" (sparing) economy draws the attention of the producer to the state of consumer sentiment. A manufacturer needs to study demand, look for a niche in consumer demand, "educate" through advertising, educational work, and the organization of customer service.

The new economic philosophy brings the producer and the consumer closer together, emphasizes the dialectic nature of their relationship - they are opposites, but such that exist only in unity. Initially, the producer and the consumer were generally in one person. The division of labor and the increase in its productivity physically separated one from the other, but the essence of the relationship did not change. They are naturally attached to each other, should be mutually close. The market opposed them, strives to further distance them, complicating the system of spatial relations with intermediary, transport and other tools. The task that unites the producer and the consumer is not to lose sight of each other, to clean up market superstructures, to make ourselves direct financial partners, reducing the financial burden on production.

At the same time, the manufacturer and the consumer in the system of market relations generated by the commodity economy are opposed to each other, therefore their understanding of the quality of production, goods partially coincide, which is also important to consider when setting up a presence on the market, hoping to gain a foothold there for the rest of their lives.

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Common signs of the quality of a product for a manufacturer and a consumer will be its usefulness, convenience, hygiene, ergonomics, resistance to deformation, ease of use, compliance with fashion. The consumer, in contrast to the manufacturer, is of little interest in the quality of the production of the goods, although the "promoted", that is, the enlightened consumer should not, according to the logic of changing things, completely ignore the technology, the organization of production. The connection between the quality of the product and the quality of production is of a causal nature, and this is quite accessible to the amateurish understanding.

For its part, the manufacturer runs the risk of being out of work if he underestimates the specifics of consumers' ideas about the quality of goods. E. Deming - the author of the classification of "fatal diseases" for the manufacturer - among the seven deaths named under No. 1 "orientation of production to such goods that are not in demand in the market", that is, are not in demand by the consumer; # 2 - "focus on short-term profits and short-term benefits." In both cases, the producer commits the same methodological error - he removes his activity from the system of relationships, makes "his area" universal, for which he pays in full measure.

The consumer's idea of the quality of the consumer goods is less objective, in comparison with the producer's understanding. A conscientious manufacturer, assuming professional obligations, attracts scientific knowledge, independent expertise, etc. The consumer, as opposed to the professional producer, is in the general mass an "amateur". His views on the quality of goods, to put it simply, philistine, are based not on scientific knowledge, but on common sense. They are dominated by a pragmatic approach, a subjective assessment. In theory, the manufacturer should always be right; practically - then there would be no normal market, so everyone knows the opposite statement: the buyer is always right.

The dominance of a pragmatic approach to the quality of a product from a consumer is a kind of cost in relations between the main market actors. We have to put up with this, otherwise, apparently, it is impossible to build a system-forming link in market practice. The consumer, as a buyer, is limited by his ability to pay. The manufacturer has certain theoretical resources, for example, to increase sales, working capital, cut costs, etc. The consumer-buyer has no real reserves - loans will only increase his expenses, and in the Russian Federation it is very significant. Based on his situation, the consumer looks at the quality of the goods through the sight of the amount of rubles set by the seller as the equivalent of quality. To the above we add the skepticism that awakens in the mind of the buyer the annoying repetition: "the price corresponds to the quality." The price can be equivalent to the quality only in a special case. A pack of middlemen feeds on the market.

"Quality" and "price" are basic concepts for both the producer and the consumer, but they are woven into systemic considerations in different ways, depending on the opposite of the market situation. Each of the subjects measures the quality of the goods based on their own status.

The third subject of relations between the producer and the consumer, and one more "evaluator" of the quality of the goods, is the market, which is a tool for regulating the relations between the producer and the consumer. The role of the market has historically strengthened with the development of national economies and the creation of transnational companies. The market from an episodic limited in time instrument, has become a completely independent economic phenomenon. The growth of the market was accompanied by its structural evolution; it eventually built up into a complex pyramid of direct, indirect participation; retail trade completed wholesale; transactions from the present have gone into the future. A leader has emerged on the market - the financial transactions market, which should be considered as a symptom, because the financial market, by definition, is remote from the subject and quality is presented here in a generalized, conditional way.

"Product quality", from the point of view of the market, is conventionally specific. This is a sign of the liquidity of the product. The product is not stale, therefore, the desired quality has been achieved. The market does not care if the quality of the product really satisfies the consumer. In the market, the "king" is not the buyer, but the seller, and the quality criterion is the time of sale of the goods. What will happen next? - the seller does not really care. That is why such a "deadly disease" as striving for immediate results is so widespread. Nevertheless, the "market theory" of quality takes place and must be reckoned with when determining economic policy.

Production, consumption and the market, which turned out to be the subject of their relations, are cultural phenomena, their historical concreteness is determined by time, national and regional characteristics of development. The word combinations "culture of production" and "culture of consumption" have long and firmly entered the professional vocabulary, which cannot be said about the "culture of the market". The difference is not difficult to explain. Production and modern consumption are based on scientific knowledge that reflects the objective order of things, it is easy to trace the influence of cultural traditions in them.

The history of the market is not so long and the attitude to the market is somewhat different in culture. The markets of the 20th century and the new century undoubtedly absorbed elements of culture, but turned out to be the very activity that does not have fundamental cultural values. The motto of Russian merchants: "Our goal is profit, but honor is higher!"

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took root thanks to the inherent and culturally designed guile. Honest and conscientious sellers in the market have never lingered - not their place. If the art of deceiving is counted among the totality of cultural phenomena, then the market is a form of reality of mass culturally shaped deception. They deceive everyone, always and in every way. And there is no less deception in the art market than in the theater, where, in their own way, they deceive too.

Subjective, with unstable, multidirectional dynamics of movement, the market is poorly predictable. The attempts that are made in predicting the behavior of the market are unproductive precisely because of the lack of objective indicators of the systemic type. So the market reserves, as an area of real quality management, are small, especially in the absence of the state's desire to actively intervene in the architectonics of market relations.

For a specific enterprise (better than an association, a group of enterprises), the prospects for promoting marketable products to the market are associated with the development of resources for understanding quality in the coordinates of production - looking for a quality compromise, and educating its consumer.

It is easier for European and North American manufacturers to settle in the market with their products. The experience of communicating with the consumer has been accumulated over the course of two or three centuries, the consumer has dealt with the producers, found "his own" according to his interests and pocket; the market has balanced, adjusted to the requirements of the legislation; the state does not put pressure on the market, the manufacturer and the buyer, but where it is present, it does it toughly. Corruption, arrivals, monopoly claims are not over, but the struggle is real, not decorative, fake, which greatly facilitates the availability of the market, unifies the conditions of competition.

Satisfaction with the quality of consumer goods is among the main problems of European theorists and practitioners. The problem, in schematic terms, is simple - it is necessary to qualitatively satisfy the end customer's need for a product. On closer analysis, simplicity turns out to be conditional - composite, in order to obtain the desired result, it will be necessary to build an ensemble in the market of the value of the

product (1), price (2) and the consumer's purchasing power.

In this sense, the market really acquires a key value for economic development, with the clarification that it is not so much the market in general as the market status of the consumer of the product. This emphasis of the economic policy of producers can explain the concentration of interests on the consumer. It is not important to wait for the consumer, he must be actively sought and "converted".

In foreign analytical reviews, information appeared that avant-garde marketers representing large companies producing mass-market goods propose to significantly expand the format of participation with product consumers up to discussing the recommended price for an economy-class product. The idea is quite reasonable and practically feasible at no special cost. Buyer's conferences are not realistic here, but the detailed practice of holding promotions, advertising actions with a device for displaying goods, communicating the estimated price and asking for a consumer assessment of the plans are quite promising and can be effective. One should not underestimate the modern buyer, his financial readiness, just as one should not force him to pay for the unqualified policy of the manufacturer with overstating the price. The agreed prices are also not fatal for the enterprise. There are always unused resources: materials science, technological, organizational, activating which the manufacturer makes the process profitable. There is a price to pay for a stable market position in the face of increased competition and volatility. Perhaps it makes sense to rationally modernize what is called "bargaining" on a "market" such as a bazaar.

The quality of a product, in practical consciousness, is determined through its ability to meet the needs and expectations of a particular consumer. The quality of a product consists of many useful properties. Figure 3 highlights the main qualitative properties of the product.

New for economic theory, the concept of "product value" is defined as "a set of quality parameters expected by the consumer for the product he needs." From the concept of "product value", the "Consumer Satisfaction Tree" was "grown".

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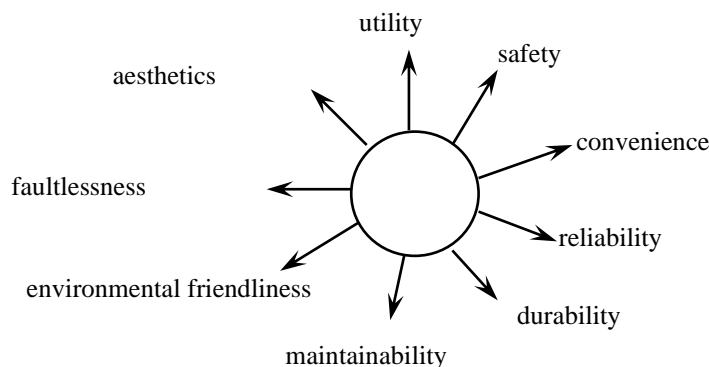


Figure 3 - The main quality properties of the goods

The value of a product consists of the degree of necessity for its consumer and the level of quality (the presence of the required characteristics of the product). The purchasing decision is also influenced by:

- the buyer's confidence in the supplier;
- trust in the manufacturer;
- information from other consumers;
- accumulated experience of using a similar product.

The consumer makes a purchase decision by weighing the ratio of the proposed price of the product to the estimated cost. The higher the level of customer satisfaction, the more opportunities for business development, the more stable its market position. But today, domestically produced goods in the domestic market of the country account for only 19% of the volume of all sold goods of the light industry, the rest is imports, the volumes of which are growing from year to year. In the first half of 2021 alone, imports of industry goods from non-CIS countries grew 1.6 times. Let's add to this the share of official imports - 24%. The rest of the goods - 57% - are illegally imported or illegally produced, the value of which is estimated at more than 800 billion rubles. in year. Losses of the state in this situation with the import of goods from the shortfall in duties and taxes amount to about 200 billion rubles. a year - a huge figure. In addition, this is a huge pressure on the domestic producer, which cannot compete with the product, the price of which is at least 38% lower than that of the domestic one.

First of all, these are the problems of unjustified import of the domestic market and an extremely slow decrease in the size of the import of contraband goods. Despite the measures taken, this huge share of imports in the country's domestic market has hardly declined. But the industry is ready to make up for a significant share of the goods of mass demand that are imported. And we proved it in 2008 year., when a small trade niche of duty import of goods by shuttles and other measures allowed us to dramatically increase production volumes, while all the goods were sold. But today this niche has already been exhausted, and

it is necessary to quickly make new decisions in order to give the domestic manufacturer its rightful place in the domestic market. In this situation, we are most worried about China, which supplies our market with a large share of imported products under gray and black schemes.

What should be done? Take advantage of the experience of other countries. For example, the experience of the European Union, which, in order to restrict the import of goods from China, concludes "Textile Agreements" with it, determining the size of the import of goods of this nomenclature into its territory. But they went even further, having agreed on the implementation of joint monitoring of Chinese textile exports to Europe, that is, they will monitor the real volumes of supplies. We recently hosted a delegation of Chinese officials. They assured us that they are also interested in honest, not smuggling, supply of industry goods to Russia. The Russian-Chinese Chamber for Promotion of Trade in Machine-Technical and Innovative Products has just been formed, and the Russian Union of Industrialists and Entrepreneurs (RUIE) has joined it. This body should also be involved in resolving our issues. Therefore, we believe that it is necessary to ask the FCS, The Ministry of Economic Development, the Ministry of Foreign Affairs and the Ministry of Industry and Energy take similar actions. Apparently, when we have accurate data on the actual export of goods by foreign economic activity groups from China, we will be able to use the law on special, protective and anti-dumping market protection measures.

In addition, we cannot but emphasize that with such a large share of exports in the domestic market, which is 81%, it is unreasonable to follow the path of lowering duties on the import of finished goods in the industry. But this was done for footwear, in spite of the well-reasoned objections of the industry business. And no matter how much the industry community raises this issue, they do not hear us. Today we ask the Russian Union of Industrialists and Entrepreneurs to once again contact the Ministry of Economic Development and the Federal Customs Service to reconsider this approach, which will allow the shoe

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industry to develop, otherwise we will lose the industry. Our point of view is to have high duties on the import of finished goods and low on the import of raw materials and equipment. Protective measures should be applied to those goods that the domestic industry is not capable of making. This is a worldwide practice. The state should think about domestic producers and protect them.

Therefore, the position in trade is so important for us. A trade law is being drafted. It is good that a decision has finally been made on such a law. But according to operational information, our problems have not yet been taken into account in the project side work of the law. Russian trade should be primarily interested in selling domestic products. This direction is not spelled out. In addition, so far no measures have been taken to eliminate discrimination against domestic producers in large retail chains. The Russian market is not protected from the flow of not only low-quality goods, but even dangerous goods, in particular, in the children's assortment, the underwear group, and toys. There is no service that can identify such goods and block their access to the market. How can you stop the flow of such goods from abroad? In these conditions, it seems necessary to revive the product safety and quality control service or to assign these functions to existing departments.

Industry also experiences unequal competition when trading its goods, since all profits from trade margins go only to trade, and industry does not get it. And these margins bring profits that exceed the profits of the industry by 100, and in some cases, even 300 times. (In our industry there is also a wide variation in consumption prices and production prices. For example, for shoes - 2.45 times, for calicoes - 2.4 times, for shirts - 1.85 times, children's shoes - 2.2 times. times and similarly for other types of products, the price of consumption exceeds the price of producers.) But no one has been granted the right to use separate regulators in matters of distribution of excess profits. But even the developed countries of the world have such regulators. For example, Japan has an upper limit on the trade markup.

The problem of creating a normal transparent civilized market and its protection, creating a system of checks and balances for adjusting the situation in this market, creating equal competitive conditions for manufacturers, importers and trade - this is a difficult long-term complex work. In our opinion, a special comprehensive program is needed to organize a civilized domestic market for non-food products. Such a program must be created. But this can be done only under the conditions of coordinated work of many federal ministries and departments, industry business and trade.

Moreover, this is especially important in the context of the WTO. Measures in this direction should be as follows:

First, we need to figure out what our internal market for industry products is, and for this we need to conduct monitoring.

Secondly, it is necessary to isolate which products should be used in the first place, and for this to link information about our own production and real imports.

And, thirdly, to predict and track the effectiveness of the decisions made.

I would like to note with satisfaction that on October 27 2007 year... a government decision was issued, in accordance with which the Government Commission on protective measures in foreign trade was created. Deputy Chairman of the Government of the Russian Federation Aleksey Leonidovich Kudrin was then appointed the chairman of this commission. Therefore, we can consider that we have achieved an increase in the status of an interdepartmental working group for coordinating the actions of federal authorities in solving the problem of protecting the domestic market from the illegal import of goods of the light and textile industries, which operates successfully in the Ministry of Industry and Energy. Today, the RUE and the Ministry of Industry and Energy should be asked to join this Commission of the Government in order to protect the interests of the domestic industry, and the industry business should prepare and substantiate sectoral issues for consideration by the Commission.

It would be advisable to create within the framework of this Commission a task-based coordination group to develop a program for protecting the consumer market for light and textile goods, including regional representatives. I would like the Duma not to "blab out" this problem when the law on the consumer market is adopted. Moreover, such a share of imports (80% of the volume of sales of goods) exceeds the threshold values of the country's economic security and indicates the need to take measures to protect this market and ensure its transparency and civilization, since the task of the state is to create general favorable stimulating conditions for the activities of market subjects - national firms - in order to significantly increase their ability to increase the export of goods, on the one hand,

In solving this issue, the role of trade and the law, which should regulate its activities, is great. In addition, it is necessary to ensure such a level of prices and tariffs that would guarantee both the manufacturer and the trade not only reimbursement of justified costs, but also the accumulation of funds for the development of production. It should be noted the positive progress in terms of improving domestic trade, measures that are planned by the Government of the Russian Federation in this matter, and, first of all, the development of a law "On state regulation of trade activities", the creation of a special department

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in the Ministry of Economic Development of the Russian Federation.

For light industry enterprises that supply products mainly to the domestic market, the issues of transparency, establishing fair rules for the “game” of market participants, equal access to the market for domestic and foreign manufacturers, eliminating unequal competition of its participants are very important and directly affect the results of the industry business. It seems to us that a significant side of the state's trade activities is the sale of products of the domestic processing industry as a stable channel for the constant filling of the budget, ensuring employment of the population, effective functioning of domestic business, as well as preserving the conditions for the qualification growth of workers and preserving the traditional centuries-old national industrial knowledge.

For domestic suppliers, these are the material and financial conditions for the access of suppliers of domestic products to work with retail trade. These requirements should be uniform for all suppliers of products to the domestic market. Today, large retail chains put forward requirements for the delivery of products without prepayment, restrictions on admission to delivery without paying special fees and other bonuses, which are essentially compensation for part of the costs of trade, requirements for a minimum restriction of delivery prices and their unification by regions, 100% return of unsold products and other discriminatory requirements. The regulation of these issues was not reflected either in the draft law or in the action plans to address the problem of improving domestic trade in general.

At the same time, foreign countries (Japan, China) operating under the WTO conditions allow themselves to set limits on trade markups, as well as restrict the admission of large retail chains to their markets without burdening them with the obligation to have on their counters a certain share of domestically produced products, seizures excess profits received from the use of winding up trade margins.

In our Russian conditions, the gap in prices of producers and sellers of certain groups of light industry products diverges several times (from 2 to 4 times). Thus, not only the consumer suffers due to the increase in prices, but all the profits obtained mainly remain in trade, while the producers, working at the lower limit of profitability, do not have the funds to develop production and increase the competitiveness of their products. This discriminatory distribution of profits leads to a monopoly of sellers and seriously hinders the development of the domestic processing industry.

1. To define as one of the goals of the new law the obligation of domestic trade not only to ensure the satisfaction of the needs of consumers of products, but also to provide favorable conditions for the sale of

domestically produced products, the obligatory availability of these products on the shelves and to create conditions for equal admission to the shelves of both domestic suppliers and importers ...

2. Provide in the law or other regulatory documents:

- obligatory minimum amount of an advance payment when concluding supply contracts;
- the maximum limited period of payment for the delivered products (no more than 45 days);
- prohibition of requirements to stimulate the seller with special "bonuses";
- a prerequisite for the prohibition of attributing all expenses for advertising, placement on counters, accounting for products in trade to the seller;
- introduce penalties for violation of these rules;
- to determine that the manufacturers of products have the priority right when concluding supply contracts.

3. To support the proposals of the Ministry of Agriculture of Russia on antimonopoly regulation of trade activities in the following issues:

- The Government of the Russian Federation sets limits on the size of the trade margin for the sale of certain types of products of the textile and light industry of mass consumption (as for agro-industrial products);
- the trade organization is not entitled to return unsold products to the supplier;
- to allow regional authorities to establish the minimum required level of availability of domestically produced products in network trade organizations, both for textile and light industry goods, and for agro-industrial products.

4. Introduce into the practice of Rosstat the conduct of periodic monitoring of the state of the domestic market in the context of the most massive types of textile and light industry products, in conjunction with imports and domestic production, which will allow assessing the need for additional measures to ensure market transparency and the need to protect it.

5. To eliminate the number of resellers, make a decision that wholesale companies that do not carry out operations with goods that do not lead to an increase in their added value are not entitled to set trade markups higher than the minimum level established by the Government of the Russian Federation.

6. Limit the number of wholesale links along the entire route of movement of goods to two. To oblige the supplier to provide all import-export documentation with a customs mark when supplying goods of import origin.

7. To ask the RF Ministry of Economic Development and Trade to work out the issue of quoting the share of imported goods (in terms of the

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mass range of textile and light industry products) in retail chains, providing for a progressive increase in taxes with an increase in the established quota.

The Ministry of Economic Development and Trade of the Russian Federation has developed and submitted for discussion a draft Concept for the long-term socio-economic development of Russia until 2025, but, unfortunately, in the document prepared by the Ministry of Economic Development and Trade of the Russian Federation, along with many serious studies, there is no complete the concept of state policy aimed at developing the country's industry, which would ensure Russia's breakthrough into the number of highly developed post-industrial powers and a decent standard of living for the population. This is possible if the components of Russia's development strategy until 2025 are implemented, namely:

- to develop and legislatively consolidate the foundations of an effective state industrial policy as a system of agreed goals, priorities and actions of state bodies, business and science to improve the efficiency of industry, ensure high competitiveness of products, goods and services and a steady growth of production. In its formation, provide for outrunning growth in all sectors of high-tech products with an increase in its share in the total volume of industrial production by 2025 at least 50%, equality of subjects of industrial policy, guarantees of property rights;

- by ensuring the implementation of special measures to support priority high-tech industries (growth points), such as the aviation industry and engine building, rocket and space, radio-electronic, shipbuilding, nuclear energy, information and communication, create conditions for the effective development of the entire industry of Russia. In order to increase the volume of investments, create economic and legal prerequisites for the introduction and use of high technologies and new materials, primarily developed in Russia: to legislatively consolidate the foundations of the national innovation system in the Russian Federation; to establish a multiplying factor for R&D expenses included in the cost price; reduce VAT to 12%; to exempt from taxation the profits of enterprises invested in production; to create institutions of long-term crediting of modernization and technical re-equipment of industry at a low interest rate; to improve the system of VAT administration, to change the procedure and terms for paying taxes to replenish their own working capital by industrial enterprises; make the transition to a differentiated tax rate for the extraction of minerals depending on natural conditions, the degree of depletion of deposits, etc .; to develop a competitive environment, develop and implement measures to combat price monopoly, to stabilize tariffs for the services of natural monopolies, to prepare and adopt a federal law "On Pricing and Tariff Policy"; to promote the creation and promotion of domestic national, regional and corporate brands of

domestic products; in order to create competitive products, ensure the introduction of quality systems, promote the implementation of programs aimed at identifying, independent assessment of the quality and promotion of domestic products, intensify work on standardization, including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively fix the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country; including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively fix the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country;

- Considering that mechanical engineering is a backbone complex, ensure its modernization and restoration of the technological basis of the national mechanical engineering complex - machine-tool industry in a short time. To this end, use both domestic developments and the purchase of foreign equipment and technologies, using the international division of labor, and use the leasing mechanism more broadly. In addition to general measures to support industry, it is necessary to additionally prepare and adopt a state strategy for the development of the machine tool industry for the period up to 2020 year., including the implementation of special targeted programs aimed at financing promising scientific developments; modify the size and procedure for collecting customs duties to stimulate the import of the latest technological equipment while promoting the revival of domestic production of such equipment, in particular, abolish customs duties and VAT on the import of new imported technological equipment not produced in the country; to develop and adopt a set of special measures to provide mechanical engineering and machine tool construction with scientific and engineering personnel, highly qualified workers, especially in the field of scientific research and applied developments, to form a system of employment of young specialists; to develop and adopt amendments to the Tax Code (Chapter 25), establishing accelerated depreciation regimes and preferences (bonuses), allowing to amortize the active part of fixed assets in excess of their book value; to take measures to stimulate the system of state and

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commercial leasing of technological equipment for the purpose of technical re-equipment of machine-building industries; to consider the possibility of a preliminary 100% payment from the federal budget for the cost of supplying enterprises with unique imported equipment, including on a leasing basis, necessary for the purposes of technical re-equipment of machine-building and machine-tool construction; to put into practice a systematic All-Russian census of metalworking equipment, which will allow you to have objective data on the state of the machine park of machine-building enterprises; to develop and implement a set of measures to solve the problem of a lack of qualified personnel in industry, to improve the quality of training in higher educational institutions, to provide young specialists with housing on preferential terms, to introduce into practice the training of specialists on state orders, to provide modern equipment and dormitories of vocational schools, allow enterprises to allocate funds spent on personnel training to production costs in full, adopt special legislative and regulatory documents aimed at ensuring the industrial development of Siberia and the Far East;

- develop and legislate a set of measures to ensure the interest of business entities in actively participating in projects to improve resource and energy efficiency, including elements of monetary policy, currency and investment regulation, subsidy mechanisms, special tax and depreciation regimes;

- implement a set of measures aimed at the massive development of small and medium-sized enterprises in industrial production, innovation and services, primarily in terms of providing small and medium-sized enterprises with access to production facilities, purchasing equipment, including on a lease basis, development of microfinance and credit cooperation;

- to take measures to create the Russian processing industry of equal competitive conditions with importers, to accelerate the development and adoption of the federal law "On Trade" and accompanying regulations on organizing the effective functioning of the Russian wholesale and retail trade;

- develop a strategy for regional industrial development of the constituent entities of the Russian Federation, including the territorial distribution of productive forces in the long term, link the development of regional infrastructure with the location of industrial facilities;

- clearly define the system for the implementation of the fundamental goals of the state industrial policy, ensuring the solution of systemic problems of the real sector of the economy, correlate the need for investment, sources of investment and actually achievable socio-economic results.

Quality is the most ancient value of humanity. And it is precisely in the quality of Russian goods and services, in the quality of management that we are

losing in global competition. Have you seen sophisticated products with the inscription made in Russia anywhere in the world? We, too.

Long hoped for a worldwide ISO system. Alas, in Russian conditions it slipped into a crisis. Sorry, dear colleagues from the world of quality certification, but it's time to publicly list what it has become and what almost everyone recognizes among themselves:

- an immense number of documents, in which there is no strength to navigate;

- the senselessness of many of them (for example, according to the terms of ISO, job descriptions are required, and everyone rushes to sketch something on the go, and then they forget them without a trace);

- one entrepreneur once said, "We are ISO certified." And then he added: "Do not think, we were certified by such and such a Norwegian company." Can you guess what this is about? Yes, selling certificates. Not everyone sells, of course, but reputation is never accidental.

So now, you say, don't you want to deal with quality? No, you just need to understand that the light did not converge like a wedge at ISO.

Let's agree on terms. What is quality? Compliance with standards, most will answer. Of course, where standards are possible, they are. Although the standards have tolerances. And the difference between the upper and lower divisions in these tolerances can be significant. And there are also limits to standardization. Let's say customer contact. Everyone knows that the quality of such a contact is critically important for the success of a business, when prices, assortment, terms are aligned under the pressure of competition. A certain set of friendly words, dress code, etc., can be considered a standard, although we know well what they cover.

The current passion for describing business processes is also gradually approaching absurdity. And somewhere it has already reached it: at different firms we meet already a rigid description of the interview, not only when applying for a job, but even the standard for meeting and negotiating.

Now a different approach appears: quality is compliance with the needs of the client, the user. Whoever buys is the one who evaluates. It is only necessary to understand more precisely what exactly he values. If you hit - here it is, the required quality, i.e. the degree of consumer satisfaction with the properties of the product.

But this approach is also limited and stretches from the last century. Then the formula was considered indisputable: the buyer is always right. In our time, another imperative is much more true: the buyer does not know our capabilities.

Where are we heading? The understanding of quality as conformity (to a standard, a need) is outdated. Today, it is becoming much more capacious understanding of it as a comparison - with another

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product or with the same, but the same. Comparison gives superiority of product over product, service over service, specialist over specialist, organization over organization. Comparison with a standard or need does not imply superiority. Only equality is possible there. The standard and the need indicate the minimum. And for whom is the minimum enough? Not many. But superiority is interesting to everyone, because the law of increasing needs is inexorable. In practice, this means switching the quality assessment system to levels. For instance:

A. Sufficient quality, below which the defect goes, i.e. the minimum permissible, the use of which will not cause damage.

B. Reference quality - according to the principle of conformity to the reference, i.e. the best available. A standard can appear from a standard, but any sample can serve as it: from what we have live in our company, from competitors, or at least somewhere in the form we know.

B. Avant-garde quality - something that is achieved for the first time, surpasses the standards, but can count on effective demand and an exit to profitability immediately or in the future.

This is the vertical of quality. She may admit more degrees. And one more thing: it's time to give up the idea that any quality can be measured. You can evaluate everything, but little of what is important to us lends itself to measurement.

Today, the problem of high-quality special-purpose footwear exists apart, where, in fact, both assessment and measurement go side by side, hand in hand. The potential demand of the domestic market for such footwear is growing from year to year, and an increase in capacities for its production would be justified. Today, its production in Russia is within 14 million pairs per year, with a total demand of 50-60 million pairs.

The technical level of domestic footwear for special purposes basically corresponds to similar foreign products. In terms of price parameters, our footwear is close to foreign ones, with the exception of special footwear from China, which has a lower price level. The analysis shows that in a number of cases, both domestic and foreign safety footwear does not meet the requirements of operation, for example, in terms of the strength of fastening the bottom of the footwear, the used component materials, and the necessary protective properties.

The current regulatory and technical documentation for special footwear has 50 GOSTs, OSTs and a huge number of technical specifications. Most of the regulatory and technical documentation requires revision due to the expiration of the validity period, the emergence of new materials and modern fastening methods, which should be included in the technical documentation.

To increase the specific advantages of domestic products in the Russian Federation, scientific

developments should be carried out to create new and improve existing types of special-purpose footwear on the basis of modern materials, designs, technologies: for example, such as anti-static footwear: vibration-proof; for protection against aggressive media and exposure to low temperatures in extreme conditions, etc.

In this regard, it would be advisable to include in the developed program of strategic development of light industry until 2025:

- development of Technical Regulations "On the safety of footwear for special purposes";

- development, revision of the changes and additions made to the regulatory documentation for special footwear with their simultaneous harmonization with international standards;

- development of amendments and additions to the normative documentation for test methods, measurements and assessment of the domestic assortment of footwear for special purposes;

- development of national standards for the entire range of footwear for special purposes;

- adjusting the legal framework in the field of standardization and certification of safety footwear in order to bring it in line with the Federal Law "On Technical Regulation" and the adopted amendments to it, as well as international norms and rules;

- creation of an internationally accredited national center for certification and testing of special-purpose footwear;

- R&D to create new and improve existing technologies for the production of footwear for special purposes in order to ensure their competitiveness both in the domestic and foreign sales markets;

- to develop a control system for the compliance of imported special-purpose footwear to the domestic market with domestic regulatory documents, declared in them indicators of properties and quality.

The need to develop technical regulations for special footwear due to the fact that on the domestic market of personal protective equipment, in particular special footwear, Russia is one of the largest consumers of products. The climatic and operating conditions of footwear in Russia differ significantly from the corresponding conditions in most foreign countries: low temperatures, a high level of potential injury hazard in a number of industries with insufficient funding for labor protection and safety measures.

The analysis of the operational and protective properties, as well as the results of laboratory tests, including certification tests, show that there is practically no state control over the fulfillment of technical requirements, the materials used, and special manufacturing technologies. shoes. In addition, the analysis of the "Norms for the free issuance of personal protective equipment" of a number of the

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largest enterprises showed that there are no well-formulated requirements for the protective properties of special footwear, which leads to the operation of this type of footwear, inappropriate for its intended purpose and does not provide the necessary level of protection. The same can be said about the comfort of the special shoes. Simultaneously with the creation of technical regulations, the development of national standards for all types of footwear for special purposes should be carried out.

Conclusion

An integral part of the implementation of the technical regulation system is the conduct of certification tests of both domestic and imported special-purpose footwear, which will eliminate the supply of low-quality products to consumers, and improve the overall technical level of products.

To this end, it is advisable to create a national "Center for Certification of Special Purpose Shoes" accredited in accordance with Russian and international requirements, equipped with modern devices and equipment. The implementation of the proposed activities will allow:

- create a new regulatory framework for special footwear;
- increase the competitiveness of products;
- to increase the volume of production of footwear for special purposes in the Russian Federation;
- provide workers with footwear with high protective properties;
- improve the health and working conditions of workers in various professions and industries;

- to clarify the norms of free issuance of special footwear, adjusting the requirements for it in accordance with modern conditions.

In the new economic conditions, only such production is progressive that actively and dynamically responds to emerging tasks. The principle "to produce only what is needed, when needed, and as much as needed" requires shoe enterprises to adapt to the conditions of production in small batches with frequent changes in the assortment of shoes, ie. to the conditions of many assortment small-scale production. The efficiency of the footwear enterprise, and in many respects the ability to survive in the competition, depends on the ability, in a short time and with minimal costs, to reorganize to the production of footwear in accordance with fluctuations in demand. The development and implementation of flexible production systems opens up great opportunities for this. The technological and organizational flexibility of production systems determines the variable potential of enterprises, their ability to quickly and adequately respond to changes in market conditions and acts as a mechanism for optimizing the structure of the technological system in order to reduce the cost of footwear. Thus, the development of flexible technological processes for the production of leather goods ensures high efficiency with a large assortment of footwear and will provoke a sharp increase in demand for the products of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

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