

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2021 Issue: 11 Volume: 103

Published: 12.11.2021 <http://T-Science.org>

QR – Issue



QR – Article



Artur Alexandrovich Blagorodov

Institute of Service and Entrepreneurship (branch) of DSTU
Bachelor

Vladimir Timofeevich Prokhorov

Institute of Service and Entrepreneurship (branch) of DSTU
Doctor of Technical Sciences, Professor

Natalia Sergeevna Rumyantseva

Institute of Service and Entrepreneurship (branch) of DSTU
Ph.D. Associate Professor,
Shakhty, Russia

Galina Yurievna Volkova

LLC TSPOSN «Ortomoda»
Doctor of Economics, Professor
Moscow, Russia

ON THE IMPORTANCE OF A SYNERGISTIC ASSESSMENT OF THE APPLIED INNOVATIVE TECHNOLOGIES TO ENSURE THE PRODUCTION OF DEMANDED AND COMPETITIVE PRODUCTS

Abstract: *In the article, the authors analyze the need for the transition to a market economy and the associated fundamental changes in economic relations, will inevitably require domestic shoe enterprises to work in a new way, according to the laws and requirements of the market, adapting all aspects of their production, economic and sales activities to the changing market the situation and needs of consumers, while competing with competitors. At the same time, for the conditions issued to shoe enterprises, the problems of forming a "competitive assortment of footwear on the basis of marketing information and the study of regional characteristics of consumer demand remain relevant in order to guarantee themselves a stable TP and a stable financial condition."*

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.*

Language: English

Citation: Blagorodov, A. A., Prokhorov, V. T., Rumyantseva, N. S., & Volkova, G. Y. (2021). On the importance of a synergistic assessment of the applied innovative technologies to ensure the production of demanded and competitive products. *ISJ Theoretical & Applied Science*, 11 (103), 501-536.

Soi: <http://s-o-i.org/1.1/TAS-11-103-51> **Doi:**  <https://dx.doi.org/10.15863/TAS.2021.11.103.51>

Scopus ASCC: 2000.

Introduction

UDC 685 .19: 319.75

The domestic light industry is going through hard times, and the consumer is offered products of dubious quality that have entered our markets by counterfeit and other illegal means, that is, they have

no guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

To reanimate the role and importance of a quality-oriented strategy, since only in this case enterprise managers will subjectively and objectively have to improve their production using

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

nanotechnology and innovative processes so that competitive and demanded materials and products fully satisfy the needs of domestic consumers. At the same time, the opinion of scientists is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, the requirements of the market should form and production, confirming this situation, pay attention to the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it by federal, regional and municipal orders; stimulate price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the advantages of high-quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also due to technical innovations aimed at using new technological and engineering solutions.

Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs.

One of the tasks in the system of increasing the competitiveness of the region is to identify the potential used by the innovation center of the Southern Federal District and the North Caucasus Federal District. The traditions of the footwear industry in the regions of the Southern Federal District, the North Caucasus Federal District and the trends of its development give a chance for success in the case of interaction of all participants in the process - suppliers, manufacturers, government officials, trade and service companies. The first step towards such interaction must be taken in the course of an exchange of views and clarification of mutual positions. Do the regional shoe market participants unambiguously perceive the problems who stand in front of them? What is the vector of structural changes in the Russian leather and footwear market - towards the development or stagnation of the industry? What are the conditions and real opportunities for the development of competitive production in the region? What should be the support for the authorities at the federal and regional levels? Is it possible in modern conditions to rely on interaction and cooperation as a real factor of competitiveness? How to solve the problem of preparation and consolidation personnel in production?

For the shoe business, the topic of forming an innovation center is very relevant. The creation of an innovation center is one of the most effective tools for increasing the competitiveness of territories. The need to form innovation centers in the regions of the Southern Federal District and the North Caucasus Federal District to manage the competitiveness of enterprises, which consists in the development of a

new industrial policy to stimulate the organization and development of clusters based on the formation of relations of network cooperation and public-private partnership and includes the study of clusters, cluster strategy and methods of its provision are a stick a lifesaver for today. From the point of view of the management process, the cluster approach is considered as a set of stages and activities for organizing clusters and their development, i.e. clustering.

The role of regional and local authorities in launching and coordinating innovation centers is very important, in this regard, it was possible to form an effective mechanism for representing the interests of business in relations with the authorities. An element that serves as a "coordinator and communicator" is proposed. For the development of this element, a substantive dialogue is needed, based on mutual trust and interest, first of all, between the subjects of the industry themselves - both the government and business are interested in this. It is necessary to develop joint proposals on directions, forms and methods of state support for the development of innovation centers, namely:

implementation new construction, expansion and reconstruction of production facilities, housing, social and cultural facilities, utilities and consumer services for the population, administrative department, the Ministry of Emergency Situations, environmental protection and ecological safety at the regional level;

assistance in increasing the competitiveness of products of industrial enterprises and its promotion in the domestic and foreign markets;

organization and implementation of software projects;

update the material and technical base of the cluster's production facilities, the introduction of new technologies;

preservation and development of the accumulated potential in the field of science and scientific services; improving mechanisms for financing science; implementation of scientific results in the production and social sphere of the region;

achievement the quality of education that meets the state educational standard; implementation of a regional order for the provision of additional education services; achieving a dynamic balance between the labor market and professional training; development of higher and secondary vocational education.

A set of measures for anti-crisis management of light industry has been proposed, including the following priority areas:

the rise competitiveness of light industry enterprises;

development industry information services; continued modernization of fixed assets;

mitigation lack of working capital;

the rise efficiency of public administration;

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

jointing non-payments.

An action plan for the implementation of the anti-crisis program in the light industry has been formed, including:

normative-legal and scientific-methodological support of anti-crisis activities;

development of anti-crisis infrastructure to support light industry enterprises;

expansion of business opportunities for light industry enterprises;

financial mechanisms for support and development of anti-crisis activities of light industry enterprises;

development of interregional and international cooperation of light industry enterprises in the anti-crisis sphere.

Main part

To further improve the legal regulation of anti-crisis activities, it seems expedient to form an action plan for the implementation of the anti-crisis program in the light industry, namely:

concretization and detailing of the goals of sustainable development of light industry enterprises should be built within the framework of the development of the industrial sector of the economy, which is based on structural transformations of the economy and the introduction of anti-crisis technologies for the development of production and export of consumer goods. Within the framework of development, three stages can be distinguished, the terms of which are presented rather conditionally and can be adjusted in the process of implementing sustainable development of light industry enterprises:

2016–2018 - Anti-crisis development, providing for overcoming crisis phenomena and restoration of crisis losses of light industry enterprises, and finding resources for the subsequent modernization transformation of light industry

2019–2021 - Investment renewal of fixed assets of light industry enterprises, including a qualitative increase in competitiveness.

2022–2025 - Innovative development - the beginning of the mass development of new types of equipment and technologies, the transition to expansion into foreign markets for light industry goods.

The use of the developed and proposed methodological provisions for increasing the competitiveness of the region on the basis of the cluster theory will make it possible to make a decision on attracting and rational allocation of investment funds aimed at implementing the necessary measures to improve the efficiency of the subjects of an attractive cluster and increase their competitiveness.

To solve this problem, a competitive assortment of men's, women's and children's shoes was proposed, taking into account the factors affecting consumer demand: compliance with the main fashion trends,

taking into account the economic, social and climatic characteristics of the regions of the Southern Federal District and the North Caucasus Federal District. Within the framework of the developed strategy, the production of competitive products will be organized using modern mechanized innovative technological processes. In addition, the production of footwear will be envisaged to meet the demand of an elite consumer using a greater proportion of manual labor in order to give the footwear a targeted focus and high demand.

To implement the developed assortment of men's, women's and children's shoes, innovative technological processes of its production using modern technological equipment based on advanced nanotechnologies have been proposed, which form the basis for reducing the cost of footwear and, thereby, increasing its competitiveness in comparison with a similar range of footwear from leading world companies. , with the possibility of a wide assortment of footwear, not only by type, but also by fastening methods, which will give it demand and increased competitiveness. The layouts of technological equipment are proposed, which provide an opportunity to form a technological process for the production of both men's and children's shoes in volumes,

At the same time, the financial well-being and stability of newly created enterprises in the regions of the Southern Federal District and the North Caucasus Federal District largely depends on the inflow of funds that ensure the coverage of their obligations. Lack of the minimum required supply of funds can provoke financial difficulties for enterprises. In turn, an excess of cash may be a sign that the company is suffering losses. The reason for these losses can be related both to inflation and depreciation of money, and to the missed opportunity of their profitable placement and obtaining additional income. In any case, it is the constant analysis of cash flows that will allow the company to control its real financial condition and prevent bankruptcy.

Cash flows from financial activities are largely formed when developing a financing scheme and in the process of calculating the effectiveness of an investment project.

If the manufactured shoes are not fully sold, the enterprise loses part of the profit, which is necessary for the further development of production. To reduce losses, the manufacturer must have daily information about the sale of products and make effective decisions, namely: either to change the prices for the manufactured range of footwear in a timely manner, or, which is more efficient and justified, to start producing a new range of footwear that is more in demand on the market.

Sales managers or marketers who oversee the sale of a specific range of footwear must calculate the cash flow from their operations on a daily basis. As a result of tracking the inflow of funds, we will have

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

information about their net inflow from our operating activities. A decrease in sales will lead to a decrease in cash flow and will require a decrease in the selling price of the product in order to increase sales. If such an event does not lead to an increase in cash flow, then it is necessary to make a timely decision on the advisability of further releasing this range of shoes.

For this calculation, it is important to differentiate the data involved in the calculation. To calculate the cost of a specific model being produced, the initial data are fixed and variable costs, which depend on the production equipment, the composition of basic and auxiliary materials, the number of employees, etc.

The main source data that are used in the monitoring process are the selling price of a unit of production and sales volume.

Thus, the calculation can be performed daily or in a selectable time range, while setting only the sales volume and unit price for a certain period, we will receive an increment in cash flow for this period.

Calculations are carried out on the basis of assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures to reduce them, which should be aimed at accelerating product turnover and reducing losses, which will make it possible to achieve significant economic effect.

Of great importance in the management of production is the assessment of the actual production and sale within the production capacity, that is, within the boundaries of the "minimum - maximum" volume of production. Comparison with the minimum, break-even volume allows you to determine the degree, or zone of "safety" of the organization and with a negative value of "safety" to remove certain types of products from production, change production conditions and thereby reduce costs or stop production of these products.

Comparison of the achieved volume of output with the maximum volume determined by the production potential of the organization allows us to assess the possibilities of profit growth with an increase in production volumes, if demand or the share of sales of footwear on the market increases.

For a footwear company seeking a strong position in the market, setting the price of footwear for sale is key to the success of the chosen strategy. Price is a tool to stimulate demand and at the same time is the main factor in the long-term profitability of its activities.

In this regard, it is necessary to conduct a break-even analysis.

Various ratios of sales volumes and prices for manufactured products are considered. A decrease in prices occurs when an enterprise uses a system of discounts to increase sales. This action leads to an

increase in sales proceeds and additional profit. However, the area of income is not unlimited - when a certain volume of production is reached, its further expansion becomes economically unprofitable.

The effectiveness of all these measures in creating a cluster is possible only with the active interaction of the branches of government and, without fail, with support at the federal level - the Southern Federal District and the North Caucasus Federal District can fully or partially relieve the footwear industry from infrastructure costs when creating new industries within the cluster. And only the federation can solve the issues of tax preferences; Closing the borders for gray and black imports is again the competence of Moscow, given that the industry is in a severe depression, and that changes for the better require a very powerful set of tools and authoritative decisions and joint actions of all interested parties.

Perhaps now, when the Don shoemakers see how quickly their ranks are thinning under the pressure of competition, the readiness for joint action will be higher. Otherwise, Rostov will soon cease to be the shoe capital of the south of Russia. Finally, the institutional-organizational scenario presupposes an answer to the question of how a cluster should be organized, how should it be formed and grown? For us, a cluster presupposes the co-organization of at least four large technological groups that form the technological basis of the cluster:

breakthrough scientific laboratories - pilot production, on which the foundations of new technologies are created;

development centers, on the basis of which mock-ups and samples of technologies will be created for testing in experimental production;

industrial and technological groups capable of tooling production for the manufacture of pilot series;

marketing groups capable of promoting a new type of product to the market and generating sustainable demand.

The managerial superstructure that ensures the interconnection of these four large technology groups with each other can be:

Investor Council who decides on the priority financing of a project;

expert council considering various projects as they prepare for implementation;

creative center preparing materials for decision-making by the expert council and the council of investors.

Achieving the goal in the field of cluster development is possible only with a comprehensive technological modernization of the real sector of the region's economy. With regard to the Southern Federal District and the North Caucasus Federal District, it is possible only if the interests of all participating economic entities are taken into account. We are talking about such areas as:

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

increasing the share of the innovation sector and introducing technological innovations at enterprises that form clusters;

development of entrepreneurial activity in the field of large, medium and small businesses and mutual cooperation in order to introduce innovations, which leads to the expansion of existing and creation of new clusters;

strengthening ties and interdependence of industrial enterprises and research and educational centers and schools;

improvement of the territorial distribution of industrial enterprises.

In conclusion, considering the process of formation and implementation of cluster policy in the region, we point out that this is a difficult task, the development and implementation of which should be of a scientific nature. Its success depends on many factors and conditions, and the central place here belongs to the scientific principles of management and the desire for the dynamic development of the region, the interest of all branches of government, both municipal and regional, and federal branches of government.

Nevertheless, the weakest point of enterprises is the low level of information support of precisely the technological preparation of production. This is explained by automated CCI systems are specialized and depend on the nature of production, type of products, serial production. In addition, the ASTPP application software is heterogeneous in purpose, it is formed from a set of products, each of which ensures the development of a separate type of technological processes.

Therefore, there is a need to create information support in the form of a universal database in order to reduce labor intensity and increase the efficiency of work at the stage of technological preparation of production through their use.

For the technological process of assembling shoes using the adhesive fastening method, the authors have created information support, the purpose of which is to form a model passport and an automated selection of the technological process.

To create information support, the authors completed the following tasks:

the criteria are identified that determine the structure of the technological process of assembling shoes with the adhesive fastening method based on the methods of a priori ranking and rank correlation;

a classifier and a block diagram of the coding of a shoe model for automated design of a technological process have been developed;

a matrix of coincidences of technological operations has been compiled, depending on the design, materials and methods of processing workpieces of the upper, insole and sole units, heels and intermediate parts for an objective substantiation of the procedure for drawing up a diagram of a

technological process and an algorithm for its selection;

a structural-logical model of shoe assembly with an adhesive fastening method was developed based on the principles of a systematic approach, which ensures the development of optimal technological solutions;

information support has been developed for the automated design of the shoe assembly technological process in the form of a set of databases that contain information about various options for performing the same technological operations, depending on the equipment and capacity of the enterprise;

an algorithm for the operation of the program is built, in accordance with which precise prescriptions are formed that determine the computational process leading from variable initial data to the initial result;

software has been developed that allows to form the technological process of assembling shoes with the glue method of fastening with the simultaneous determination of the labor intensity and the number of workers for the production of a given number of models.

The developed software meets the main indicators of the quality of information systems, such as:

flexibility - the ability to adapt and further develop, the ability to adapt the information system to new conditions, new needs of the enterprise;

reliability - functioning without distortion of information, loss of data for "technical reasons" by creating backup copies of stored information, performing logging operations, maintaining the quality of communication channels and physical media, using modern software and hardware;

efficiency - the ability to solve the tasks assigned to it in the shortest possible time, is ensured by the optimization of data and methods of their processing, the use of original developments, ideas, design methods and is confirmed by its ability to minimally depend on equipment resources: processor time, space occupied in internal and external memory, bandwidth used in communication devices;

security - a property of the system, by virtue of which unauthorized persons do not have access to the information resources of the organization, is ensured by setting the launch parameters in such a way that the user, having launched the application, sees only the main button form and such a menu and toolbar in which he cannot use the buttons designed for the application developer.

The software, in accordance with the algorithm, processes the selected conditions and prints out a ready-made version of the technical process for a given shoe model with the calculation of the labor intensity and the number of workers, as well as the model's passport. When using the developed information support, the task of the technologist in the formation of the technological process is reduced to the choice of design features of the model and the

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

main limitations, which include production capacity, availability of equipment, production areas; analysis of results; correction of the selected conditions (if necessary) and the choice of the optimal variant of the technological process.

With regard to the effectiveness of the implementation of information support, any enterprise can be assessed from various sides, namely: economic, financial, organizational, temporary, environmental, social.

The result of calculations for any separately applied method for assessing the effectiveness of the proposed solution is able to reflect only a part of their positive aspects. Meanwhile, the numerical values of the various criteria that can be used may differ significantly, and sometimes even be in conflict. In such a situation, it is justified to use a synergistic (complex) assessment of the effectiveness of solutions, which imply the determination of advantages not by one criterion, but by a set of criteria.

The effectiveness of the implementation of the provided information support can be assessed from two sides: social and economic.

The social effect of the implementation of information support for computer-aided design of a technological process is as follows:

1. As a result of the introduction into the educational process - an increase in the level of training of specialists through the use of innovative technologies in education.

2. As a result of implementation in production - a change in the nature and improvement of working conditions, resource equipment of labor activity, an increase in professionalism, an increase in the average duration of a technologist's time free from "paperwork".

Evaluation of the economic efficiency of the introduction of information technologies often occurs either at the level of intuition, or is not performed at all. On the one hand, this is due to the reluctance of solution providers to spend significant efforts on detailed preliminary analysis, on the other hand, there is probably a significant share of consumer distrust of the results of such studies. However, both of these problems stem from one source, namely, the lack of clear and reliable methods for assessing the economic efficiency of IT projects.

The full economic efficiency of the use of software for the automated design of the Chamber of Commerce and Industry consists of savings in the field of technological preparation of production, which is a consequence of an increase in the labor productivity of technologists due to the automated selection of the list of technological operations with the calculation of labor intensity and the number of workers.

In the field of production, savings are obtained due to the choice of the optimal technological process due to the typification and unification of the

technological decisions taken. In addition, the terms of preparation of production are significantly reduced, and this factor can hardly be overestimated in our time, when competitiveness can be achieved only with a frequently changing assortment of products, and for this it is necessary to achieve good technical and economic indicators of the enterprise.

These and other advantages of automated selection of technological processes, although many of them are difficult to determine through direct economic calculations, contribute to a significant improvement in the performance of shoe enterprises.

The results obtained allow us to speak about the achievement of a synergistic effect both from the point of view of technology (due to a significant reduction in the time for technological preparation of production, selection of the optimal technological process, reduction of changeovers of the technological process when changing the assortment, choosing the correct sequence of launching samples), and from the point of view of efficiency production as a whole, due to the simultaneous achievement of social and economic effect.

Today, a light industry enterprise, striving not only to survive, but also to develop, requires the ability not only to competently operate the available technologies, but, first of all, to actively position itself on the market, supplying in a short time high-quality products that meet the requirements, requests and expectations of consumers. at the lowest price. In other words, at the present time, the one who will be the fastest to release to the market the products that most fully meet the requirements of consumers, while ensuring the minimum cost of its production, will survive.

What should the company undertake to make the listed indicators become its competitive advantages?

1. Understand not only current but also future customer preferences and be able to design products that match those preferences.

2. Ensure the adjustment of technological production processes that guarantee their minimum cost by identifying and eliminating all types of costs that do not bring value to the product.

3. Get products to market faster than competitors.

The implementation of the listed tasks will depend on how smoothly and efficiently all departments will work at the enterprise.

How can this smooth and efficient work be ensured? From our point of view, through:

determination of a set of processes or activities that ensure the production of products with quality characteristics that meet the requirements, requests and expectations of consumers;

establishing clear and understandable interaction between processes;

the definition of quality objectives at the level of the enterprise and departments, providing an

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

understanding of the results to be achieved by departments, and which ensure the achievement of the overall objectives of the enterprise;

planning the resources needed to achieve the goals;

defining procedures to ensure that work is carried out in departments in the most efficient way;

measuring results and comparing them with the set goals;

analyzing and deciding what needs to be improved within each division.

Thus, a set of processes is presented, due to the functioning of which an enterprise management system is formed, orienting it towards the production of products that correspond in their characteristics to the requirements, requests and expectations of consumers and adjusting all types of activities related to ensuring production to an efficiency indicator, namely:

a system for identifying sources of costs is being built, and the development of adequate measures to reduce them, reliable data are formed that demonstrate the effectiveness of the use of invested investments, which can help to attract new investors;

the cost of production is reduced, which makes it possible to reduce the price, expand the market and increase production volumes;

there is a reduction in costs, usually associated with a reduction in the number of rejects and other types of waste, which has a positive effect on such indicators of the enterprise as the impact on the environment, the state of industrial safety;

the image of a socially oriented enterprise is formed;

a clear statement of goals and objectives for each employee is carried out, determining the result that should be obtained when performing work;

identifying the resources needed to get the job done and providing resources;

providing the knowledge and skills necessary to understand how work should be done in order to maximize its effectiveness;

measuring performance at the level of employees, departments and the organization as a whole and comparing results with goals;

analysis of results and adequate response to them through a system of corrective and preventive actions.

As practice shows, the ability to implement these processes at the level of top management creates the conditions necessary for the formation of a competitive enterprise, that is, all this can be adopted by the head today in order to ensure this very economic stability for his enterprises.

In addition, it is important that there are not too many product names. For the majority of Russian enterprises, the main reserve for assortment optimization still lies in a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many

positions that cannot even reach the break-even level in terms of sales. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%.

In addition, a large assortment diffuses the strength of the enterprise, makes it difficult to offer a competent product to customers (even sales staff are not always able to explain the difference between a particular item or name), and scatters the attention of end consumers.

Here it will be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive at a time no more than 5-7 (rarely up to 9) meaningful constructive decisions. Thus, a person, making a choice, first chooses these same 5-7 options based on the same number of criteria. If the seller offers a larger number of selection criteria, the buyer begins to feel discomfort and independently weeds out criteria that are insignificant from his point of view. The same happens when choosing a product itself. Now imagine what happens if there is a hundred practically indistinguishable (for him) goods in front of a person, and he needs to buy one. People in such a situation behave as follows: either they refuse to buy at all, since they are not able to compare such a number of options, or prefer what they have already taken (or what seems familiar). There is another category of people (about 7%), lovers of new products, who, on the contrary, will choose something that they have also tested.

Thus, from the point of view of the buyer (to ensure a calm choice from the perceivable options) the assortment should consist of no more than 5-7 groups of 5-7 items, ie. from the point of view of perception, the entire assortment should ideally consist of 25-50 items. If there are objectively more names, then the only way out is additional classification.

It is generally accepted that the customer wants a wide range of products. This widest assortment is often referred to even as a competitive advantage. But in fact, it turns out that for a manufacturer a wide assortment is hundreds of product names, and for a consumer - 7 items is already more than enough. Thus, the consumer does not need a wide assortment at all, but the variety he needs.

This is possible if the constituent parts of Russia's development strategy until 2025 are implemented, namely: the task of transferring Russia's economic development from an inertial energy scenario to an alternative innovative socially-oriented type of development will be solved, while forming an effective industrial policy, for which it is necessary:

- 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

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

of industry, ensure high competitiveness of products, goods and services and a steady growth in 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;

- to ensure the implementation of special measures to support priority high-tech industries in order to create conditions for the effective development of the entire industry of Russia;

To ensure an increase in the volume of investments, the creation of economic and legal prerequisites for the introduction and use of high technologies and new materials, primarily developed in Russia, for this it is necessary:

- to legislatively consolidate the foundations of the national innovation system in the Russian Federation; to establish a multiplier 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 for 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 and implement measures to combat price monopoly, to stabilize tariffs for the services of natural monopolies, to prepare and adopt a federal law "On price and tariff policy"; to promote the creation and promotion of domestic national, regional and corporate brands of domestic products for the development of a competitive environment in order to create competitive products, for which to introduce a quality system, to promote the implementation of programs aimed at identifying, independent assessment of the quality and promotion of domestic products, to intensify work on standardization, including the cost of research in this area to develop new and adjust existing national standards;

- take into account that mechanical engineering is a backbone complex, for which to provide in a short time its modernization and restoration of 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 the domestic production of such equipment, in particular, to 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 industry 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 the regimes of accelerated depreciation and preferences (premiums), allowing the amortization of the active part of fixed assets in an 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 develop and implement a set of measures to solve the problem of the 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 under the state order, on the basis of public-private partnerships to ensure modern equipment and dormitories of vocational schools, allow enterprises to allocate funds spent on 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 active participation in projects to improve resource and energy efficiency, including elements of monetary policy, currency and investment regulation, subsidy mechanisms, special tax and depreciation regimes;

- to implement a set of measures aimed at the massive development of small and medium-sized enterprises in the industrial-production, innovation spheres and in the service sector, first of all, in terms of providing small and medium-sized enterprises with access to production facilities, purchasing equipment, including leasing basis, development of microfinance and credit cooperation;

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

- 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;

- to 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, to link the development of regional infrastructure with the location of industrial facilities;

- to 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 realistically achievable socio-economic results.

The Strategy for the Development of Light Industry for the Period until 2020 and the action plan for its implementation take into account the national interests of Russia (improving the level and quality of life of the population, the health of the nation, the strategic and economic security of the state), proposals of the constituent entities of the Russian Federation, public organizations and associations on the necessary measures supporting the industry in priority areas of its development.

The strategy was based on the transition of light industry to an innovative development model. Particular attention is paid to the issues of protecting the domestic market from shadow trade, technical re-equipment and modernization of production, import substitution and export.

Today, the light industry of the Russian Federation is the most important diversified and innovatively attractive sector of the economy.

The contribution of light industry to industrial production in Russia today is about 1% (in 1991 year... this indicator was equal to 11.9% and corresponded to the level of developed countries, such as the USA, Germany and Italy, which during all these years have kept this figure at the level of 8-12%), in the volume of exports - 1.3%.

Currently, the light industry has 14 thousand large, medium and small enterprises located in 72 regions of the country. About 70% of enterprises are city-forming. The average number of industrial and production personnel employed in the industry is 462.8 thousand people, 75% of whom are women. The scientific support of the industry is carried out by 15 educational, research and design institutes, many of whose developments correspond and even exceed the world level.

The main territories for the location of enterprises that determine the industrial and economic policy of the industry are the Central (55 enterprises), Privolzhsky (30) and Southern (17) federal districts,

which have the largest share in the total volume of production and are the most socially significant.

The results of the industry in 2020 showed that it is able to increase production volumes in the sub-sectors that are directly oriented to the market in a crisis. It should be noted that during the crisis, the range of goods supplied to Russia is sharply narrowed. This gives the domestic light industry strategic opportunities to occupy the vacated niches and strengthen its position in the market.

In 2020, the retail turnover of light industry products amounted to 2.0 trillion rubles, its share in the country's retail turnover is 14.5%, and in the retail turnover of non-food products - 26.3%. In terms of consumption, light industry products are second only to food products, far ahead of the markets for consumer electronics, cars and other goods. Taking into account macroeconomic indicators and development trends, the market for light industry goods by 2025 may amount to over 3.3 trillion. rub.

The existing preferences and the problems solved to one degree or another at the federal and regional levels are still insufficient to eliminate the influence of negative factors on the development of the industry and turn it into a competitive and self-developing sector of the economy, and for domestic producers to strengthen their positions in the domestic market and compete on equal terms on the world market not only with manufacturers from China, Turkey, India and a number of other developing countries, but also with the EU countries and the USA.

The situation in the industry was further aggravated by the global financial crisis. In the conditions of the crisis, even those enterprises that have achieved positive results in innovative development in recent years, paying significant attention to the modernization of production, are already forced and will be forced in the coming years to reduce production volumes and abandon long-term investments. This is due to the difficulties that have arisen associated with attracting bank loans (the share of borrowed funds in working capital in recent years has reached 40%), on the one hand, an increase in the volume of official imports, counterfeit and contraband products, a fall in demand and a slowdown in the sale of many types of consumer and industrial goods. - technical appointment, reduction of workers and specialists - on the other hand.

The absence of cardinal measures to solve the identified problems will significantly affect the economy of the industry, its technological lag in the foreseeable future may become an irreversible process, which will lead to the degradation of high-tech industries, to an increase in commodity dependence on foreign countries, the losses of the state will grow geometrically, which will increase the strategic and national danger of Russia.

The current situation can be changed only by developing and implementing anti-crisis measures

Impact Factor:

| | | | | | |
|------------------|---------|----------------|---------|--------------|---------|
| ISRA (India) | = 6.317 | SIS (USA) | = 0.912 | ICV (Poland) | = 6.630 |
| ISI (Dubai, UAE) | = 1.582 | PIHIQ (Russia) | = 3.939 | PIF (India) | = 1.940 |
| GIF (Australia) | = 0.564 | ESJI (KZ) | = 9.035 | IBI (India) | = 4.260 |
| JIF | = 1.500 | SJIF (Morocco) | = 7.184 | OAJI (USA) | = 0.350 |

and measures aimed at raising the economy of light industry, giving it new impulses in innovative, social and regional development, in increasing the competitiveness and efficiency of production at a new technical and technological level. Today, the industry provides with its products only a quarter of the effective demand of the population, and the country's mobilization needs - only 17–36%, which contradicts the law on state security, according to which the share of domestic products in the volume of strategic products should be at least 51%. Therefore, today the light industry faces new challenges and tasks, the solution of which requires new approaches not only in the short term, but also in the long term.

This determined the goal of the Strategy - to create conditions for the accelerated innovative development of the light industry in Russia, to ensure the effective correspondence of production volumes, quality and range of products to the aggregate demand of consumers, to increase the national importance of the industry and its image in the world community.

The goals and objectives of the Strategy are consistent with the state policy in the field of innovative and socio-economic development of Russia in the medium and long term. The strategy is intended to become: one of the main tools in solving the problems of the industry and to interconnect the task of its economic growth with meeting the needs of the country's citizens, law enforcement agencies and related industries in high-quality and affordable consumer goods, in technical and strategic products.

The implementation of the Strategy will enable the light industry of Russia to become an industrially developed industry that will provide jobs for many thousands of people, improve the welfare of workers, and strengthen the strategic and economic security of the country.

The main result of the Strategy is the transition of light industry to a qualitatively new model of innovative, economic and social development, the basis of which is a new technological and scientific base, new methods of production management, the relationship between science, production and business. This is ensuring the effective correspondence of production volumes, quality and assortment of products to the aggregate demand of the Russian and world markets.

It is no less important to understand the role and significance of quality activities, that is, how much the leaders got into the essence of things, learned how to manage things, change their properties (assortment), form, forcing them to serve a person without significant damage to nature, for the good and in the name of man.

Both political leaders and the government have recently begun to talk about the need for a competent industrial policy. However, if we carefully consider the normative, methodological documents on the restructuring of industry, then the thought arises

whether we are not stepping on the same rake here that we have been stepping on during all the years of reforms.

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

Regarding whether the state needs to pursue industrial policy, one can quote the statement of the outstanding economist of the past Adam Smith, who laid the foundations of the scientific analysis of the market economy 200 years ago. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants."

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

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

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

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

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

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

The authors absolutely rightly drew attention to one phenomenon that usually escapes in the problematic bustle - the historicity of the economy. The economy has not always been the way we perceive it now, and it will never remain so. Economic life changes in time, which forces us to tune in not its changing being. The modern economy is built on a market foundation and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, aggressively pushing the "social sphere" to the sidelines, is incompatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to deploy the economy as a front for social security, fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the

manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts.

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

The quality is "written by nature" to be at all times in the epicenter of both 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 "in 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.

And it is quite understandable that the importance of these features for providing consumers with demanded products is emphasized; in confirmation of this, an enlarged factor analysis of the problem of "quality of life" was carried out. The quality of life of citizens depends on the quality of consumed goods and services in the full range - from

Impact Factor:

| | | | | | |
|-------------------------|----------------|-----------------------|----------------|---------------------|----------------|
| ISRA (India) | = 6.317 | SIS (USA) | = 0.912 | ICV (Poland) | = 6.630 |
| ISI (Dubai, UAE) | = 1.582 | PIHIQ (Russia) | = 3.939 | PIF (India) | = 1.940 |
| GIF (Australia) | = 0.564 | ESJI (KZ) | = 9.035 | IBI (India) | = 4.260 |
| JIF | = 1.500 | SJIF (Morocco) | = 7.184 | OAJI (USA) | = 0.350 |

birth to ritual services, as well as on the ability to pay of citizens, which allows them to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of enterprises' work depends on the state of management, on the level of application of modern management methods.

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

The importance of communication in modern conditions of internationalization of the economy is steadily increasing. The use of marketing communications by Russian business organizations is implemented in a complex of management decisions, through which the maximum results of commercial activities are achieved, with the goal of not only promoting goods, stimulating sales, but also creating a corporate identity, improving the quality of customer service.

The concept of marketing communications permeates all stages of market production - from the idea of creating a product or service to their final implementation. The timely use of elements of marketing communications directly affects the results of commercial activities and the effectiveness of marketing as an integrated system for organizing production and sales of products, built on the basis of preliminary market research of customer needs.

Marketing communications are one of the main mechanisms for overcoming problems on the difficult path of promoting goods or services from the manufacturer to the end consumer.

Disclosure of the main content of communication in marketing requires the use of an appropriate conceptual apparatus. Marketing is a broad spectrum in the field of the market of goods, services, securities, carried out in order to stimulate the sale of goods, develop and accelerate exchange for better satisfaction of needs and profit. Marketing tasks include the timely creation of new products and their promotion in those markets where the maximum commercial effect can be achieved. That is why marketing, as a set of established methods of market research, directs its efforts to create effective sales channels. Communication has several meanings:

In the explanatory dictionary of the Russian language by S. Yu. Ozhegov, "communication" is interpreted as - a way of communication, a communication line.

"The mechanism by which the existence and development of human relations becomes possible ..." Charles Cooley, the founder of American sociology, justifiably believes that in relation to the market, to the methods of managing the market behavior of organizations, the concept of "communication" goes beyond simple verbal communication of people and the transfer of information from a person to the person. The point is that it is not enough to produce high quality goods and services. A condition for high sales volumes and manufacturer's profits is the awareness of buyers about the advantages of the offered product or service through the marketing communications system.

The complex of communications represents an integral set of controlled communication elements, by manipulating which the organization has the ability to present a product or service in an attractive light for target audiences.

The communication element as an integral part of the promotion complex ensures the achievement of the required level of communication only in interconnection and interaction with other communication elements. This idea is confirmed by the words of Spencer Plavukas: "A marketer who works successfully in modern conditions is one who coordinates the communication complex so tightly that from advertising to advertising, from article to article, from one program to another, you will immediately know what the brand is saying, with the same voice. "

Marketing communications encompass a system of relationships, during the development of which there is an exchange of information between various market entities. "Marketing communications" is a multifaceted concept, therefore there are different opinions on the interpretation of this concept:

Marketing communications is understood as a complex system of market interaction with public circles associated with the movement of goods, the exchange of information, technology, knowledge, and experience.

Marketing communication of a company is a complex impact of a company on the internal and external environment in order to create favorable conditions for stable profitable activity in the market.

Marketing communication is a two-way process: on the one hand, it is supposed to influence target and other audiences, and on the other hand, to receive counter information about the reaction of these audiences to the influence carried out by the firm. Both are equally important; their unity gives reason to speak of marketing communication as a system.

The essence of the marketing communications process can be represented in the form of a diagram shown in Figure 1:

Impact Factor:

| | | |
|---------------------------------|-------------------------------|-----------------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | PIHII (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

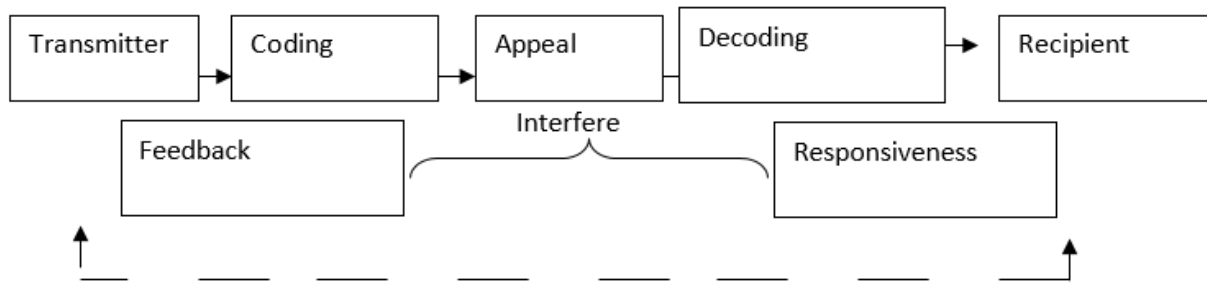


Figure 1. - Marketing communication process

Transmitter (communicator) - an individual or an organization transmitting information. This party must possess many characteristics for the message to be clear, concise, and convincing.

Recipient (communicant) - the party receiving the message, i.e. the target audience.

Appeal is the main means of the communication process, which integrates a set of words, images, sounds, symbols transmitted by the transmitter to the recipient.

The main functions of communications are coding, which assumes the shape of the message image, and decoding (decryption), which facilitates the process of interaction by the recipient of the encoded message.

The goal of the communicator is to get feedback from the target audience. In the context of the development of market relations, great importance is attached to the content of feedback. The effectiveness of communication feedback affects not only the momentary decision to buy a product, but also its purchase in the future, the level of consumer loyalty

The presented model reveals the key conditions for the effectiveness of communication, which implies a comprehensive development of solutions for the content of communications, justification and choice of a strategy for public relations, exhibition marketing, packaging, advertising, promotion promotion and social and corporate responsibility.

Marketing communications are the basis for all areas of market activity, the purpose of which is to achieve success in the process of meeting the aggregate needs of society. They serve as an important tool in commercial public relations. Features of various types of communications are presented in table 1.

To expand sales, create a positive market image, organizations use a communication model that makes them abandon passive adaptation to market conditions and switch to a policy of influencing the market in order to actively create demand for the products or services sold.

It was advisable to use the main means of marketing communications, namely:

advertising - any paid form of non-personal presentation and promotion of goods or services using the media, the Internet, etc .;

PR (public relations) - the creation of a certain necessary image of the company through the implementation of certain events;

direct marketing or personal selling is a special type of market activity designed for an individualized consumer and his needs, where the manufacturer is directly involved in the dissemination of information necessary for him;

sales promotion - a system of incentive measures and techniques, which are, as a rule, of a short-term nature and aimed at encouraging the purchase or sale.

Table 1. - Features of various types of communication

| Types of communication | the main objective | Target group | Communication medium | Measuring success | Propagation loss | Target relationship | Communicative content |
|-----------------------------|---------------------------------|---------------------------------|---|--------------------|------------------------|---------------------|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Advertising | Encouraging the customer to buy | Target groups, clients | TV, radio, print, outdoor media | Comparatively hard | Large or medium | Clear | Mainly about the use of goods or services |
| PR | Positive reputation | The entire public or its layers | TV, radio, print, press conference, individuals | Hardly possible | Often very significant | Often not clear | Applies to the company as a whole |
| Personal contacts and sales | Information, conclusion | Potential customers, | Own sales staff, sales agents | Relatively easy | Mostly small | Clear | Refers to benefits in connection |

Impact Factor:

| | | |
|--|--------------------------------------|------------------------------------|
| SISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | PIHIQ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

| | n of transactions | stakeholders, clients | | | | | with the purchase of goods |
|--|-----------------------------------|-------------------------------------|---|--------------------|--------------|-------|---|
| Complex forms of sales promotion (sales promotion) | Help your sales, trade, customers | Customers, their salespeople, trade | Fairs, exhibitions, training of sellers, contests, brochures, samples | Partially possible | Mostly small | Clear | Refers to benefits in connection with the purchase of goods |

Other scholars identify five ways of promotion, namely G.D. Krylova and M.I. Sokolov is called as the main means of communication:

- public relations (PR);
- advertising;
- sales promotion;
- specialized exhibitions;
- personal sales.

Marketing communications are presented in sufficient detail in the works of Professor of the University of London Paul Smith and his colleagues from the University of Manchester Chris Berry and Alan Pulford. In their opinion, there are 12 forms of marketing communications: advertising, personal sales, direct marketing, sales promotion, PR, exhibitions, advertising at the point of sale, corporate identity, packaging, sponsorship, new media (virtual forms), the electronic system of the Internet.

Each of the above promotion tools has its own advantages and disadvantages. For example, advertising on TV allows you to convey information to a wide audience in an easy-to-digest form, however, it is very costly and has the effect of one-time. At the same time, a newspaper article is more likely to catch the eye of the reader, but in order to be absorbed in its entirety, it must seem interesting and at the same time useful. When planning marketing programs, in order to achieve high efficiency of promotion, it is necessary to use a set of various tools. This approach in the Western school of marketing is called "marketing mix".

Based on the results of the strategic analysis of the development of the global economy, the latest marketing concept has been developed, the essence of which boils down to a closer merger and intertwining of the components of the marketing structure, including advertising.

In the mid-90s. XX century. Within the framework of modern marketing theory, the concept of "integrated marketing communication" (IMC) has been formulated, that is, the interaction of individual forms of a complex of communications, in which each of them must be integrated with other marketing tools and supported by them to obtain a synergistic effect.

In modern business, the main focus is on integrated marketing communications (IMC) related to a particular brand.

The concept of integrated marketing communications still belongs to the category of little-known to a wide audience, despite the fact that the corresponding management concept has been developing for more than sixty years. The main task of creating a new approach was the need for systematic management of the marketing function in commercial companies. The word "integrated" implies a complex of different methods: organizational, technical, economic and informational. Although a number of experts narrow this concept down to a combination of personal selling, advertising, promotion of trade and public relations, practice shows that elements of management of critical situations (Crisis Management), corporate ethics and much more affect the success of a business and involve building communications at different levels. All this is part of the IMC.

The general definition can be considered: IMC - a system of intensive methods of business development. It turns out that an IMC specialist must have knowledge in the field of advertising and sociology, management and marketing, psychology and economics, and moreover, be able to coordinate all structural divisions of the company to fulfill the tasks formulated by him. It is clear that this requires a broad outlook and certain communication skills. At its core, an IMC specialist is most likely a "development director" who should have all the powers of a high-level manager and the ability to influence all divisions of the structure - from production to sales.

There are three main principles of BCI:

Integration of choice: finding the most effective combination of advertising and sales promotion to achieve communication goals;

Positioning integration: coordination of each of the types of advertising communications and advertising messages related to the promotion of brand positioning from the point of view of their synergistic interaction;

Schedule Integration: Identifying the points of marketing channels where advertising communications and sales promotions reach customers and potentially increase the speed of brand decision making.

Considering the BCI model, specialists should take into account not only positioning, but also its

Impact Factor:

| | | |
|--------------------------|------------------------|----------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | PIHIQ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

integration into the marketing schedule. The BCI should be timed to be able to trace the order of logical decisions from the point of view of the consumer or buyer.

BCI methods can be divided into four main groups, namely:

organizational and economic methods. Naturally, it is necessary that the entire business structure is coordinated with the communicative steps. If you call to buy a product, but it is not on sale, then all the advertising work goes down the drain. A competitive advantage can be purely economic benefits provided to customers in the form of a system of discounts;

information and advertising methods. These methods should include measures for the formation of the image and reputation, intended both for the end consumer (advertising, etc.), both for corporate clients (commercial offers, presentations), and for the general public. This is the whole range of ABL and BTL events;

methods of establishing interpersonal relationships. The methods presuppose ethics of business relations both with the external environment and within the enterprise, on which the implementation of the marketing strategy depends, the interaction with the "facilitating" persons, which requires special accuracy and "subtle" communication technologies. In fact, the only competent leader can become the only resource of a "zero" project, providing it as a result of all the other components (both finances and material support). Conversely, many well-equipped enterprises (technologically and financially) can slow down their development due to the personal characteristics of the owner;

legal methods. The intensification of procedures for mergers and acquisitions of companies (accompanied by information and advertising, organizational, economic, lobbying and other procedures) indicates the need to include these methods in the IMC arsenal. And the literacy of an IMC specialist in legal aspects should be provided for by the education system in this discipline. Clarification is needed, since legal methods in IMC are not only aimed at mergers and acquisitions;

With all the variety of tools and approaches to IMC, I would like to highlight several basic principles of building a complex of marketing communications.

Synergism

The main principle of creating a BCI can be considered the mutual support of all elements of the BCI and the coordination of all of the above factors. Joint communicative actions have an effect that is greater than their simple summation. Through the construction of one element of the IMC - the original distribution network - the entire complex of communications is being erected for the successful implementation of the marketing strategy.

Openness

Openness to cooperation, willingness to go and look for alliances, optimize the budgets of marketing programs. Horizontal communication with various partners makes the business more sustainable, therefore it is necessary to be open to cooperation.

Promptness

We are talking about the readiness to use both specially initiated and involuntarily arising events for strategic communications. Any well-formed information can become an informational occasion for events. This event may become the reason for the formation of the IMC complex. An informational occasion can come from any division of internal information flows.

Personalization

A feature of modern marketing relations is personalization. Building personal relationships with each individual client. This requires the development of special projects, and certain technical equipment within the framework of CRM programs, and most importantly, special skills of the personnel.

Obviously, a communication strategy should use a variety of tools. Some of them actively developed independently. They are universal tools (and define the culture of business promotion).

PR-technologies (Procter & Gamble replaced "public relations department" with "corporate communications department"). This can be either the usual permanent accompaniment of each marketing event with an "information campaign" and the initiation of this event, or the generation of reasons for attracting attention. Any well-formed information can become an informational occasion. The event becomes a means of forming communications.

Direct marketing technologies. Work with address databases, information processing, experience in building interactive communication channels with various target groups, especially with corporate clients, loyalty programs. The most obvious thing when organizing an independent marketing event - participation in an exhibition - can only ensure the presence of the necessary guests using direct marketing technologies.

Sales technologies. Today, quite a few concepts have been developed that optimize any sales (including in the form of selling an idea - as a negotiation process). It doesn't matter what we sell: an idea, a service, equipment or basic necessities, but the culture of sales, knowledge of the strategy and tactics of sales, taking into account the principle of personalization, it is simply necessary to provide for both when building a communication system and when training a specialist.

Research technologies. Any stage in the construction of a BCI, on the one hand, requires preliminary research, on the other hand, it is an element of the next research program. At the same time, research can become a way to build informal communication with the right group. And for this it is

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

necessary to conduct a thorough analysis of the target audience.

Definition and analysis of the target audience

Misidentifying your target audience is one of the most costly marketing planning mistakes. The audience can be represented by individual groups of people, potential buyers, consumers, voters, etc. Attempts to convey information about products and services to the largest possible audience lead to the need to compose a universal message that does not take into account the characteristics of certain groups of consumers and, thereby, may not be effective. This primarily refers to the promotion of specific products and services designed for a narrow circle of connoisseurs or professionals. For example, advertising for highly specialized manufacturing equipment in a mainstream newspaper is likely to result in dissipation of funds. At the same time, when promoting functional everyday goods,

An equally important stage is a preliminary analysis of the target audience, identification of its characteristics and stereotypes about the objects of the information campaign. It is quite obvious that events aimed at promoting a product among young people will differ significantly from those aimed at a middle-aged audience. Analysis of existing stereotypes is no less important. The main property of stereotypes is considered to be their persistence, associated with the fact that people who once formed a certain opinion about a subject very selectively perceive further information about it. For example, if the quality of the products of a well-known company is constantly declining, it will still be in steady demand over the next few years. Not a secret,

A marketing campaign can only be considered successful if it has largely achieved its goals. Once the target market segment and its characteristics have been identified, the marketer must decide what he wants to achieve from the audience. Some of the most common commercial marketing communications goals include:

- achieve brand awareness (brand);
- to win the sympathy of consumers in relation to the brand;
- inform the target audience about products and services (creating demand);
- ensure that target consumers prefer the products and services of the enterprise to similar products and services of competitors;
- persuade consumers to buy products or services (for example, by announcing temporary discounts, lotteries, etc.)

The main goals of political information campaigns are inherently very similar to those listed above and are as follows:

- to achieve recognition of the candidate for the political and administrative post (recognition of the candidate's name, memorability of appearance, demeanor, etc.);

win the sympathy of the target audience of voters;

inform the target audience about the political program of the candidate;

to achieve the preferences of the target audience of voters.

As a rule, each of the above goals corresponds to one of the stages of the marketing communications procedure with consumers. Obviously, the goals of the campaign completely determine the look and channels of dissemination of information messages, as well as the expected feedback from the target audience.

Determining the marketing budget is one of the most difficult and responsible tasks. The percentage of the promotion budget with the sales plan primarily depends on the industry: for perfumery manufacturers, the marketing budget usually ranges from 30 to 50% of sales, and for manufacturers of industrial equipment for light industry from 10 to 20%. The most common methods for determining the promotion budget include methods of assessing opportunities, fixing as a percentage of sales, as well as the method of competitor compliance and the method of goals and objectives.

The implementation of the opportunity assessment method means the case when a marketer, when drawing up a marketing budget, goes to the finance department and is interested in the amount of the budget allocated for the next year. Based on the announced amount, all marketing planning procedures are carried out. This method has one very weak side: this approach to budgeting overlooks the role of promotion as an investment object and its impact on sales, which complicates long-term planning of marketing programs. The method of fixing as a percentage of sales volume determines the marketing budget as a percentage of the planned sales volume. This method has many advantages.

First, the costs are closely related to the sales figures, which suits the financial managers as much as possible. Second, this method encourages executives to think in terms of the relationship between promotional costs, price, and product profitability. Third, the method contributes to stability in the industry, expressed in the fact that most companies spend about the same percentage of sales on product promotion.

It should be noted that with the same percentage of marketing costs, the quality of the implementation of advertising campaigns directly depends on the professionalism of advertising and public relations services. However, this method also has disadvantages. The main disadvantage is a consequence of the very ideology of the method - "from the availability of funds", and not "from the needs of the market." In addition, the direct and rigid dependence of the marketing budget on fluctuations in sales volumes does not contribute to long-term planning.

Impact Factor:

| | | |
|---------------------------------|-------------------------------|-----------------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | ПИИЦ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

The competitor matching method is based on two postulates. The first is that competitor spending reflects industry experience. The second argues that maintaining the proportions of budgets for promotion is a guarantee of the absence of wars between competitors and the stability of the industry. Both postulates most often do not reflect reality. Typically, the reputation, resources, capabilities and goals of companies differ so much that the budget for promoting one of them is unlikely to match the needs of the other.

The method of goals and objectives involves the development of a budget through the definition of promotion goals, tasks that need to be solved to achieve goals and an assessment of costs. The implementation of the method largely depends on what stage of the life cycle the product is at, on the

degree of functionality of the product itself and on the characteristics of the market.

Certain forms of marketing communications have evolved very unevenly. In practical marketing, advertising communications and sales promotion of goods play a special role, which are considered as two closely interrelated and at the same time special means of communicating to potential and existing customers about goods and services, as well as ways to convince them to make a purchase. The relationship between advertising and product promotion is manifested in the fact that both of these means' are based on the process of communication. They are often used together, especially when the promotion campaign is based on integrated marketing communications (IMC). At the same time, each of these areas is characterized by specific methods that give different results. These methods are shown schematically in Figure 2.



Figure 2. - Advertising and sales promotion as an element of marketing communications

The fundamental conceptual difference between advertising communications and sales promotion is

indicated by the very Latin origin of these two terms (Table 2).

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | PIHIQ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

Table 2. - Latin origin of the terms "advertising communications" and "sales promotion"

| Term | Latin word | Explanation |
|---|---|--|
| Advertising communications | Advertere - direct, focus (attention, effort) | The purpose of advertising is to direct the thoughts of the buyer or the mind of the consumer in the direction of making a purchase. |
| Promotion (English Promotion, stimulation) English Sales | Promovere - contribute, promote | The purpose of incentives is to induce a person to buy immediately. |

Advertising communications are often defined as an indirect form of persuasion based on an informational or emotional description of the benefits of a product. Its task is to create a positive impression of the product among consumers and to “focus their thoughts” on the purchase.

Stimulation is usually viewed as a direct persuasion tool, often based on external stimuli rather than product-specific benefits.

Sales promotion measures are designed to induce an immediate desire in a person to make a purchase; thanks to these measures, the goods are "promoted" faster.

The main conceptual similarity between advertising and promotion is that both are forms of marketing communication.

In practice, managers treat advertising and sales promotion as a set of methods from which one or more can be selected for each specific promotional campaign. Which methods will prevail depends on the goals of the advertising campaign. The goals, in turn, are determined by who is the source (for example, from a retailer) and to whom the advertisement is directed (to other firms or to consumers) (Table 3).

Table 3 - Features of advertising of goods for their intended purpose

| Factors | Advertising of industrial goods | Advertising of consumer goods |
|---|---------------------------------|-------------------------------|
| Product type | Complex | Simple |
| Professional knowledge of the product by the participants of the advertising campaign | Necessary | Desirable |
| Buyers | The few | Numerous |
| Addressees of the advertising appeal | Dissimilar | Homogeneous |
| Basic type of argumentation | Rational | Emotional |
| Advertising impact | Belief | Taste |
| Deciding on the purchase of goods | Collective | Individual |
| Acquisition process | Complicated | Simple |

Different methods of advertising and sales promotion can be linked to each other through a common set of communication goals, that is, goals to reach target audiences and influence their behavior. The manager's task is to choose one or several

methods that are optimal for a particular advertising campaign.

The main factor that determines the relative proportion of advertising versus sales promotion when considering the long term is the product life cycle (Table 4).

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | ПИИИ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

Table 4 - Relative roles of communication according to the stages of the product life cycle

| Life cycle stage | Marketing communications | |
|---|--------------------------|------------------------|
| | Advertising | Sales promotion |
| 1. Implementation | High | High |
| 2. Height | | |
| (a) market leader or differentiated brand | High | Low |
| (b) analog product | Low | High |
| 3. Maturity | | |
| (a) high brand loyalty | High | Low |
| (b) low brand loyalty | Low | Low |
| 4. Recession | Absent | High (trade promotion) |

There are four main types of purchase incentives:

- Providing samples of products and services.
- Providing price discounts.
- Payment of bonuses.

Issuance of coupons (offered by manufacturers of fast consumable consumer goods and services).

The peculiarities of each type of products and services determine the differences in the forms of stimulating purchases (Table 5).

Table 5 - Differences in the forms of communication for different types of products

| Type of goods | Incentive form |
|----------------------------|---|
| Industrial goods | specialized exhibitions, conducting feasibility studies, organizing shows |
| Consumer durables | conducting shows, offer to try the product at home |
| Prepackaged consumer goods | free samples significant discount offer |

Advertising distribution channels are very diverse. It is necessary to combine them to achieve the greatest effect. The complexity of the problem of choosing an advertising medium is mainly determined by the specific situation in which the customer is. For an advertiser operating in a broad market, the choice of media is complicated. When choosing an advertising distribution channel, it is advisable to consider the following:

- compliance of advertising with the image, style and specifics of the services provided;
- its function is informational, entertaining, educational;
- technical capabilities;
- correspondence of the channel to the target audience, the addressee of the advertising campaign by structure, quantity and regions;
- the nature of the advertising message;
- timing of advertising; frequency of channel use;
- availability and cost of advertising.

Advertising channels are mass media. Of these, two main types can be distinguished - these are the mass media (mass media) and mass events.

The mass media (mass media) is "the collective designation of technical means, which ensure the functioning of the translational sphere of culture, which is accepted in the social-political and social science vocabulary." The composition of the media is

constantly changing and improving. "At present, the mass media include newspapers, magazines, newsletters, catalogs and other periodicals; systems and stations of direct terrestrial, satellite and wire (cable) radio and television broadcasting; in recent years, the importance of a fundamentally new component of the media - computer networks, the most famous and promising of which is the Internet, has become more and more noticeable. The number of advertising media is greater than the number of ordinary ones, since all outdoor and transit advertising can be attributed to them.

Mass events include all kinds of promotions, shows, exhibitions, concerts, etc. The structure of these communication channels is simpler and presupposes direct contact between the organizers of the action and the visitors.

Within each category of marketing communications, there are specific techniques. For example, advertisements can be submitted in print, radio, television, outdoor and other forms. Personal sales include trade presentations, trade fairs and sales exhibitions, and special incentive events. Sales promotion includes point-of-sale advertising, bonuses, discounts, coupons, competition, specialty advertisements, and displays. Direct marketing tools include catalogs, telemarketing, fax, Internet, etc. Thanks to advances in information technology,

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | ПИИИ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

consumers are able to receive information not only through traditional media - newspapers, radio, telephone and television - but also through new ones, such as faxes, cell phones, pagers and computers. New technologies have pushed many companies to move

from mass dissemination of information to more focused and even one-on-one communication with each individual consumer. The following types of marketing communications are distinguished (table 6):

Table 6 - Means of marketing communications

| Communication type | Explanation |
|---------------------------|---|
| Radio | Local, regional, regional, federal |
| TV | Cable, satellite, local, regional. |
| Seal: | Newspapers, Magazines, Price lists, "Yellow Pages", Specialized directories (regional, seasonal, editions of Chambers of Commerce), Trade or production directories, Business cards of your sellers, Signboards |
| Direct mail: | Letters, Notices, Sales Flyers, Flyers, Postcards, Brochures, Coupons |
| Public relations: | Press Release, Articles in Newspapers and Magazines, Open Days, Business Meetings, Interviews, Sponsoring, Seminars, Club Memberships, etc. |
| Telemarketing: | Telephone Marketing, Questionnaires, Provision of Services: Responding to customer complaints; special offers, From sale to sale, Presentation material, Personal letters, Customer offers, Personal training for sellers |
| Promotion: | Discounts, Coupons (discounts), "Three for the price of one" |
| Special advertising: | Matchboxes, key chains, lighters, etc. calendars Notebooks |
| Advertising structures: | Sign advertisements, Information pages, Points of sale, Shop furnishings and decorations, Lighting |
| Other types of promotion: | Flyers, Posters, Handouts, Balloons, Clamshell Display |

The task of a communications specialist is to choose the right marketing communications tool for posting his information.

The most desirable type of communication is mutual exchange of information, rather than one-way transfer of it. Unfortunately, modern media do not have interactive capabilities, so the exchange of information is almost impossible. Feedback is required for normal communication, i.e. the flow of information directed from recipients of information to

the media. The media strive for interactivity by holding telephone contests, voting, inviting "people from the street" to programs, interviewing passers-by, etc. For advertising, mutual communication between media and consumers is vital. Numerous advertising and marketing studies carry out just such a task (table 7). According to GG Pocheptsov, "the more information comes from the recipient, the more successful the result." L.

Table 7 - Types of advertising as a means of marketing communications

| Business advertising | Consumer advertising | Retail advertising |
|--|---|--|
| 1 | 2 | 3 |
| 1. Advertising in the media (on TV, radio, newspapers, business magazines and consumer publications). 2. Advertising in specialized trade publications. | 1. Advertising in the media (on TV, radio, in newspapers, magazines and, in many countries, in cinemas). 2. Ads that require immediate customer response (usually in mainstream media, but sometimes also through direct mail, interactive TV and the Internet | 1. Advertising in the media (on TV, radio, local and regional periodicals and, if possible, in cinemas). 2. Local advertising with immediate customer response (catalogs, interactive TV, brochures). |

Impact Factor:

| | | |
|---------------------------------|-------------------------------|-----------------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | PIHIQ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

| | | |
|--|---|--|
| 3. Reference books. 4. Advertising that offers immediate customer response (in mainstream media, direct mail advertising, interactive advertising on TV or in 5. Brochures, economic literature, audio and visual presentation aids. | 3. Outdoor advertising (billboards, posters). 4. Advertising on packaging and at points of purchase. | 4. Display of goods on shelves and in shop windows. 5. Displays with "special prices". 6. Handouts on store shelves. 7. Conducting various events in stores |
|--|---|--|

The choice of industrial advertising media depends mainly on two factors:

- the size of the target audience;
- decision-makers (and their roles in this process) to whom the advertisement is directed.

Let's say the target audience is already selected from new users of a category, adherents of other brands, fickle customers of other brands, fickle customers of our brand, or adherents of our brand. Thus, we will talk about the size of the target audience and the roles of consumers within these groups. We divide the roles in the process of making a decision on industrial purchasing as follows: "watchman", initiator, influencing (possibly a consultant), decision maker (at different levels of the organization), making a purchase and a user.

Small target audience. Organizations selling textile machinery, raw materials, etc. should reach small target audiences - less than 100 decision makers.

When the target audience is small, it is recommended not to use advertisements in major media. More efficiently and at a much lower cost, the communication tasks facing the company can be solved by selling through sales representatives. In this case, you should use promotional materials only in the form of brochures and brochures designed to help the sales staff of the company.

Average target audience. Specialty publications and direct mail are the best advertising medium for medium target audiences. Medium target audiences, say 100 to 1000 decision makers. It is enough to use narrowly targeted advertising media as an effective way to "prepare the ground" for personal contacts.

An industrial advertiser should always carefully consider the distribution of roles within a typical client organization. As a rule, there is a division into important participants in the decision-making process from the lower levels of the organization (initiators and users) and from among the top management (decision-makers). Unlike executives, most of the first group read specialized publications.

Due to the technical nature of most industrial products and services, print advertising should be used that reaches specialized target audiences (users or senior management) at minimal cost.

To reach the highest levels of the organization, you must also use direct mail.

Large target audience. The same segregation of decision-makers applies to large industrial advertisers. Trade publications are again used to reach the lower levels of the organization, as they affect the originators and users of a product or service.

The use of business journals is recommended to influence senior management. The size of the target audience justifies the use of a more "mainstream" advertising medium than mailing lists. The prestige of advertising in such magazines gives this medium an edge over direct mail.

Only in cases where there is a simple product or service and a very large target audience should you use the media for advertising. Thus, most of the advertising for industrial goods and services is placed in the specialized press - trade publications or business materials (table 8). However, for corporate image advertising, the choice of media is wider.

Table 8 - The choice of means for industrial advertising, taking into account the indicators of the target audience

| Target audience size (number of individual decision-makers) | Recommended advertising media |
|---|---|
| Small (<100) | • None (need to apply the method of selling through sales representatives, possibly using brochures and brochures) |
| Average (100 1000) | • Trade publications (decision makers at the lower levels of the organization) • Direct mail (decision maker from senior management) |
| Big (> 1000) | • Trade publications (decision makers at the lower levels of the organization) • Business magazines (decision makers from senior management) |

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | ПИИИ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

Industrial and commercial organizations shape their image, focusing on specific target audiences. It is important to choose the right means of such advertising. The choice of means of corporate image advertising mainly depends on the size of the company.

For small companies with small or geographically highly concentrated target audiences, corporate image advertising in its traditional sense is too expensive to use in addition to advertising a product or service. However, small firms that advertise their products or services on flyers, local

newspapers and calendars should include an element of corporate image advertising - in the form of a company motto or logo.

In addition, small companies can provide financial support to community organizations, local sporting events and concerts. Placing the name of the company (for brand recognition) on concert programs or other similar printed materials can convey it to all local target audiences.

General recommendations for all types of industrial enterprises are summarized in table 9

Table 9 - Choice of means of corporate image advertising

| Situation | Recommended advertising media |
|--|--|
| Small companies | |
| <ul style="list-style-type: none"> • Company motto or logo on flyers, local newspapers or calendars • Local sponsorship and RK • Publicity at the local level | |
| Medium and large companies | |
| a) Large target audiences | <ul style="list-style-type: none"> • TV • Cable TV • Newspapers (full color) |
| b) Small target audiences | <ul style="list-style-type: none"> • Outdoor advertising (only for short advertising messages) • Sponsorship, event marketing, RK • Business and entertainment magazines • Direct mail |
| All companies | |
| <ul style="list-style-type: none"> • Outdoor and indoor advertising in the head office and retail outlets • All materials for communication with consumers • Advocacy | |

Image advertising for medium and large companies helps to achieve and maintain brand recognition and then spread the message. The purpose of brand recognition is basic, and the choice usually needs to be made between television, newspapers, magazines, outdoor advertising, sponsorship and direct mail.

Television is the most compelling medium of corporate image advertising. In the event that the cost of television advertising is unacceptable, despite its

effectiveness, then the following advertising media should be used (arranged in descending order of coverage of the target audience size): newspapers (full color), business or entertainment magazines, direct mail.

Outdoor advertising can be used when a short message is used in image advertising or the target audience has established routes of movement (Table 10).

Table 10 - Summary table of characteristics of 2 main groups of goods and recommendations for the use of advertising media for them

| Manufacturing goods (PN) | Individual consumption goods (IP) |
|---|---|
| 1 | 2 |
| Designed for the production of products and services, and, therefore, for profit. | Usually used by those who buy it. With its help, no other goods are usually produced and no income is received. |

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | ПИИИ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

| | |
|---|---|
| The purchase decision is made collectively | Purchase decisions are made solely by the purchaser, sometimes after discussion with family members. |
| Decision making time is long | Decision time is short |
| The product is considered from economic, organizational and commercial, and only then - from a technical standpoint. | Purchase motives are determined by the buyer's personal needs, less often by group needs. |
| Advertising is aimed at managers and businessmen. | Emotions, especially those caused by advertising, but also by fashion, the desire to imitate the celebrities who use this product, have a large impact on the decision to buy. |
| When offering a product, an enterprise often proposes to refuse a supplier. The arguments must be supported by the evidence of independent firms and organizations professionally involved in testing and certification of goods. | Designed for a wide range of people, so they are replicated in millions of pieces, purchase decisions are made by millions of people. Large-scale advertising campaigns are required, requiring significant funds. |
| Relations with wholesale buyers of individual entrepreneurship goods and any PN buyers: personal contacts - visit of a representative, negotiations at exhibitions and fairs. During these contacts, printed advertisements are handed out, direct mail, and industry press aimed at top managers and specialists of enterprises and trade firms. audio-visual means (radio, television, cinema, special video installations at fairs and exhibitions, slide films, etc.), outdoor advertising - billboards, posters, advertising on transport | |
| Cost minimization is achieved | |
| Directmail advertising in magazines for specialists advertising in magazines for businessmen and managers | Advertising in the press, but in the most popular newspapers and magazines audio-visual, mainly TV and radio advertising (to a lesser extent film advertising); (outdoor) outdoor advertising advertising on transport |

Thus, we can conclude that the correct choice of the target audience is an important part of the choice of marketing communications for any organization.

Light industry is the most important diversified and innovatively attractive sector of the economy, requiring manufacturers not only to improve technical equipment, but also to use more actively marketing communications (Figure 3).

The share of light industry in the volume of industrial production in Russia is approximately 1.5%, 1.3% in the amount of tax payments by industry and 0.7% of all tax revenues to the budget. Light industry turnover in 2020 in current prices (taking into account inflation) for production facilities amounted to 145.3 billion rubles. and 32.2 billion rubles. (92.3 and 100.5% to the corresponding period of 2019).

Impact Factor:

| | | |
|--------------------------|------------------------|----------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | ПИИЦ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

**Figure 3 - Structure of light industry**

In 2020, the gross domestic product (newly created value) decreased by 9.9% compared to the corresponding period of 2019 (in 2019, it grew by 7.3% over the same period). This is one of the largest drops in GDP from developed countries (in the US, GDP fell by 2.3%, in France by 2.4%, Canada by 4%, Japan by 4.5%, Italy by 4.64, Germany * mania by 4.8%, in the UK by 5.2%).

Industrial production in 2020 decreased in Russia by 13.5%, in the US by 11.4%, and in the UK by 11.5%. in France by 14.2%, Germany by 18.3%, Italy by 20. Japan by 26.5%.

Investment in fixed assets has dropped significantly. According to Rosstat estimates, they decreased by 17%. The number of unemployed has practically not changed - on average 6.3 million people a month (about 7.6% of the economically active population). In Italy, the unemployment rate is 7.4%, Germany 7.6%, UK 7.8%, USA 9.8%, France 10.0% and Japan 5.3%. In 2009, real wages decreased by 2.8% compared to 2019.

Consumer prices and tariffs on average in 2020 increased by 11.7%, which is less than in 2019, when the growth was 14.1%. In December 2020 compared to December 2019. prices were 8.8% higher, including food products by 6.1%, non-food products by 9.7% and service tariffs by 11.6%. (For the year - December 2020 to December 2019 - consumer prices in Russia increased by 11.7%, in Italy by 1.1%, in Germany by 0.8%, France by 1.0%, in 27 countries in total EU prices increased by 1.4%, in Canada by 1.3%, in the US by 2.7%, Turkey by 6.5%).

The decline in production began in November 2019, where it amounted to 6.1% compared to November 2018. But since June 2020, the industrial production index has gradually increased and amounted to 88% over the year.

Financial position of light industry in 2020 sharply deteriorated, in textile, clothing and fur production, it began to deteriorate in 2019. when the balanced financial result became negative - minus 1 billion rubles. In the production of leather, footwear and leather goods, the indicator, on the contrary, turned out to be the best for the entire 2019 - 0.6 billion rubles. In 2020, the financial balanced result in both light industry industries turned negative 0.9 and 0.2 billion rubles, respectively.

A sharp decline in the financial result is a consequence of both a decrease in profits and, most importantly, a consequence of a significant increase in losses. In 2020, profit in textile, clothing, and fur production was 1.9% less than in 2019, while losses increased by 50.3%. In the production of leather, footwear and leather goods and profits increased by 3.9%, and losses by 2.2 times.

The drop in profits in the production of textiles, clothing and fur products is less than the decrease in the number of profitable enterprises (7.9 and 12.5%, respectively), and in the production of leather, footwear and leather goods, profits even increased by 10.9%, while the number of profitable enterprises decreased. by 8.6%. This suggests that profitable enterprises have become unprofitable and the profit at one remaining profitable enterprise has grown on

Impact Factor:

| | | | | | |
|-------------------------|----------------|-----------------------|----------------|---------------------|----------------|
| SISRA (India) | = 6.317 | SIS (USA) | = 0.912 | ICV (Poland) | = 6.630 |
| ISI (Dubai, UAE) | = 1.582 | ПИИИ (Russia) | = 3.939 | PIF (India) | = 1.940 |
| GIF (Australia) | = 0.564 | ESJI (KZ) | = 9.035 | IBI (India) | = 4.260 |
| JIF | = 1.500 | SJIF (Morocco) | = 7.184 | OAJI (USA) | = 0.350 |

average. The share of profitable enterprises in production is 62.4 and 73% (in manufacturing, on average, 63.4%).

The amount of losses in 2020 on average at one unprofitable enterprise increased (losses in production increased by 63.3% and 2.3 times, while the number of unprofitable enterprises increased by 31 and 34%).

Accounts receivable in textile, clothing and fur production in 2020 were 25.8 billion rubles. (0.1 billion rubles more than in 2019). At the same time, overdue accounts receivable even decreased from 4 billion rubles. in 2019 up to 3.9 rubles. v2014 year...

In the production of leather, footwear and leather goods, receivables at the beginning of 2020 amounted to 7.9 billion rubles. (0.5 billion rubles more than in 2019). Overdue accounts receivable increased from 0.4 billion rubles. in June 2008. up to 0.5 billion rubles. at the end of 2019 and has not changed since then.

Accounts payable in textile, clothing and fur production for 2020 RUB 27.8 billion (1.0 billion rubles less than in 2019). Overdue accounts payable increased from 4.2 billion rubles. in 2019. up to 5.2 billion rubles. in 2020

In the production of leather, footwear and leather goods, accounts payable for 2020 amounted to 8.5 billion rubles. (0.3 billion rubles less than in 2019). Overdue payables have remained stable since 2019 at RUB 0.7 billion. (7.9% of the total debt).

The Southern Federal District and the North Caucasus Federal District is a truly unique region, and each of its subjects is unique in its own way. The South of Russia is rich not only in natural resources and economically promising, it has collected a huge cultural and spiritual heritage of many peoples and generations. And all this potential today is skillfully used to ensure the progressive development of the Southern Federal District and the North Caucasus Federal District.

The importance of the districts is largely determined by their geographic location. Historically, the main transport routes "north - south" and "west - east" pass through the territories of the Southern Federal District and the North Caucasus Federal District. Non-freezing ports on the Black, Caspian and Azov Seas have become strategic points for transshipment of significant volumes of cargo. The resource base of the Southern Federal District and the North Caucasus Federal District is one of the richest in the country.

The economy of the districts is based on basic industries, primarily heavy industry, which is based on the use of rich local raw materials and energy resources. The most important industries are mining, metallurgy, engineering, chemical, food and light industries, as well as productive agriculture, which specializes in the cultivation of grain and industrial crops, sheep breeding and meat and dairy farming.

The leading place in the complex for the production of non-food consumer goods is occupied by industries focused on the processing of livestock raw materials: the leather and footwear industry (Volgograd, Rostov-on-Don, Shakhty, Nalchik, Vladikavkaz), the production of washed wool and woolen fabrics, carpet making (Krasnodar, Makhachkala). One of the country's largest factories for the production of cotton fabrics is located in Kamyshin. Their production has also been launched in the city of Shakhty. Among the most attractive investment projects is the development of southern industrial centers.

In the presence of positive trends in the development of the industry, problems and tasks remain that require an early solution, the main of which are:

Technical and technological backwardness of light industry from foreign countries, expressed in high energy intensity, raw materials and labor intensity of production.

Lack of a civilized market for consumer goods, expressed in the aggravation of competition in the domestic market between Russian and foreign producers, loss of positions and market segments by domestic enterprises.

The high proportion of the shadow economy has become the reason for the strengthening of the strategic and commodity dependence of the state on foreign countries.

The low level of innovation and investment activity of the industry, expressed in the weak competitiveness of domestic goods, in a low share of innovative products, know-how, and leading to the degradation of high-tech industries, a decrease in the industry's image and the formation of a negative attitude towards Russian producers in the world market.

Social and personnel problem, manifested in the annual (by about 10%) outflow of workers, leading to a shortage of highly qualified specialists, managerial personnel and professional workers in all major technological redistributions.

The figure shows the reasons for the emergence of problems and the result of their impact on the main indicators and activities of the light industry (data taken from statistical collections of light industry).

The transition of the Russian economy to market relations led to a sharp deterioration in the situation in the footwear industry and the Southern Federal District and the North Caucasus Federal District, which ranked first in terms of the volume of footwear produced.

According to statistics, the Southern Federal District can be attributed to the poorest territorial units that are part of the Russian Federation, since about 40% of the population have incomes below the subsistence level. This is partly due to the large

Impact Factor:

| | | |
|--------------------------|------------------------|----------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | ПИИИ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

number of interethnic conflicts that have occurred over the past decades in the regions.

The Southern Federal District and the North Caucasus Federal District are among the territories where the investment is lowest. Of the eight Russian subjects in which there were no foreign investments at all, half belong to the Southern Federal District and the North Caucasus Federal District. The volume of investments in the economy of the districts is almost twice lower than the average Russian level. Labor productivity and the pace of economic development also remain low. At the same time, the Southern Federal District and the North Caucasus Federal

District have the necessary potential for economic growth and remain attractive for foreign investment. In the Southern Federal District and the North Caucasus Federal District, for example, there is a 79.2% deficit for shoes with a large value of the need for it. In total, in the Southern Federal District and the North Caucasus Federal District, the deficit of shoes in 2020 amounted to 45.981 thousand pairs. According to the calculations carried out, not even one pair of shoes is produced per inhabitant in the regions per year.

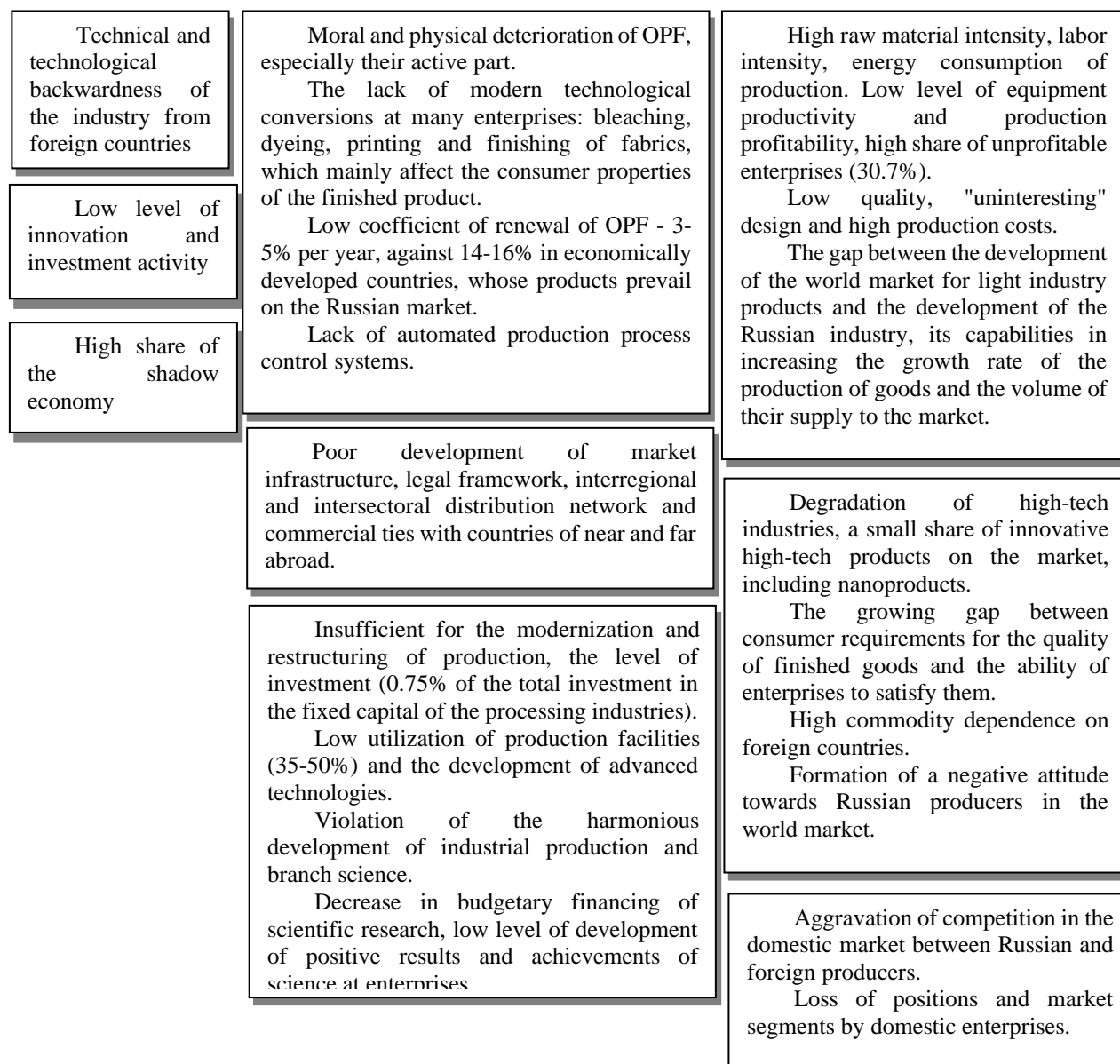


Figure 4. - Problems of light industry, the reasons for their occurrence.

At present, production revival is possible in the districts if the range of footwear produced has a strictly defined focus on consumer preferences, i.e.

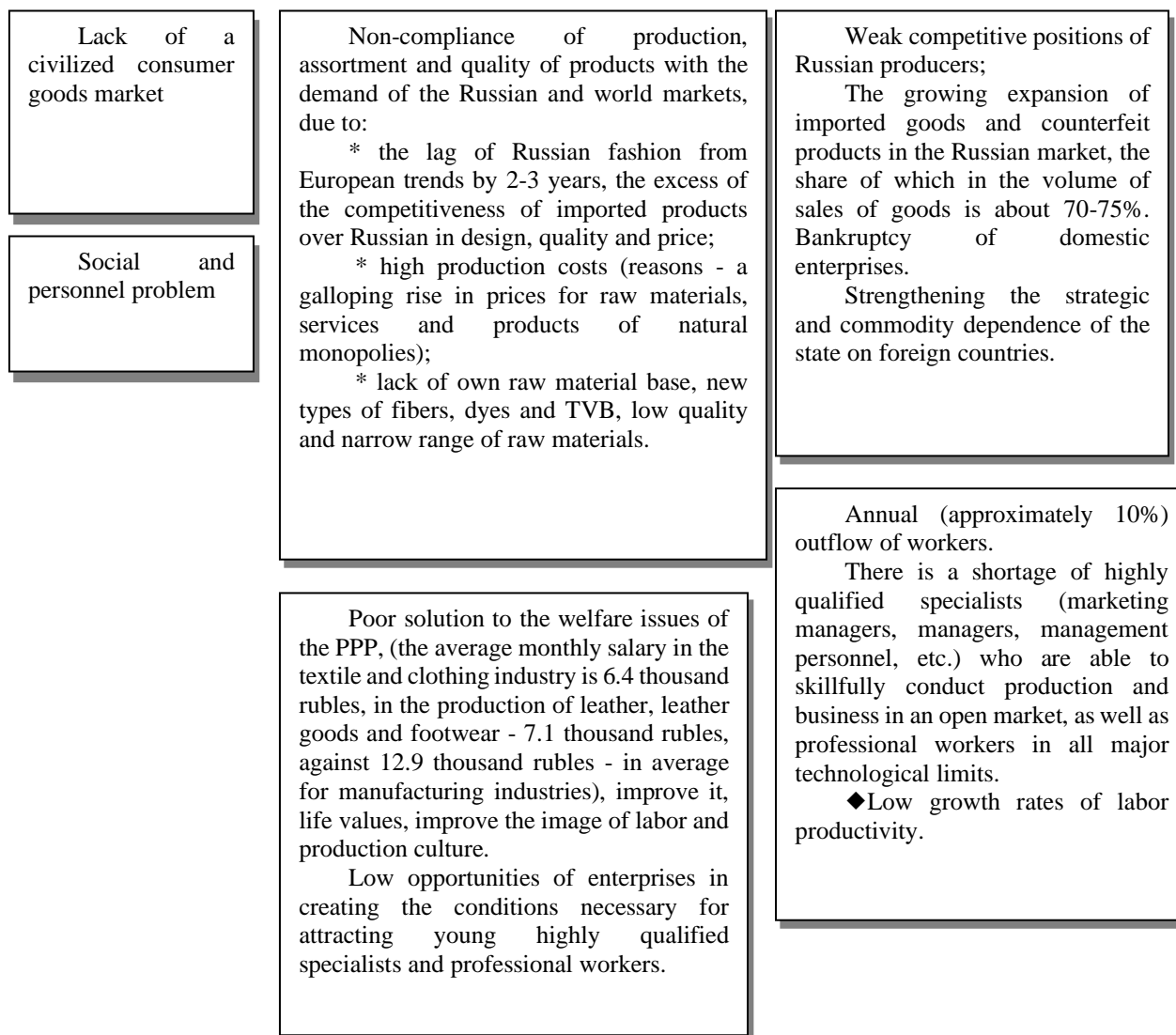
when the producer and the consumer find each other. For the production of competitive products, footwear manufacturers need to focus on regional climate

Impact Factor:

| | | |
|---------------------------------|-------------------------------|-----------------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | ПИИИ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

characteristics, as well as take into account the level of well-being of the population and its ethnic composition, and be flexible in these critical conditions. However, shoe enterprises of the Southern Federal District and the North Caucasus Federal District are currently not able to successfully operate

and produce that and so many shoes to succeed, because a very high level of depreciation of fixed assets (over 80%), large accounts payable, low profitability of products and a significant volume of unaccounted for imports.



Continuation of Figure 4.

In this regard, the problem of achieving competitiveness through better quality and lower costs is becoming more acute with the constant growth of unemployment. To solve both problems, it is necessary to establish the functioning of shoe

enterprises in the regions, taking into account the main facts that affect the results of the operation of shoe enterprises - the assortment produced, the method of selling shoes and the prices of products that determine the size of the potential profit (Table 11).

Table 11 - The real size of the deficit in the Southern Federal District and the North Caucasus Federal District in 2020, thousand pairs

| Territorial unit name | Total demand, thousand pairs | The size of the actual deficit, thousand pairs |
|--|------------------------------|--|
| Southern Federal District, total, including: | 35240 | 5286.0 |
| Krasnodar region | 12946 | 1941.9 |

Impact Factor:

| | | | | | |
|-------------------------|----------------|-----------------------|----------------|---------------------|----------------|
| ISRA (India) | = 6.317 | SIS (USA) | = 0.912 | ICV (Poland) | = 6.630 |
| ISI (Dubai, UAE) | = 1.582 | ПИИИ (Russia) | = 3.939 | PIF (India) | = 1.940 |
| GIF (Australia) | = 0.564 | ESJI (KZ) | = 9.035 | IBI (India) | = 4.260 |
| JIF | = 1.500 | SJIF (Morocco) | = 7.184 | OAJI (USA) | = 0.350 |

| | | |
|---|-------|--------|
| Rostov region | 11200 | 1680 |
| Volgograd region | 6748 | 1012.2 |
| Astrakhan region | 2482 | 372.3 |
| Republic of Kalmykia | 734 | 110.1 |
| Republic of Adygea | 1130 | 169.5 |
| North Caucasian Federal District, total, including: | 22776 | 3416.4 |
| Stavropol region | 6910 | 1036.5 |
| The Republic of Dagestan | 6554 | 983.1 |
| Kabardino-Balkar Republic | 2276 | 341.4 |
| Republic of North Ossetia - Alania | 1820 | 273 |
| Chechen Republic | 2900 | 435 |
| The Republic of Ingushetia | 1208 | 181.2 |
| Karachay-Cherkess Republic | 1108 | 166.2 |

After analyzing the state of the light industry, we will try to predict how the industry will develop in the future. To do this, we will form a positive and negative scenario for the development of light industry for 10 years ahead.

As can be seen from Figure 5, this is a very innovative scenario and is designed to infuse large investments into the industry, because without investment it is impossible to upgrade outdated equipment and create new production facilities. Unfortunately, in the current conditions of the world economy, namely the impact of the economic crisis, most likely the development of the so-called negative scenario for the development of light industry.

The negative scenario is very pessimistic, in order to avoid the development of the worst development, namely, the disappearance of the industry, it is necessary now to take measures to improve production and sales of products. The next chapter will identify marketing communications with which light industry enterprises can effectively market their products.

In light industry, high requirements are imposed on the level of economic research, methods of planning and managing systems at different stages of the production of goods. Assessment of the state, diagnostics, prevention of negative trends in the industry, search for "bottlenecks" in the enterprise management system, determination of new directions of activity require a systemic vision, intuition, imagination and experience from an advertising specialist in the choice of marketing communications and production of advertising products.

Due to the fact that the possibility of using economic and mathematical methods in marketing and advertising is limited, the absence in many cases of statistical and other information, as well as reliable methods for determining the correspondence of economic and mathematical models to real objects, it was decided to use it as a definition of the main marketing communications for promotion of light industry products expert assessments.

Demand is the desire and financial ability of the consumer to purchase a product at a certain price. The

higher the demand for a product, the more profit it brings. Customer demand for products can be generated by informing them about a new product entering the market or about improving an existing one.

In this regard, information plays an important role. And if an entrepreneur is interested in increasing demand for his products, he is obliged to provide the consumer with complete information, which should be presented in a simple and understandable language for an ordinary buyer, and not in the form of a set of professional terms, which in themselves will confuse the situation even more. The main characteristics of the product or the offered service must be indicated. And here it is necessary to focus on the main benefits that a potential buyer will receive if he buys this product. It is good to emphasize the uniqueness, and be sure to show the dignity that the future buyer wants to see in the product. That is, information in this case is a sales stimulator.

Sales promotion or promotion of a product on the market is understood as a set of various types of activities to bring information about the merits of a product to potential consumers and stimulate their desire to buy it.

In marketing, there are four main types of product promotion to the market: advertising, direct sales, promotion and sales promotion. These types of product promotion, in most cases, are carried out through its packaging.

The main function of advertising is to inform the consumer about the consumer properties of goods and the activities of manufacturers. The effectiveness of the impact on consumers is determined by the evaluation of the promoted goods contained in the advertisement and the arguments in their favor. If the consumer does not find such an assessment and reasoning, then the effectiveness of advertising is significantly reduced.

Advertising arguments for a product can be divided into two types:

- objective arguments - logically revealing the features of the advertised products;

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

- subjective arguments - forming certain emotions and associations among consumers;

In any case, the advertising message should contain some kind of unique selling proposition for the consumer, which says: "Buy the offered product and you will receive this specific benefit."

The advertising offer must be fundamentally different from all competitors' offers. Its uniqueness can be associated with the uniqueness of either the product, or the target market, or the advertising message itself. Without the uniqueness of the offer, one should not count on an increase in demand.

For advertising to be effective, it must be remembered by consumers, and this depends on its value and information content. Usually, there are three types of perception of advertising information:

- demanded information that is accessible, understandable and quickly remembered;
- random information that is not remembered or is remembered with great difficulty;
- unnecessary information that the consumer ignores or it annoys him.

As soon as the consumer realizes his need for the advertised product, he is ready to make a decision to buy it. Thus, when planning promotional events through packaging, it is necessary to correctly determine the target audience and the means of conveying information about the product. Do not try to force the buyer to purchase the product by force, but facilitate his independent decision to purchase.

Another type of product promotion involves verbal presentation for the purpose of selling in a conversation with potential buyers. It does not require additional financial investments and acts as a higher level of business organization than retail or consumer services. The essence of personal selling boils down to transforming the sales agent from a simple taker of orders from consumers to their active earner.

The organization of personal sales is based on the use of two main approaches:

- sales orientation: the motto of this approach: "Selling at any cost";
- customer orientation: the motto of this approach is "Sales through cooperation".

Propaganda is a form of public relations, which is an impersonal and not paid by the sponsor to stimulate demand for a product through the dissemination of commercially important or image information, both independently and through intermediaries. The purpose of advocacy is to attract the attention of potential consumers without the cost of advertising and this is most effectively done through packaging.

Sales promotion includes activities related to relationships in the system of sales and product promotion, which were not included in the number of other components of the marketing mix. A characteristic feature of sales promotion activities is their direct connection with the consumer properties

of the product, its price or the distribution system. It should be borne in mind that the design of the product, its characteristics, price and, in particular, the packaging tell the consumer much more about the product than its advertising.

Packaging is one of the cheapest types of advertising. This can be explained as follows:

- packaging can attract the attention of potential buyers, allowing, if necessary, to get acquainted with the main characteristics of the product, facilitates the choice of the required product;
- packaging allows the buyer to quickly select a product of the brand or company he needs;
- packaging can provide certain benefits to the buyer, for example, by using different packaging sizes, it is possible to offer goods placed in large or minimal packaging sizes;
- the occupied space and packaging costs are practically minimal, therefore, various advertisements on film, scotch tape, plastic bags, price tags and receipt tape, etc. are often a carrier and distributor of advertising;
- this type of advertising is the most effective, since the buyer can see it at the point of sale exactly at the moment when he makes the final decision when purchasing this product.

Today, almost every product is packaged, and the customer, coming to the store, first of all meets the packaging. Therefore, in addition to being widespread and low in costs, packaging has a major advantage - affordability. It is always located exactly in that place and at the moment when the buyer wants to purchase the necessary product.

The history of packaging as a sales tool has been going on for a long time, but it received its real recognition only in the 19th century. The role of packaging as a means of sale increased most only after the appearance of the first supermarkets and self-service stores in Western countries.

Good packaging plays a huge role in making the most unplanned purchases, so it should make the buyer want to buy this particular product. After all, impulse purchases are carried out under the influence of various memories and visual influences, so packaging has unlimited possibilities. This relationship becomes especially relevant in supermarkets when the desire to purchase the necessary goods is realized. In most cases, at the initial moment of the customer's contact with the product, the "attack" of the packaging is felt, which attracts attention with its color, drawings, inscriptions, symbols and design. In order for the desire to turn into a purchase, it is necessary to understand: does a person plan his decision to buy a product before entering the store, how much time the customer spends in the store and how long he thinks about his decision.

The work of marketing services or departments when creating packaging is important, since, without

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | PIHIQ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

this, it is difficult to create such a packaging for a product that will be in great demand.

The responsibilities of marketing services or departments include:

- management of marketing research and analysis of consumer preferences;
- analysis of the competitive environment;
- determination of competitive advantages and synthesis of the concept of a new brand;
- segmentation and brand positioning;
- strategic planning;
- management of brand promotion (advertising, PR, trade marketing, event marketing, production of POS materials);
- analysis of the effectiveness of marketing activities;
- evaluating returns on brand marketing investments;
- pricing;
- development and implementation of a communication strategy;
- participation in the planning of the distribution system;

- work with advertising and PR-agencies.
From the point of view of a marketer, packaging elements are:

- generic name of the product;
- trade mark (umbrella mark);
- illustration, drawing;
- accompanying text;
- information about promotions;
- service (mandatory) information (weight, volume, manufacturer, recipe, etc.);
- general silhouette, background, color scheme;
- the quality of the materials used for the manufacture of packaging;
- other (labels, stickers, and so on).

The work of marketing services in the creation of packaging is carried out together with the designers.

So, when choosing a packaging design concept (style, material, fonts), the marketing department and designers answer the question: what do customers expect and want from a well-known manufacturer? Based on this, a packaging design strategy is selected (Table 12).

Table 12 - Basic strategies for packaging design

| Strategy | Goals | Packaging design challenges |
|--------------|---|--|
| Direct call | Confidently declare yourself as a better (or worthy) alternative to leaders. Direct challenge to competitors and their strongest brands | Identifying the design strengths of leading competitors' brands and improving their own style. |
| Imitation | Achieving maximum resemblance to the leader | Use of design techniques similar to those used by competitors, proven design solutions |
| Offensive | Attack on weaker positions of competitors and displacement of weak opponents | Highlighting brands and corporate block using visual means |
| Infiltration | Taking advantage of competitors' mistakes and omissions | Highlighting and demonstrating the advantages of packaging your own product against the background of unsuccessful design decisions of competitors. Filling empty spaces in the product line (size, shape, use of packaging) |
| Defense | Strengthening positions | Elimination of errors, flaws in design, strengthening of the corporate block |

The marketing department's involvement in packaging development is done in the sequence shown in Table 13.

Table 13 - Stages of packaging development with the participation of the marketing department

| Stages of work | Goals | Tasks | Sources of necessary information |
|----------------|------------------------------|--|--|
| Zero stage | Defining the product concept | Formulation of hypotheses about consumption and target groups Taking into account the conscious and subconscious desires of consumers Study of competitors' products | Results of our own industry research and industry research |

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | PIHIQ (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

| | | | |
|---------------|--|--|--|
| First step | Product image creation | Research of the emotional perception of the product by potential consumers Analysis of the image of the manufacturer in the eyes of the consumer | Results of our own research and hypotheses |
| Second phase | Prioritization | Choosing a design concept (classic or avant-garde), taking into account traditions and links with the packaging design of previously released products | |
| Stage three | Identifying Capabilities Rendering | Selection of associative series Selection of visual material to visualize the expectations, associations, desires of the consumer | Research results on the perception of colors, shapes and volumes |
| Fourth stage | Processing and study of the collected material | Study of colors, tonalities, contrasts Isolation of elements that provide the transmission of mood, desires, emotions Study of the visual means used in the advertising campaign | Classical theory of colors, contrasts and composition |
| Fifth stage | Formulation of technical specifications | Setting goals and priorities Formulation of technical and aesthetic constraints Determination of the information contained on the packaging Issuance of assignments and materials to the designer | |
| Sixth stage | Assessment of the packaging layout and selection of the best option by the manufacturer's marketing department | 1. Individual evaluation of packaging. 2. Assessment of packaging design in the corporate block. 3. Assessment of packaging design in relation to competitors' products | Evaluation methods in real conditions of a sales area: taking into account possible lighting, location and layout features |
| Seventh stage | Assessment of packaging against competitors by prospective consumers and sellers | Changes to packaging layout | |

After creating the packaging layout, the first step is the marketer's assessment, i.e. consideration of packaging according to the "principle of exclusion", identification of clearly negative aspects. In this case, it is necessary to answer the following questions:

- whether there is discomfort when looking at the package (visual or aesthetic);

- what causes irritation, subconsciously or consciously;
- which causes the main bewilderment.

There are several reasons for the discomfort with the perception of packaging (table 14).

Table 14 - Causes of discomfort when perceived packaging

| Cause of discomfort | Design flaws |
|---|---|
| Information on the packaging is unreadable or difficult to read | Hard-to-read fonts were used. |
| | The inscription is lost in the background. |
| | The inscriptions are angled, which is inconvenient to read |
| The product "does not hold" the gaze | A set of scattered elements is depicted, the composition is not balanced. |
| | The accents are located near the borders. |
| | The location of color and tonal spots is not structured |
| The packaging has a "cheap" look | Unsuccessful color combinations were used. |
| | Many achromatic tones (shades of gray). |

Impact Factor:

| | | |
|--------------------------|------------------------|----------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | ПИИЦ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

| | |
|--|--|
| | The fonts are not well chosen. |
| | The quality of photographs and drawings is poor. Standard, frequently used textures, fills and symbols from CorelDraw libraries and other widely available software products are applied |

The combination of the colors used plays an important role in the perception of the product by the customers. Certain types of food traditionally require the use of certain colors: dairy products - white, green and blue (the color of juicy grass and sky), baked goods - yellow, sandy and brown. Mixed tones, rarely found in wildlife, can cause a subconscious distrust of the product and doubts about its naturalness.

When perceiving packaging, the following preferences were revealed:

- using no more than two or three colors;
- colors must be clear (not mixed);
- black should be one of the colors used in the design;
- the use of gold and silver should be very laconic and unobtrusive; successful color combinations and contrasts have a much greater effect.

It is very important to clearly break down the packaging by tone. If it is absent, then it is difficult to

achieve a good perception of the package only with color means. The arrangement of tonal groups horizontally gives the product a sense of stability and confidence, reliability and solidity, vertically - elevation, grace and superiority, spiritual strength and splendor, diagonally - dynamics of movement, pressure, active energy and speed. The location of the tonal groups should be clearly structured.

Contrasting colors can be used to highlight packaging. A schematic representation of the main and secondary contrasts of spectral colors is called "Delacroix triangles" (Fig. 5). The three colors form the strongest contrasts with each other: red-yellow-blue. Somewhat weaker contrasts are given by combinations of orange, purple and green. The principle of contrast is applicable not only to spectral colors, but also to mixed colors, where it works less intensely.

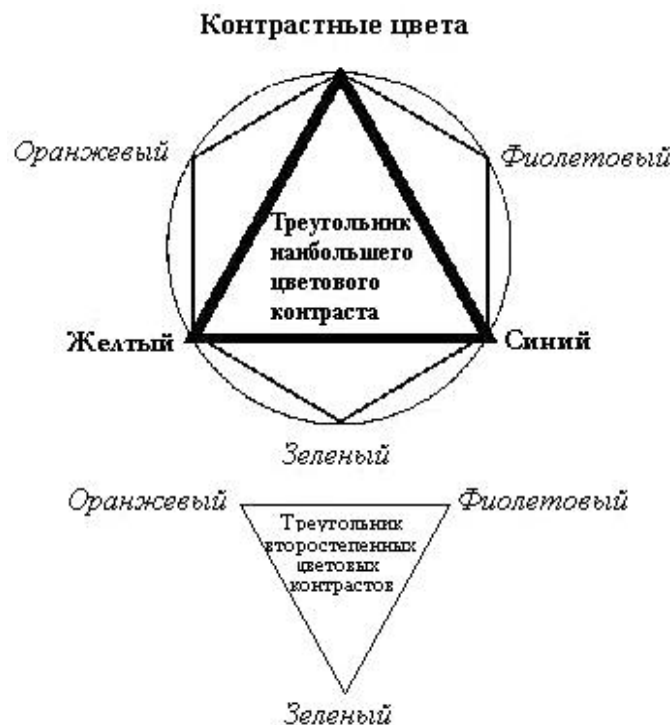


Figure 5 - Major and minor color contrasts

Pairs of colors that are opposite each other in such a way that they can be connected by a radius (red-green, orange-blue, purple-yellow) are called complementary. Their relationship is a harmony often found in nature: fruits and berries in foliage, ripe

wheat against the sky, flowers of alpine meadows, a vine decorated with a bunch of ripe grapes. Since combinations of additional colors are associated in the subconscious of a person with the gifts of nature, their

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
| Impact Factor: | ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| | ISI (Dubai, UAE) = 1.582 | PIHII (Russia) = 3.939 | PIF (India) = 1.940 |
| | GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

use on food packaging evokes a feeling of naturalness and naturalness.

The buyer at the first glance at the package, even from a distance, must accurately answer the question:

"What kind of product is this?", Therefore, in order not to mislead the buyer, it is important what pictorial elements the designer uses when creating the package (table 15).

Table 15 - Information and pictorial elements on the product packaging

| Information elements | Figurative elements |
|---|--|
| 1 | 2 |
| 1. Product name | 1. Geometric figures that make up the composition (with the placement of information in them) |
| 2. "Parent" brand | 2. Brand name |
| 3. Information about the manufacturer. | 3. Image of the product itself (pieces of roll, candy). |
| 4. Information on the properties of the product (standardized) | 4. Product awards |
| 5. Information about the features of the product. | 5. Subject images (pictures or photographs showing the consumption of the product, still life compositions, landscapes, etc.). |
| 6. Information about special offers ("33% free", "new economical packaging", "1.5 liters for the price of one") | 6. Various symbols |
| 7. Peculiarities of product consumption (recipes, new opportunities) | 7. Background and textures |
| 8. Legend associated with the product | |

The key question is: is the created image of the product too difficult for the buyer to understand? It should be understood without further explanation - this is a common requirement for depiction (not only realistic) and illustration.

Packaging is a carrier of encoded information not only about the product itself, but also about the manufacturer. Therefore, at the first stage of its development, it is very important to take into account the emotional attitude of the consumer to the creator of the product. To create the image of a large, well-established manufacturer in the eyes of the buyer, to form the credibility and character of the appeal to historicism and traditionalism. For this, the corporate identity, trademark, trademark, brand are used.

The corporate identity should work to create the image of the company, and there is nothing better than consistency, which, above all, concerns the carriers of the corporate identity.

The development of a trademark (logo or slogan, or both) is the main element, thanks to which, the company immediately begins to be identified - recognized, distinguished from the general mass, and even if the company logo undergoes some changes in the future (color, layout), it will still be recognized.

A trademark and a trademark perform a number of important PR-functions that contribute to the creation of a company's image. The brand differentiates its products from similar competitors' products; promotes awareness of the product, that is, carries a certain informational load (to tie the consumer to his company), finally, the brand creates

an additional effect by its mere appearance - it inspires confidence in the company, strengthens its PR-image. In order for a trademark to be effective, including as a tool for PR and promotion, it must meet certain requirements: to be memorable, catchy, informative, readable, palpably emotional.

Trademarks include drawings on a wide variety of topics. These can be images of people, animals, plants, objects, ornaments, various geometric shapes.

A trademark can be implemented in three main forms:

- verbal (Fig. 6a) - such a designation calls objects, actions and signs, phenomena of the surrounding world and is a word or phrase of a stable nature. Here, the defining features of a word are the name, its visual representation and the semantic meaning of the designation. These features are very important for the operation of the mark and for ensuring its legal protection;

- pictorial (Fig. 6b) - this type includes images of various objects, animals, any objects and shapes, figures, compositions that include lines and spots. Such signs can be made in three-dimensional and simple (flat) form. Three-dimensional signs are objects of the three-dimensional world, figures and their aggregates. At the same time, the relative position of the constituent parts of the designation of the pictorial type, the colors in which it is made and the semantic load that it carries, play a role. Ideally, a three-dimensional trademark should correspond to the nature of the product being labeled, the style of the

Impact Factor:

| | | |
|--------------------------|------------------------|----------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | ПИИЦ (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

enterprise, the tastes of consumers and a number of other factors;

- combined (Fig. 6c) - this type includes combinations of all previous types of designations:

verbal, pictorial. In this case, the dominant element is its verbal component, therefore, it is especially necessary to carefully select the word that will be the main one in the verbal sign of the pictorial type.



Figure 6 - Types of a trademark

The arrangement of a logo and a pictorial mark into a trademark is carried out according to the following rules:

- the brand should be easy to understand;
- the brand should be original in design and correspond to the general objectives of positioning the company in its marketing strategy;
- the brand should be liked;
- all elements must be combined with each other in shape, color, size;
- the brand should look equally good on items of different sizes.

The name, which is the strongest and most memorable “identifier” of a product, is extremely important for the formation of a brand in the minds of a Russian consumer. At the same time, the most effective means of creating brands is the use of personal names, because it allows not only to ensure 100% recognition, but also to give the name a symbolic meaning of quality and prestige.

A brand is a well-known trade mark that has won the attention and affection of the consumer. The difference between a brand and a trademark is that the elements of its corporate identity, brandname, slogan are recognized by the consumer, and also that the brand has won the loyalty of a certain part of the market and products under its logo are in demand.

A brand becomes a brand through marketing communication. A trade mark becomes a brand the moment the consumer knows about it and remembers it. The higher the brand awareness, the stronger the company's brand.

The brand is of great importance to the consumer for three main reasons: first, it reduces risks; secondly, it provides increased satisfaction from the purchase; thirdly, it simplifies the process of choosing a product.

Buying well-known brands, the consumer risks less than purchasing goods of an unknown brand or manufacturer. The following types of risks are usually distinguished:

- functional risks: consist in the fact that the action and result from the use of an unknown product may not meet the expectations of the consumer;
- physical risks: an unknown product can create discomfort for the consumer when used;
- financial risks: the consumer will be disappointed if the purchased unknown product does not meet his expectations as a result, besides, he will incur additional financial costs for the purchase of a new product;
- social risks: the product can make it difficult to communicate with other people;
- psychological risks: the consumer always wants to receive satisfaction from the purchase of a product, both physical and emotional. When buying an unknown product, he runs the risk of being unsatisfied with the purchase and experiencing negative emotions.
- risks of loss of time: the inability of the product to satisfy the need forces the consumer to look for a replacement, and therefore incur additional costs for finding and purchasing a new product.

Given the variety of risks that a consumer can incur when buying an unknown brand of goods, the consumer prefers to buy well-known brands, about the

Impact Factor:

| | | |
|--------------------------|------------------------|----------------------|
| ISRA (India) = 6.317 | SIS (USA) = 0.912 | ICV (Poland) = 6.630 |
| ISI (Dubai, UAE) = 1.582 | PIHII (Russia) = 3.939 | PIF (India) = 1.940 |
| GIF (Australia) = 0.564 | ESJI (KZ) = 9.035 | IBI (India) = 4.260 |
| JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

properties of which he has seen advertisements, about which he knows more information and, perhaps, has a positive experience of use or recommendations.

By purchasing a product of a well-known brand, the consumer satisfies not only his basic needs for the functional characteristics of the product, but also gets the opportunity to satisfy social and psychological needs.

A strong brand stands out among the multitude of products and reduces the time spent searching and purchasing the right product. In an era of highly developed most markets and intense competition, the consumer experiences discomfort from a large number of new products. The well-known trade mark allows the consumer to reduce the time of choosing at the shelf in the store.

Conclusion

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

The results of studies carried out under the UN Development Program have made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. A quality-oriented strategy undoubtedly contributes to an increase in the very role of the subjective factor in the development of production, and to a more complete all-round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to abolish, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive, therefore, the opinion is fully justified that by cognizing nature, we discover its qualities, a state of quality, quality levels, embodying new knowledge in production. Postclassical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldron" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. we discover its qualities, state of quality, quality levels, embodying new knowledge in production. Postclassical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced

and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldron" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. we discover its qualities, state of quality, levels of quality, embodying new knowledge in production. Postclassical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldron" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich.

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

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

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

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

In conclusion, I would like to once again draw attention to the fact that all this will become a reality

if one condition is fulfilled, namely, light industry products will be produced of high quality and taking into account the interests of this very consumer.

Thus, a well-designed product packaging is the main carrier of information and advertising of the product itself, which contributes to an increase in its demand in a saturated market and fierce competition.

References:

1. (2014). *Quality revolution: through advertising quality or through real quality*: monograph by V.T. Prokhorov [and others]; under total. ed. Doctor of Technical Sciences, prof. V.T. Prokhorov; ISOiP (branch) DSTU. (p.384). Novocherkassk: YRSPU (NPI).
2. (2015). *Advertising as a tool for promoting the philosophy of the quality of production of competitive products* / Kompanchenko E.V., [and others]; under total. ed. Doctor of Technical Sciences, prof. V.T. Prokhorov; Institute of the Service Sector and Entrepreneurship (branch) of the Don State Technical University of Shakhty: ISO and P (branch) of the DSTU, (p. 623).
3. Rebrin, Yu.I. (2004). *Quality Management: A Study Guide*. (p.174). Taganrog: Publishing house of TRTU.
4. (2001). *Performance and quality management. Modular program*: Per. from English / ed. I. Prokopenko, K. North: at 2 pm - Part 1. (p.800). Moscow: Delo.
5. Feigenbaum, A. (2006). *Product quality control*. (p.471). Moscow: Economics.
6. Salimova, T.A. (2005). *A history of quality management*. (p.256). Moscow: Knorus.
7. Ponomarev, S.V., Mishchenko, S.V., & Belobragin, V.Ya. (2012). *Product quality management. Introduction to quality management systems*. (p.332). Moscow: RIA "Standards and Quality".
8. (2005). *Imai, Masaaki Gemba Kaizen: A Way to Reduce Costs and Improve Quality*. from English. (p.346). Moscow: "Alpina Business Books".
9. Porter, M. (2005). *Competition* / Transl. from English. (p.608). Moscow: Ed. house "Williams".
10. (2004). *"What is Six Sigma." A revolutionary method of quality management* // P. Pande, Holp. / Trans. from English. (p.158). M.Zh. Alpina. - Business Books.
11. Wumek, J.P., & Jones, D.T. (2005). *Lean Manufacturing: How to Get Rid of Waste and Make Your Company Thrive [Text]* // trans. from English - 2nd ed. (p.473). Moscow: "Alpina Business Books".
12. George, L.M. (2005). *Lean Six Sigma: Combining Six Sigma Quality with Lean Speed [Text]* / per. from English. (p.360). Moscow: "Alpina Biz-ness Books".
13. Shingo, S. (2006). *Rapid changeover: a revolutionary technology for production optimization [Text]*. (p.344). Moscow: "Alpina Business Books".
14. Vader, M. (2005). *Tools of Lean Manufacturing: Mini-Guide to Implementation of Lean Manufacturing Techniques [Text]* / M. Vader; per. from English. (p.125). Moscow: "Alpina Business Books".
15. (2005). *Imai, Masaaki Gemba Kaizen: A Way to Reduce Costs and Improve Quality [Text]* / Masaaki Imai; per. from English. (p.346). Moscow: "Al-Pina Business Books".
16. Porter, M. (2002). *Competition*: trans. from English. (p.496). Moscow: Publishing house "Williams".
17. Minin, B.A. (1989). *Quality level*. (p.182). Moscow: Publishing house of standards.