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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: 12 Volume: 104

Published: 01.12.2021 <http://T-Science.org>

QR – Issue



QR – Article



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THE HISTORICAL COMPONENT OF QUALITY - ITS MORALITY IS THE KEY TO THE SUCCESS OF MODERN PRODUCTION OF DEMANDED AND COMPETITIVE PRODUCTS

Abstract: In the article, the authors motivate the manufacturer to recommend to the market due to their motivation, by managing quality, to produce for the consumer demanded and competitive products, to revise their concept of forming the market with goods, taking into account their attractiveness. Such her morality, ensured by quality, will fully correspond to the desire of the consumer to satisfy his desire to make a purchase, taking into account his social status, providing manufacturers with the sale of their products in full and thereby guaranteeing themselves the most stable TPE from their activities and financial stability.

And here it is important not to admit a serious methodological mistake - to reduce economic policy to economic analysis, and to maintain the spirit of solidarity in the team - one for all and all for one - and success will surely find the seeker.

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., & Volkova, G. Y. (2021). The historical component of quality - its morality is the key to the success of modern production of demanded and competitive products. *ISJ Theoretical & Applied Science*, 12 (104), 201-254.

Soi: <http://s-o-i.org/1.1/TAS-12-104-10> **Doi:**  <https://dx.doi.org/10.15863/TAS.2021.12.104.10>
Scopus ASCC: 2000.

Introduction

UDC 685.54: 519.74

Marketers agree that consumers prioritize product quality as their top priority. Market monitoring confirms a strong tradition of demand for quality goods. But not everything is so simple and obvious.

The crux of the matter is that statistics are a pure operator and statistical data, therefore, are in absolute dependence on the chosen conceptual description of the process. Statistical results are always correct because are obtained by using a proven mathematical

apparatus, but correctness and truth are "two big differences."

For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical actions for correctness. Certification is required not only for physical and software products. Sending knowledge must also be certified, otherwise defects in initial judgments will migrate into inferential knowledge. And no technology will correct the inherent disadvantage.

In the ideology of production, in particular the production of goods for direct consumption, the concept of "quality" should be a system-forming

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factor. We foresee the objection: "What is the use of quality if the quality criteria limit the quantity and the assortment of goods will suffer from the priority of quality characteristics, the price will rise?", And we have an answer to our opponents.

If the quality of the product is not ensured, then no amount will correct the situation. It will be necessary either to agree with the obvious (for professionals) deception of the consumer, or to sacrifice professional competence and deliberately go to lower quality requirements, allowing an essentially low-quality product to enter the market. As for the assortment, its dependence on product quality requirements is relatively arbitrary and mediated. The assortment is "tied" to the technical state of production, technology and professionalism of developers.

The more visible the features of the civilized market, the more urgent is the issue of quality. Moreover, the problem of quality has moved from the sphere of theoretical relevance to the level of practical relevance. Let's try to substantiate this shift in relation to Russian reality.

The positive shift towards an increase in the purchasing power of Russians over the past 5 years is undeniable. Official inflation statistics are clearly crafty, but even having increased it by a factor of 0.5 and obtained a real average annual rate of 15–20%, we will have no choice but to state an increase in the welfare of most of our fellow citizens in the context of a certain growth of the economy as a whole. The intensity of the dynamics is not high, but the fact itself is obvious.

But how fair is it to talk about "welfare"? Money is just an exchange equivalent. Making more money doesn't necessarily make you feel better. The money should be exchanged for the required goods. And here the quality problem grows to its full extent. Having earned money, you can easily spend it "imperceptibly", i.e. to acquire not a product, but a "phantom of the product".

"Product phantom" is a non-specific concept for a special system of knowledge. Nevertheless, it is necessary to get used to it as a theoretical expression of the realities of an undeveloped commodity market.

Profiting from the "white" and "gray" "spots" of the ideology of quality, which is in an extremely neglected state, the "black" manufacturers of substandard consumer goods, together with sympathetic service officials responsible for the quality of products, flooded the market with substandard products.

The international quality control system ISO-9000 is more reminiscent of the newest phenomenon of the famous Potemkin villages. Only what is clearly spelled out can be effectively controlled. Any incomplete description is a hole for semi-legal penetration into the fields of hunting for a consumer.

ISO-9000 should be used not as a management tool, but as a tool for preventing quality violations. Thus, the circle is closed, for violation presupposes quality, and it is quality that we did not define as it should.

In the system of special knowledge, which is the ideology of production, "quality" is replaced by a "state of quality", which in turn is reduced to quantitative parameters.

Discrete expressions give quantitative characteristics - this is how another derived concept appears. Only this time not from the fundamental concept of "quality", but from its derivative - from the concept of "state of quality".

The militant activity of striving to describe quality in terms of quantity is surprising. Since the time of Hegel, who argued that quality is the main thing in the definition of a phenomenon, since quality is that, losing that, it ceases to be itself, almost two hundred years have passed. It would be time to learn a simple truth: quality is determined not through quantity, but through properties. With the help of quantitative measurements, we need to determine the "measure" - "qualitative" and "state of quality" (the level of expression of quality).

Practice rarely corrects errors in theory, on the contrary, it usually hides them up to a certain point in development. Defects of theory appear in a crude form in difficult socio-economic circumstances, in times of political uncertainty.

It is no coincidence that such a peculiar time is "convenient" for the flourishing of theoretical uncertainty. The state, entangled in numerous problems, deviates from control over economic processes, counting on a market designed to put everything in its place. The market has its own laws of functioning. The market adapts the theory to its own interests. It does not obey the rules grounded in theory, but seeks to adjust these rules to suit the way of relations with the consumer that is beneficial for him.

Promotional claim: "the customer is always right" - a lie! Only the legal order that determines the nature of relations in the market for goods is always right. Themselves, these relations are built depending on the interpretation of the quality of goods and the correspondence of quality to price. Whatever one may say, everything is the same, you will have to revolve around the problem of quality and its two aspects of expression: theoretical and practical.

In theoretical terms, one should strictly adhere to the fundamental postulate: quality is an association of properties that characterize the structural and functional uniqueness not of a single phenomenon, but of a set of phenomena united by the general laws of formation and change, therefore, quality can be determined only through the presence of appropriate properties. In view of the fact that of the qualitative properties only aesthetic (design) are available for direct assessment, a comprehensive certification of

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the product is required, more precisely, the product presented for transfer to the market.

Moreover, the study of a product for quality that meets the interests of the consumer should not be reduced to technical and material science expertise. A social, psychological, medical and regional studies resume is required.

Consider this statement using shoes as an example. Shoes, along with clothing, are goods that depend on national and historical characteristics. Can you recommend shoes for sale on the market that do not take into account the specifics of the geographic, climatic and national mentality? Apparently, it is possible to admit such products to the market, but only in limited quantities, for variety and expansion of consumer choice. And the point here is not "leavened patriotism."

Nature, nutrition, traditions affect the anthropometric characteristics of the population: configuration and proportions of the foot, lower leg, etc. Shoes designed without taking into account national characteristics - anatomical, physiological, will inevitably contribute to the development of leg deformities. Shoes will lose their presentation faster, the consumer is constantly experiencing discomfort, which (taking into account that on average in Russia shoes are worn, regardless of recommendations, until they are physically outdated) may be accompanied by an exacerbation of chronic diseases, or their acquisition.

Already now, China has "thrown" such a number of shoes on the market that the entire population of the earth (\approx 6.5 billion people) can be "a la Chine". Chinese manufacturers are guided by their own interests: to create jobs in the country and ensure product sales. They offer shoes that are designed and made without taking into account the national specifics of the consumer countries. Today, Chinese footwear is a serious competitor not only to our domestic manufacturer, but also to such countries - legislators of footwear fashion as Italy, France, USA, Czech Republic, etc.

For the fifth consecutive year, the Italian footwear sector has seen a significant decline in production. The activity of this segment of the domestic market is declining, and the demand for Italian products in the foreign and domestic markets is low. Given the excess of the euro over the dollar, the competition between Chinese goods is becoming even more serious in the national Italian market, especially after the abolition of sales quotas from January 12004 year... The volume of footwear production decreased in2005 year... by 9.7% over the same period last year. In terms of price differentials, the supply of products declined in absolute prices by about 8.4%. In 2001-2004. Italian production fell by almost one and a half times to 281 million pairs, which had a negative impact on the level of employment. The volume of production of leather shoes decreased by 8.9%,

slippers - by 23%, rubber shoes - by 32%, canvas shoes - by 40%. On the contrary, Italy consistently imports about 150 million Chinese footwear annually. The Italian manufacturer is losing its position in the international markets of the USA, Germany and France. The growth of the euro against the dollar, as well as the redistribution of the market in favor of the Asian manufacturer, have a negative effect on the Italian manufacturer. According to the Italian Chamber of Commerce, more than 600 companies, including shoe manufacturers,2005 year... The only market segment in which Italian footwear manufacturers hold a leading position is the production of luxury fashion footwear for the international markets.

Thus, over the past 10 years, the number of footwear manufacturing enterprises in the Czech Republic has decreased from 120 to 55. But this number may also decrease due to the lifting of restrictions on the import of footwear from China. If at the end of the twentieth century. Czech shoe factories produced about 70 million pairs of shoes, while last year this number was approximately 5.5 million.2004 year... about 50 million pairs of shoes were imported to the Czech Republic, of which 35 million were from Chinese manufacturers. The average purchase price of one pair of Chinese footwear is only 54 kroons - a cost that is unrealistic for Czech companies. "... No one buys our products, because we are not able to compete with Asian products in terms of cost, despite the fact that our shoes are much better in quality. Unfortunately, the Czech buyer prefers cheaper goods, although he knows that in time they will last much less than our high-quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association, whose company has1998 year... is engaged in the production and sale of children's, women's and men's shoes. As a result, Czech manufacturers are losing positions in their own market. The situation is complicated by the fact that since January 12005 year... The European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese shoes. They can be returned only if the entire industry is under threat, and on a European scale.

US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of American industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the United States.

But we still have to go the way traversed by Western countries that produce footwear. Russia's accession to the WTO has opened market boundaries for many others who want to sell low-quality goods as soon as possible. Moreover, even today Russia, in contrast to its western neighbors, faces the fatal problem of the expansion of "gray" imports, which

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arose due to imperfect customs legislation and the spontaneous development of "shuttle trade". As Anatoly Kvashnin, the plenipotentiary of the President of the Russian Federation in the Siberian Federal District, said in one of his interviews, the annual volume of "gray imports of Chinese goods" to Russia reaches \$ 6 billion. positive conclusions about the quality of raw materials, related materials,

The peculiarities of the national attitude towards shoes are quantifiable. Products can be easily measured for compliance with certain requirements, but it must be borne in mind that the property itself is assessed only by the formula "is or not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence, in order to know how stable and expressed this property is.

The absence of at least one of the quality properties of the product, or the lack of expression mean only one thing - the product should not be a commodity. In exceptional cases, it is deemed to be conditionally admitted for sale on the national market.

The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding branch of the domestic economy, historically adapted to the specific conditions of national development and the peculiarities of anthropometric measurements.

The situation is aggravated by the fact that Russia, which has been recognized as a country with a market economy, has no right to disturb the order in the relationship between political and market structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market should be carried out in accordance with the recommendations and traditions of the world community.

Chinese, Turkish, partly Eastern European, footwear manufacturers flooded our market and took a stable position on it, thanks to consumer demand for their products.

A buyer with limited financial resources is attracted by price, design, advertising support, assortment, seller's interest, cultural service. A consumer who is not experienced in professional "secrets" judges the quality by its appearance and service packaging. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only the property is displayed that is beneficial to the seller, since it is truly a representation at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market

trick. The unsatisfactory state of mass consumer culture, the elimination of the controlling state structures, their lack of initiative, and somewhere a direct interest in preserving the current disorder allow manipulating public consciousness, controlling the actions of buyers.

The occupation of the Russian market is, of course, a temporary phenomenon, caused by economic stagnation, limited effective demand of the bulk of the population, and the lack of an effective and consistent policy in the development of national production. However, the obvious conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than something temporary. To prevent a temporary phenomenon from "stagnating", it is necessary to change the conditions that gave rise to it. Opportunities are available. First of all, it is necessary to understand the theory, which is guided in practical actions.

Underestimation of theory naturally leads to miscalculations in practice. In our case, this underestimation seems to be planned. Otherwise, how to explain that with the generally accepted definition of quality through the association of the fundamental properties of an object, only "horns and legs" remain from the quality criterion in regulatory documents, i.e. separate signs.

To some extent, the theory of quality itself is to blame for the theoretical uncertainty and one-sidedness. The quality of natural phenomena differs from the quality of artificially created products. Natural phenomena are of natural origin, and all of their properties are spontaneous. The quality of natural phenomena does not include their relationship to human needs. It makes no sense to divide mushrooms into edible and poisonous by quality. The quality of mushrooms is different, and this is another that determines their place in biological taxonomy. Trees are conventionally divided into beautiful and ugly, valuable and weedy. This opposition has nothing to do with quality. Artificial products, on the other hand, are characterized primarily by their conformity to our needs. Consumer properties are included in the quality system of artificial products, as well as natural ones. And they don't just turn on,

The quality of footwear is due to the totality of consumer characteristics. It is not essential, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer.

The buyer does not care whether the shoes are made of natural or artificial material, given the balance of prices. It is important for him that his requirements for her are guaranteed.

The domestic practice of assessing the quality of footwear (and not only footwear) turns the theory inside out, trying to focus on natural characteristics. Something Russian ideologues of quality will do

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when they are taken seriously by animal rights activists, as happened in Western Europe, in particular in Great Britain.

The most tragicomic thing is that the nature of raw materials is really not such a fundamental issue if we develop chemical and physical technologies. Analogues of natural raw materials are the realities of today's production and are far from being a fantasy. But the misadventures of quality are by no means limited to the problem of raw materials. Other aspects of production are no less relevant: taking into account national, age, natural and climatic characteristics when determining the quality and conditions for admitting products to the market.

Unfortunately, today the domestic contribution to the development of policies aimed at improving the quality of footwear, and, in fact, at ensuring consumer rights, is extremely incomprehensible. One gets the impression that the producers' aspirations are completely detached from the interests of the country that gave them citizenship.

According to the theory of marginal utility and consumer choice, approved by international practice, the buyer prefers the product that most closely matches his personal idea of utility within the limits of his financial capabilities. The task of the state is to create the necessary legislative prerequisites for protecting the interests of its citizens and to develop a reliable control mechanism.

At the same time, the state is obliged to understand that the consciousness of consumers, as a rule, is amateurish. The consumer does not have enough professional culture for comprehensive orientation in terms of choosing a behavior option. Therefore, the state or those organizations to which the right of protection has been delegated must provide consumers with a sufficient amount of information about the consumer properties of the product.

Instead, the buyer is offered, at best, a minimum set of material science and technological characteristics, which is a gross violation of consumer rights. The product characteristic should include, along with the static data, the details of the dynamic (behavioral) plan. For example, describe the properties of a product in the same way as reputable pharmaceutical companies do, reporting the main properties, indications, contraindications, age recommendations, functional warnings, methods of use, storage conditions, and the recommended service life.

There is already experience with this approach in other industries. The level of development of information technologies allows today to create entire communication systems for product support, built on the basis of the CALS concept, which is widely used to improve management efficiency and reduce the cost of information interaction in the processes of ordering, production, supply and operation of goods. The basis

for using this concept is the natural need for the organization of a "single information space" that ensures the rapid exchange of data between manufacturers and consumers throughout the entire "life cycle" of a product: from marketing to disposal.

We do not see anything of the kind in actions aimed at improving the quality of footwear production. There is not even a desire to change the information situation prevailing at a time when the assortment and quantity of goods were limited. To confirm what has been said, let us turn to the conclusions of specialists: "when certifying serially produced products by experts of the OS (certification body - author's note), the state of production is assessed directly at the enterprise or according to the submitted documents (technical description of a specific type of product, a diagram of a technological process, material, components products with sanitary and epidemiological conclusions for component materials and footwear, which confirm the safety for consumer health, basic and auxiliary materials used in footwear). According to the program, compiled by an expert during the certification of footwear in the IL (testing laboratory - author's note), such indications are determined as: the strength of the sole attachment; fastening strength of the heel; the strength of the thread seams of the shoe upper blank. When certifying children's footwear, the construction of the upper part of the footwear and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-4390-87. " "To work in the lower end of the range, a company must produce footwear models that are affordable due to low prices and have basically only a basic set in accordance with the national standard." the strength of the thread seams of the shoe upper blank. When certifying children's footwear, the construction of the upper part of the footwear and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-4390-87. " "To work in the lower end of the range, a company must produce footwear models that are affordable due to low prices and have basically only a basic set in accordance with the national standard." the strength of the thread seams of the shoe upper blank. When certifying children's footwear, the construction of the upper part of the footwear and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-4390-87. " "To work in the lower end of the range, a company must produce footwear models that are affordable due to low prices and have basically only a basic set in accordance with the national standard."

What are the conclusions?

First, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. The shoe manufacturers and their supervisors learned the first

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commandment of Hippocrates firmly, but did not advance further. In this situation, it is unlikely that it will be possible to restrain the siege of competitors for a long time.

Secondly, basic properties should not be equated with qualities. The properties of the properties can be only in the production cycle due to its differentiation into technological operations. But in this case, it is advisable to put the quality in quotation marks, emphasizing the conventionality of the use of the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore it is impossible to pull out the properties forming the association as production needs and pass them off as quality.

Thirdly, it is high time to define the basic properties conventionally, not being limited to the suggestions of hygienists and epidemiologists. A lot of valuable information can be gleaned from the research of gerontologists, geriatricians, regional experts, valeologists, and pediatricians.

Fourthly, how long will there be practically no aesthetic properties in the basic characteristics, even if in a conspiratorial form.

Satisfaction with the actual replacement of Gosstandards with national standards is also not entirely clear. The fact that we have adopted international terminology in this component of the ideology of quality is of little use. Now, if our production and ideological positions were equal to those of Europe, then we could rejoice. And so the chaos only intensifies.

In the absence of a corporate culture and traditions, the firms set free will engage in arbitrariness. Government agencies signed their own powerlessness to manage the development of the market in a civilized manner and recalled the American fairy tale that the market will arrange and organize everything on its own.

The inefficiency of the system of state control over quality is not in its status, but in its functioning. The uncleanness and lack of professionalism of officials do not allow state structures to function fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average there are 2% of certification refusals per year. While more than 30% of products are rejected directly in the trade.

In the European Union, $\approx 4\%$ of the product range is subject to mandatory certification, not because European officials are liberals. The reason is hidden in the orders and traditions of production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably comes with costs. To move along with all the general formation, it is not

enough to dress, put on shoes, like everyone else, and stand in formation.

As long as the authorities and producers will portray market relations, the mass consumer will have to pay, because the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate.

According to Russian official regulations, until recently 70–80% of the product range require state quality certification. Critics reject this practice and suggest borrowing from Western European experience.

They are not embarrassed by the fact that the share of illegal and semi-legal business in Russia is estimated at 40-60%; even now, if necessary, to centrally check for quality 70-80% of the range of goods, there are already less than 40% of certified goods on the market. Critics defend the interests of not clear which producers. Who will defend consumer rights? Officials, or maybe judges, are only independent by definition. Only human rights public organizations remain, which exist today and will not exist tomorrow.

The stability of the work of the enterprises is the guarantor of the quality of the footwear they produce.

The motives for improving quality are directly related to economic factors. This means that quality management has the ultimate goal of achieving economic benefits, i.e. focused on making a profit for the enterprise.

In modern conditions, the economically successful activity of a commodity producer is ensured by the release of products that meet the following requirements:

- fully meets the needs of consumers;
- meets the requirements of safety and environmental protection;
- meets the current standards and specifications;
- offered to the consumer at competitive prices;
- is cost effective to manufacture.

The management of the competitiveness of footwear at shoe factories in the Southern Federal District (SFD) is associated with a frequent change of assortment and an increase in the influence of regional socio-economic factors.

Increasing the competitiveness of footwear is possible only through the development of new models based on marketing information and in-depth study of the preferences of specific groups of buyers, accelerating the process of changing the assortment

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while maintaining or increasing the efficiency of the production system.

Footwear manufacturers on the territory of the Southern Federal District occupy a significant part of the domestic footwear production, namely, more than 30%.

Despite the large share in the production of footwear in the Southern Federal District, the demand for footwear is satisfied only by 19.6%, the rest is imported from near and far abroad. These imports are often contraband. It is the import of cheap footwear that is the most serious problem for domestic footwear enterprises.

Another problem for the enterprises of the Southern Federal District is the lack of high-quality raw materials and components for the production of footwear, as a result of which the products of footwear factories in the South of Russia are losing the price competition of cheap imported footwear.

In addition, the shoe companies of the Southern Federal District specialize mainly only in men's shoes. Moreover, they produce almost the same type of model in the same color scheme. Of course, labor costs for women's and men's shoes are not comparable. Therefore, women's footwear in the Southern Federal District is produced about 3%, children - 15%, and special footwear - 40%. Such a small volume of women's footwear production is due to the fact that competition on the women's footwear market is much sharper, and in this segment, footwear producers of the Southern Federal District immediately encounter Moscow-Chinese manufacturers, who today "hold" most of the women's footwear market. But, unfortunately, footwear producers do not pay attention to the fact that there is no footwear for elderly consumers in the women's footwear market, which is not dealt with by Chinese footwear manufacturers, i.e. there is a niche for manufacturers.

The situation with the production of children's footwear by the majority of shoe enterprises in the Southern Federal District remains more problematic, which is associated with the abolition of subsidies for its production from the Federal budget; imperfect taxation of children's assortment and the lack of the required volume and style of pads for its production. On the consumer market of the Southern Federal District for children, domestic manufacturers were ousted by foreign suppliers who can afford to transfer shoes for sale on the condition of payment after their actual sale. However, this product, for the most part, does not have conformity and hygiene certificates. Imported footwear is imported in the most "popular", "average" sizes and is not intended for children, therefore, at the moment, children and their parents have to satisfy this need with affordable imported adult products.

Providing children with correctly selected, physiologically sound footwear is one of the main

tasks for domestic manufacturers, including enterprises in the Southern Federal District.

The situation in the Southern Federal District calls for the development of a set of measures of regional significance aimed at improving the socio-economic situation in the Southern Federal District. The growth in purchasing power for high-quality footwear in the mid-price consumer segment determines the economic feasibility of designing shoe industry enterprises. Organization of a wide range of footwear production will make it possible to turn the subsidized regions of the Southern Federal District into self-supporting ones, increasing the level of income of the population; stimulates the creation of new jobs; will ensure the development of small business and the maintenance of legal private entrepreneurial activity; will create the basis for getting out of the shadow of a significant part of the turnover of the real sector of the economy in order to form the regional budget, since

The main stage of the restructuring should be an increase in the technical level of production at shoe factories and the competitiveness of products, ensuring the introduction of innovative products, high technologies, replacing certain types of imported footwear with domestic ones; its entry into the Russian and world markets. This requires measures to modernize and reconstruct existing shoe production and create new ones, strengthen control and introduce modern quality management systems; certification of products and production facilities themselves, development of a dealer and distribution network; pursuing an active marketing policy, expanding the practice of leasing innovation schemes.

To revive the production of children's shoes in the Southern Federal District, first of all, organizational and financial support is needed for shoe enterprises at the level of the government of the Russian Federation, as well as regional and local bodies, namely:

- in the form of VAT reduction;
- providing an unlimited loan;
- term loans at preferential interest with deferred payments for 3 or more years;
- in the form of support for shoe enterprises in providing high-quality and affordable shoe materials (natural, artificial and textile).

In addition, enterprises should be allowed to direct their balance sheet profit to replenish working capital to provide them with high-quality and affordable shoe materials for the production of children's shoes on the conditions provided for financing construction, i.e. tax-free. A government order for children's footwear is also possible with an advance payment.

Local authorities need to take a differentiated approach to establishing the structure and size of local taxes, i.e. reduce their value in the production of children's shoes. Particular attention should be paid to

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creating the opportunity to purchase footwear for large and low-income families through targeted compensation, the organization of special departments, sale at discounted prices, on credit and payment in installments.

As the world experience shows, leadership in the competitive struggle is achieved by the one who is most competent in the assortment policy, is fluent in the methods of its implementation and can manage it as efficiently as possible.

The forecast of the development trend of the assortment should show such a trajectory of the development of the process, which allows ensuring the achievement of the planned conformity of the product supply by the enterprise to the changing assortment structure of demand in the market in the future. Formation on the basis of planning a product range is a continuous process that continues throughout the entire life cycle of a product, from the moment the idea of creating it was conceived and ending with withdrawal from the product program.

To ensure the competitiveness of the products of footwear enterprises in the Southern Federal District from the standpoint of their quality and demand, it is necessary to transform the scattered light industry enterprises in these regions into a dynamic competitive footwear cluster.

An industrial cluster is a group of geographically adjacent and integrating interacting companies and related organizations operating in a specific industry (diversified) sphere and complementing each other.

The Southern Federal District has all the necessary conditions for creating a shoe cluster:

educational institutions have survived and are functioning, which continue to train highly qualified personnel not only for shoe enterprises, but also for related industries;

the regions of the Southern Federal District are characterized by the presence of a large number of unemployed people (unemployed), the percentage of unemployed among women is especially high, which requires the creation of new jobs, to reduce social tension in these regions;

the possibility of producing shoes in a wide range, not only by type, but also by fastening methods, including for children, taking into account the national characteristics of these regions;

The traditions of shoe-makers are still alive, which have developed in these regions, where 35% of all shoes made in Russia are still produced today. 2007 year.;

geographical and transport proximity to Western Europe, where shoe companies are faced with an even tougher choice: moving production to China, India, Taiwan or to Eastern Europe. As a result, there are significant chances for investment and technological partnership within the cluster with Western European footwear manufacturers;

positive experience in the development of Gloria Jeans: 12 factories that annually produce 20 million jeans under the Gloria Jeans and Gee Jay brands. Leadership of a Russian company in the CIS market in a non-traditional niche for the Russian light industry - the denim segment;

the potential for the development of the raw material base due to the implementation of the program for the development of the livestock of cattle and pigs;

availability of local manufacturers of certain types of components (sole, heel), incl. corresponding to European standards.

The creation of a shoe cluster in the Southern Federal District will provide:

increasing the efficiency and productivity of enterprises, more precise coordination in work;

increased attention to achieving business goals and meeting consumer expectations;

achieving and maintaining the conformity of the quality of products and services of the enterprise to the established requirements of consumers;

achieving customer satisfaction that the required quality is provided and maintained;

maintaining the confidence of existing and potential customers in the capabilities of the enterprise;

opening up new market opportunities and maintaining the conquered sales markets;

certification and registration of quality systems; the ability to compete in this field with larger enterprises (i.e. the ability to offer or maintain reasonable prices).

Operating and newly created enterprises and firms in the South of Russia, using the proposed measures, will be able to produce competitive footwear in the required volume to meet the demand of various groups of the population with a certain level of income and social security.

Methodological foundations of quality management

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

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

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"," Is there non-being? ", " In what systemic forms does being acquire its definiteness? "

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

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

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

The problem of quality has acquired a scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. For the issue of quality to become one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and purchasing power to make choices, "quality" cannot be among the priorities of the mass consciousness. Elite quality requests are developed in exclusive, unconventional theories, the main goal of which is not the achievement of the truth, but the satisfaction of the customers' needs.

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

Development is a universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression were improved, the dependence of the qualitative and quantitative changes was clarified. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was

replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life has begun.

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

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

History for historians is events and participants, lined up in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the nonhistorical specialist see their own interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist strives to discover in the past tendencies of ways to solve his problem, sometimes far from private.

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

The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative.

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Goethe was right in saying that everything clever is already known, you just need to think it over again.

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

After Hegel and Karl Marx, it is not the idea of something in general that is actual, but immersion in a concrete-objective, or concrete-historical state of what turns out to be the object of research. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. The important thing is that everything that exists in time can only take place if it conforms to these objective characteristics of time. To exist in time means to have the properties of time. This provision is universal both for the infinite variety of individual phenomena, and for the necessary L. Berdyaev N. The meaning of history. M. Thought. 1990, with 14 inherent signs of being, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the look at their connection. Both G. Hegel and F. Engels were far from the meaning that was spread under the cover of the dialectical theory of development. Quantity does not go directly into quality. A new quality, a qualitative state, arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the stability reserve of functioning.

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

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

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

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

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

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

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

An example of a systemic understanding of quality within the framework of a measure -

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

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

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

A sense of national dignity is nurtured by history and existing reality. You can study at school according to the best history textbooks, but besides school history lessons, there is a current life that is more impressive than historical excursions. In the East they say: "How many times do not repeat halva, it will not be sweet in your mouth." Theory has always been considered the best practical guide, albeit in normalized conditions of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the substitution of quality with pseudo-quality takes place and the cost of advertising props grows.

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

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

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

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

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

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

- Quality and perception of quality are stable phenomena, but time changes them too. Originally, quality was equated with meaning. The quality criteria were the utility and the size of the object, the relationship. With the development of consciousness and practical possibilities, the foundations of comparison and choice were formed. Quality is relatively separate from quantity. Utility differentiation takes place, participation is rethought as quantitative features. The evolution of the understanding of quality is directly due to the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the concreteness of the interpretation of quality, in particular, such a basic feature of it as objectivity. The social theory of being is built on a natural-historical basis - its outline was laid by nature, and the historical drawing was created

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by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized:

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

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

From the above considerations, it is clear that the authors are not idealists, but rather balancing on the verge of pessimism and optimism. They are critical of the modern, pragmatized approach of market liberals to scientific and philosophically sound theory. A light version of the theory, when a fragment torn from the general theory is turned into a theory itself and adjusted to the construction of a market perverted to please speculators, theoretical economists and suppliers of a high-quality surrogate for domestic counters suits. How long the Russian economy will maintain such a configuration is not given to us (and not only to us) to know, however, the world experience of economic development at various stages of economic relations testifies that transition periods pass and over time economic life comes to a normal state.

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

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

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

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in an objectified (objective or functional) expression. Hence, it follows that it is necessary to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systemic enlightenment of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, is today flooded with aggressive advertising on the air, the quality of which is not controlled or the control is not commensurate with the size of deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what is quality. Taking on the production of a product without comprehending the specificity of the quality of this product means a professional failure in the market. The release of a product with a fake quality is prosecuted by law, however, formally and ex post facto. The latter is what suppliers of pseudo-quality goods hope for.

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

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

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

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

The Industrial Revolution simplified the production process, created conditions for mass production. Adequate quality control measures were required. With the leveling of social architectonics and greater accessibility to the assortment of goods, ideas about quality changed in the direction of its quality - qualitative components. At the same time, the possibility of falsifying quality was formed. Further,

both de facto and de jure, there was only a step to the substitution of brand qualities. Going beyond the border of the measure opens the way for legal violations and moral crisis, up to lawlessness.

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

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

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

On the way to consensus stands the seller, the subject of relations who, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and as such dictates the terms of the relationship through price interest and profit margins. Not a single branded light industry enterprise has appeared in Novosibirsk for twenty years, on the contrary, a lot of trade brands have appeared. Shopping rows are multiplying, and the consumer is assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "quality of sale". The culture of trade is measured by assortment, price and physical availability of goods, high-quality consultative support, lack of queues, compliance with sanitary and hygienic standards, appearance and behavior of personnel, service maintenance. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the sold goods to its certificate, and the demonstration of the goods. The seller's profit should

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not exceed the manufacturer's profit. Both need not wait for an increase in purchasing activity only by increasing consumers' salaries, but create a most favored nation treatment for the buyer (without colluding with another predator of the market - banks).

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

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

Quality represents a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. By replacing properties or their consistency in a quality product. Essential properties are those that are not simply inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional glance of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the framework of the infrastructural status of the market.

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

The economy of commodity production was created by the production of a product and the need

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

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

A sound and healthy economic policy is designed to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation. on the importance of quality to the customer. The availability of choice and ability to pay does not serve as the basis for the indisputability of a high-quality acquisition.

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

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of

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the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond all reasonable measures, of becoming a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

A buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "rescuing drowning people ("buyers") is the work of the drowning people themselves, read "buyers". Improving the "purchasing qualifications", if desired, is a mutually beneficial business for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China - "the worse, the better."

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

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

Economic movement is self-movement, but it does not take place in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to energetically join the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

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

None of the convertible currencies is backed by a quality commodity equivalent and the "free" movement of currency continues under the guise of politics. Financial self-movement creates opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product

of interethnic integration. There is no political aggressiveness, politics is dragged along in the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the duration of accession to the WTO. It is good that they were bargaining, creating a legal "safety cushion" for the domestic producer of consumer goods. The problem: how will they use the concessions from the WTO?

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

A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for the failure to fulfill the presidential instructions of 2012. in the Message of V.V. Putin, are associated with the determination to "tighten the screws" so that the movement goes on the intended course. A clear activation in interethnic economic relations within the Customs Union, a reboot of strategic relations with an emphasis on China, India, Iran, Latin America. The real possibility of full-scale cooperation with Egypt, Syria and the same Iran - the key states of the Middle East and the African North - all this is a unique international sphere for restoring the balance in the domestic consumer goods market.

Domestic producers need a "coherent" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, allowing to cut off the many-sided arbitrariness of administrative bodies and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called to ensure the rights of producers. The Customs Union lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality. By the way, a wonderful research topic is "real and" advertising quality ", that is. created by advertising.

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

Integration - interethnic interpenetration of various types of activities of a socio - economic, cultural and humanitarian scale. It can have an interethnic size, for example - "Union State (RF and

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RB); local - the Customs Union; regional (Shanghai Organization, EEC). Globalization indicates a worldwide scale of the phenomenon. Among the global problems are those that have arisen as a result of general, but not necessarily integration, processes, and require a consolidated solution.

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

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

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

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

The specificity of conditions - regional, national, is immanently present in raw materials, climate, traditions, culture of performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the goods, which create a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, bell and chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentinean leather, Greek olive oil and much more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. In fundamental treaties,

The Customs Union consolidates the interethnic division of labor, built in the XX century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into a rational practice, not only because it is correct.

Activity makes theory a practice; moreover, in order to obtain the desired result, activity must be systemic and consistent.

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

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the "producer - seller - buyer" system. The seller is assigned the role of an active intermediary, but nothing more. It culturally provides a meeting point for producer and consumer. The system, however, must be functionally active, which presupposes not the presence of its constituent components, but their complicity. The perfection of a system is not determined by aesthetics, but by a design feature. It manifests itself in the maximum activation of the possibilities of what it acts as a system of relations. The perfection of the system design lies in the maximum realization of the potential of relations that create consistency.

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

The transition to mass production of the second type - "smart", "lean" economy, activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on the knowledge of consumer tastes. There is only one, but not an easy, step to make to the system's

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perfection - the whole world to take up the formation of consumer culture.

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

The reforms of Yeltsin-Gaidar were to inevitably destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical training. Gaidar, on the other hand, was obliged to clearly realize that most of our achievements in these branches of production - the military-industrial complex and space technology, we do not take into account - were "domestic" successes. Here we clearly lagged behind the competitors, with whom the Democrats set their sights on the common market.

We didn't have what the Poles or the Chinese had. Polish interests were actively lobbied in Europe, the USA and Canada, and the scale of the Polish transformations is not comparable to the Russian ones. In China, after the Cultural Revolution, it was possible to minimize the cost of wages for the bulk of the working population. In addition, the Chinese leaders turned out to be clearly smarter, more honest, and more patriotic. They were guided by Deng Xiaoping's ideas about the parallel development of socialist conquests and economic reconstruction, in fact they modernized Lenin's plan for the NEP. The experience of the growth of the industrial and financial power of the PRC in the following decades has proved that it is not socialism that is economically weak, but the directors of socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically grounded reforms, cannot be long-term. They are effective precisely because of the time limit. Time judges reforms and reformers. Pseudo-reforms, as a rule, take on permanent expression, become overgrown with references to the world conjuncture, climatic anomalies, etc. This is exactly what happened in our country. However, one misfortune does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival technique - to shift from a sore head to a healthy one.

In the 2000s, myths about fools, roads, drunkenness, poor education, stagnation in science, engineering and technical creativity, managerial weakness, lack of ideas were actively multiplying. The meaning of the myth-making was simple: how

hard it is to govern such a people. Peter I, having inherited backward Russia, did not suffer. He acted and divided history into pre-Petrine Russia and Petrine Russia, forcing the whole world to reckon with its interests.

Domestic myths are proliferating and spreading. They are gaining positions in light industry, which is politically dangerous, because they threaten to intensify measures to integrate economies, cultures, and the strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who seriously intend to cooperate with us now and in the future.

Let us dwell on some myths, one way or another connected with the present and future of the domestic light industry. It is important to analyze this in the professional and educational process.

Let's start with what is being said everywhere, with the thesis that we are on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our revenues from the sale of raw materials are almost 50 percent. This indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The crux of the problem is not that Russia is dependent on its natural resources, but how the income is used. China is developing manufacturing, especially transport, construction, and light industry. In our country, only recently have they paid attention to those who put shoes on, put on, and make textiles for Russians. It turned out that the "hopeless" industry is responsive. The total volume of the market for clothing, footwear, accessories in 2012 amounted to 2.8 trillion. rubles, and in the past passed the milestone of 3 trillion.

Another common myth about the inability to compete with similar production in the PRC. There is no dispute - low wages give the Chinese a head start in the struggle for production costs. But, the Chinese will have to raise wages, their other organizational expenses have already been optimized, the pursuit of quantity is accompanied by a loss of quality of Chinese goods, the hope for European brand orders should diminish due to the crisis volatility and a reduction in foreign investment.

Europe and the US need China, but they need China to work for them. The Chinese probably think differently. Contradictions will grow as China grows stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rates of the PRC economy have slowed down.

There is one more circumstance holding back the development of the production of consumer goods in China - remoteness from the consumer. "Overseas, a heifer in half, but the transportation is expensive." Now transport services are growing at an outstripping pace, because energy prices are high and are not going to decline in the foreseeable future. When the Americans artificially devalued oil in order to

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undermine the economy of the USSR, they hardly thought that their policy would raise production in China so much. The Chinese have skillfully used the struggle of the superpowers. And the 1980s, 1990s, 2000s are over. Together with them, the political and economic situation in the world has changed.

For a while, cheap labor will be found in the neighboring countries of Southeast Asia - Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but they lack the Chinese political stability that guarantees the safety of capital investments. In addition, they are maritime countries, rail and road communication with them is hampered by the underdevelopment of railways, their regional scale. The sea routes are unsafe. Pirates of the XXI century around Africa behave like a boss. They understand the futility of trying to escort all the "merchants", the bandits have nothing to lose, life is not dear to them. The risk "ignites" them.

Let us add to the reasoning the thesis that does not often come into view: the low qualification of the labor force in the region. It is possible to maintain the quality of goods of complex production by limiting mechanization and automation. The circle is closed, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and worthy remuneration for their urgently demanded work.

Costs went up and started to disappoint investors. First of all, they are frustrated by the logic of the futility of continuing to move along the road. It is always difficult to fold, but it is necessary. Changes in real-world conditions imply changes in business planning.

Returning from distant countries to their homeland and Russian businessmen focused on the production of consumer goods: textiles, shoes, clothing.

There are not as many examples as we would like, but they are weighty and contagious. Famous designers Kira Plastinina and Alena Akhmadulina reached out to production closer to their fellow countrymen. Plastinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. V. Melnikov, the owner of 48 sewing factories and the Gloria Jeans brand, closed factories in China and settled in Russia and Ukraine. He has been working for five years and is mostly satisfied with his decision.

Experts agree on the reality that Russian manufacturers will integrate between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirm that in the second half of 2013, Russians reduced their spending on purchases in this sector of the market. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in United Europe.

Deputy Head of the Ministry of Industry and Trade of the Russian Federation V. Evtukhov stated

that our companies compete on equal terms on the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and nonwovens ("KP" 19-26.12.13). One cannot but agree with the opinion of the official about the presence of excellent designers in the country and the achievements of high Russian fashion.

Accession to the WTO complicated the state's attitude to production. It is essentially separate from the production process. The participation of the authorities and the budget is limited by indirect influence through the creation of favorable and stimulating conditions for the development of production, such as government orders, customs duties, tax incentives, and improvement of the resource base. And yet, the problems of the relationship between the authorities responsible for the well-being of the people and the production in which the people are employed and which feeds them, puts on shoes, dresses, equips them, are not contained in the restrictions imposed by membership in the WTO. The essence of the new situation is in organizing the activities of the authorities themselves.

The conditions for joining the WTO revealed the socio-economic scale of the vices of Russian managers - the corruption component, low values of professional culture. The very ideological orientation to the separation of the managerial profession from the specifics of the object of management is also vicious. "Pure" managerial brings us back to the attitude of medieval scholastics - realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection over managerial experience. Like any theory, it is not a manager's working tool. In it, the manager looks for directions and possible methods of activity. Likewise, in the demonstration of haute couture, a businessman who is versed in fashion, economics and public mood - the barometer of the market - tries to grab meaningful ideas.

The theory works only as an adapted application to the specificity of the control object. Those who do not know such specificity will be saved exclusively by the command method of management, which subordinates the management theory to production reality.

A "pure" manager is a hostage of finances. For him, production is a combination of cash flows, and not the organization of human reproduction within the framework of national development. He is cut off from the case and a stranger, as a rule, in the team - the appointed commander from the "parallel" case.

The history of the 21st century with top managers clearly shows how important they are. All top companies are the first to show signs of crises and the last to get out of the crisis, despite state support. It's just that these companies are "national-forming", the face of the state. The state is interested in the fact

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that the face does not frown ahead of time. Most of the "VIP" managers speculate on this.

Yudashkin, who fulfilled the state order for the development and sewing of uniforms for the Armed Forces, rightly resented the fact that a company of "clean" managers headed by Serdyukov created with his models and instructions, placing the manufacture of things in China and changing the technical conditions.

The "clean" manager everywhere is drawn not to production, but to finance. He needs quick feedback. The market drives the quick response. Real production cannot jump, it moves smoothly.

The normal development of production requires, along with smart decisions, strict control over the strict observance of regulations. Everyone knows at what point and how political initiatives are being slowed down. It is also clear that the management of the management mechanism - by officials of all levels - is the prerogative of the government. It is in the way it manages the managers, apparently, that we need to look for a criterion for the quality of government activity. And this mission is called very simply - political will. Without a proper - justified - measure of will, there will be no order.

Myth-makers love to hide behind numbers, presenting them in a way that suits them. Figures, especially large ones, impress the unenlightened. It is convenient and profitable to hide the alignment behind them - you can appear as a winner in the eyes of the public.

The government has developed and adopted the "Strategy for the development of light industry in Russia for the period up to 2025". In the "seven-year" period, the aggregate share of domestic light industry goods on the domestic market should be equal to aggregate imports. It is planned to achieve a strategic turning point in the interests of the domestic manufacturer.

The market has its own war, different from the usual one, similar to the "cold" one. Here it is impossible to bring the matter to the complete destruction of the enemy. The pike in the lake does not allow the rest of the inhabitants to stagnate, makes them move in real time - space. In the early 1990s, tens of millions of Russians looked eagerly at the rich assortment of foreign production. Twenty years later, disaffected Russians are looking for something of their own making, realizing that genuine quality cannot be immensely variegated.

The pursuit of assortment richness has little to do with the normal interests of the mass consumer. There is never too much good, because it cannot be. Beyond the boundaries of the measure of the present, an objectively given quality gives way to an advertising one. "Similar" is a mathematical concept that formalizes the quality of objects. "Like" in reality, as a rule, replaces the true quality. Why? Because this negates the quality of the product.

Quality is identical to originality, to oneself. Wine from the same manufacturer, made according to a centuries-old recipe, differs in price depending on the year of the grape harvest. An assortment is justified when a variety of original quality and quality conditions are realized in it.

Pushing imports out of the market, you need to be ready to expand the variance of the qualities of your own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, an increase in the total volume of up to 46 percent of the share of innovative products is proposed.

To move forward makes progress, but it hardly makes sense to rush. There are laws in the mass consciousness. It is conservative. It is not managers who make a smart economy; it will become smart by acquiring compliance with the stable interests of public demand. It is not necessary to chase after innovations, but to study common sense in the people's minds.

The Chinese do not like changes in politics. Russians are afraid of changes in the range. By comparing the advertised benefits of the latest products with the real materials and properties of enough forgotten things, they understand the trajectory of quality: it will be worse and more expensive. The 1990s taught us something, at least the euphoria of the assortment has passed. The consumer is inherent in the desire for the new, but an experienced consumer is selective about updating, matching the display variety with the taste developed by the experience of consumption, he is a "shot sparrow", you cannot fool him on the chaff.

Increasing exports over the planned time by 3 times and bringing them up to 3-5 billion dollars is a very optimistic commitment. Therefore, such a spread of values, unusual for statistics. As for the task to reduce shadow production and illegal import by 10 percent, everything looks real here, it reflects the demands of lobbyists. The logic is interesting: the external market for us is a solvable problem, the same that we have inside, we cannot change significantly.

Reluctantly, officials are fighting illegal immigrants. A lot of money is spinning in the shadow business, you can't earn so much on exports. By the way, our "strong point" in light industry, in the mid-2010s, is not the development of someone else's space, but the construction of our own market, otherwise the transitional period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be the model of the European beginning of the 19th century.

Among experts in the world economy, there is an opinion about the beginning of a massive outflow of capital from China. More restraint should be exercised in evaluating statistics. World financial flows like "capricious" rivers flow unpredictably, investments flow in different directions and in waves. Even a long

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observation time does not serve as a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and the curtailment of production will not scare them. China has been tempered in the recent past, developing according to Mao's formula - "rely on one's own strength." We can settle in the Chinese market by creating joint ventures. The Chinese will support this initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices. In young countries

Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with movement to the West. Until the Soviet period, Russia remained a supplier of agricultural and natural raw materials to European partners. European light industry worked on our raw materials, of course, not only on it, but the domestic product was known in the West as high-quality, and was in steady demand. The history of economic relations with Russia is preserved in the memory of Europeans at the genetic level. It is necessary to activate the memory. V.V. Putin is right when he instructed to comprehensively improve the country's image among foreigners.

Often, China's successes in science, technology, and attracting investors are associated with the gigantic diaspora in all parts of the world. There are naturally fewer former Russians. Nevertheless, there are many of them and they are also scattered by fate all over the World. Most of the emigrants value their historical homeland and are certainly not opposed to helping, to the best of their ability, to create trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be amazed. Curiosity is drawn to the new, unusual, you want something good, necessary, beautiful and inexpensive. Simple availability of goods has remained a criterion for the acquisition in very poor corners of the Earth, among the population below the poverty line. All the rest are taught by the "variety" of cheap, no one knows where and how manufactured goods.

Advertising catchiness of appearance and annoying advertisements, assuring how beautiful they are, lead the buyer into the recent past, which turned into a complete disappointment and loss of paid money. Back in the 1980s, the Chinese authorities punished up to execution for counterfeit goods, rightly believing that speculation on national authority undermines the status of the state. It is not our business to look for the true motives for the liberalization of state attitudes towards the production of consumer goods, but it is absolutely clear that by the beginning of the third millennium, China's reputation as a country that once produced high-quality consumer goods had reached critical levels.

History is the best teacher. Much can be achieved by learning from historical experience and adjusting activities in real time. In no case should you

lose control over the quality of goods, nothing can be an excuse for such a policy. Mass and variety can be combined with quality. Need a novelty impression - from the type, material, product capabilities.

One should not delude oneself with favorable preconditions for the prospect of developing new markets and strengthening positions in existing ones. Prerequisites are just real possibilities. Opportunities "await" the activity that transforms them into actual reality. Unfortunately, activity not only transforms one level of reality into another. It crosses in itself various interests. It is the multidirectionality of interests that is the regulating factor in the movement towards an economic goal.

Competition for the external market is not limited to external confrontation between subjects and economic interests. In economic policy, there are "fifth columns" that represent and vigorously defend the goals of the adversaries. They process the finances spent on their actions. This is the world practice, therefore, it is so important to combine good intentions with will and practical energy. The strongest survives. The strongest in the struggle for the market is the one who skillfully uses the prevailing market conditions and does not save on the promotion of goods, remembering how much the avaricious pays.

Much, as foreign practice shows, is determined by political will. The state acts within the framework of international relations, but it always has legal levers for managing economic processes. The state defense order made it possible to increase the share of products of domestic light industry enterprises to 70 percent, leaving in the ignorance those who logically ask: why not 100? This is not a rhetorical question.

Bulk order contributes to technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was not enough production capacity, there was no need to rush to the transition. Prepare production first. It's not a war time. And so a third of the production was placed with competitors, complicating the conditions for the development of the industry. The jump from the old 30 percent to the new 70 is undoubtedly a step in the right direction, but there is no consistency in the movement, because it is not logical to "feed" a competitor and hope for an accelerated conquest of the foreign market.

The market is a complex and heterogeneous system. The system-forming factor of the market is the opposition of the interests of the seller and the buyer. One seeks to sell the product and make a profit, the other wants to buy and save. Resolving conflicts of interest is based on price and quality.

On the way of the buyer, as in a fairy tale, there are obstacles. It is necessary to throw off the spell of advertising PR, to understand the signs of quality, since the market allows for almost unlimited technology of deception, for example, imitation of quality, to be aware of the real prices (taking into

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account that the product is cheaper on the market than in boutiques and supermarkets - lower costs, illegal delivery, etc.). The buyer is saved by the art of choosing and thinking within the boundaries of "common sense". Common sense is a reliable "pilot" in the movement along market thresholds and shoals, but it is also tempting when it comes to suggesting something unusual that evokes meaningful associations.

Flax is a traditional Russian export commodity. Products made from flax or flax added are popular. They are hygienic, environmentally friendly, pleasant in sensory perception, linen fabric is technological, aesthetic, they require a delicate attitude, all-season.

The production of flax and linen fabric fell sharply due to the depression of agriculture during the years of "fateful" reforms. The peasants must be stimulated. Flax is laborious to grow and manufacture. You cannot do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be set up quickly. Russian craftsmen have guessed to use flax in combination with nettle. Nettle needs no advertising. By its properties, it is quite competitive with flax. In addition, it has the authority of a strong and persistent antibacterial agent, a circulatory stimulator, a neurostimulator. Products from blended fabric at Siberian fairs went off with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that Western consumers will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several districts. It will probably take into account the agricultural characteristics of the places where the promised clusters will grow. Material-intensive production, organized on a large scale, should be as close as possible to the raw material base. All the more so in the conditions of growth of the rates for transportation at a faster pace. Separating the producer of the final product from the production of the required raw materials doubles the burden on the producer and on the seller. As a result, the consumer suffers in retail, which will boomerang back into production if the economy is unstable. Why is it easier for the West to get out of crisis and depression? Look for the answer in the market. A normally organized market over the three centuries of capitalism's existence automatically reacts to a decline in purchasing power. In difficult times for the economy, businessmen try to get the buyer's money by reducing the price burden on his "wallet". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates mass access of buyers to products with various promotions. Manufacturers figure out how to make the old cheap new. The look at quality at such a time is simplified and loses its relevance until the next economic recovery.

We have nothing like this on the market. The question involuntarily arises: do we also need to tune in to three hundred years of waiting, or is there another way? For those who get involved in the movement in the course of the latter, history gives a chance to noticeably accelerate. It is necessary to mobilize to the target setting. Again, political will is required. Self-propulsion of the economy becomes the main mechanism at the stage of a developed economy and a properly tuned national consciousness.

Public consciousness needs a clear, attractive goal and confidence that this goal is common and the fruits will be fairly shared. We have already built one social system, the demoreforms have ruined us. The question is: who is to blame? stopped asking. The question remains: what to do? This question is eternal and a normal person is always looking for an answer to it, turning to social institutions and politicians that govern social development.

Without a vigorous agricultural policy, the Russian light industry will not be able to solve its strategic tasks. In turn, it is unthinkable to raise agricultural production without scientific support in the 21st century. The process complicates the reform of Russian science. It is also a necessary phenomenon. Therefore, it remains to be hoped that the costs will not be exorbitant and the time will not be endless. And it is also important not to lose positive experience in the inevitable bustle and financial deficit.

The collapse of the USSR deprived Russia of its cotton base and made Russia dependent on capricious suppliers with national ambitions. But it turned out that the country has not lost the ability to "produce its own Newtons." Scientists - breeders opposed politicians with their cutting edge developments. An early ripening variety of cotton was created, which differs from the world standards in greater resistance to drought - "AS-1". In 2012, they harvested the first cotton crop in the Astrakhan region, processed and produced high-quality cotton linen.

Logic suggests that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical and technological equipment, personnel training must be carried out in the context of it. Of course, all the actions presented are interrelated. The base will have to be built and improved by specialists; without modern equipment and technologies, it will not be possible to provide production with raw materials. Clusters will remain good dreams without a balanced system of building that direction in the economy, which someone mockingly called "light" industry. Hard years await the light industry, but in Russia "hard" and "successful" have always been in the same team. And we harnessed for a long time, as N.V. emphasized. Gogol, which, among other things, did not prevent Europe from being saved from fascism in half a century,

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The historical development of the main types of footwear took place in direct connection with the natural socio-economic conditions of their era, the aesthetic and moral requirements of social life and the dominant artistic style in art.

Style in art is a historically established, relatively stable commonality of the figurative system of means and methods of artistic expression, due to the unity of the ideological content.

In the costume, the general style direction is expressed in the basic shapes and proportions, the way of wearing, the use of certain materials and their color combinations, the nature of the use of auxiliary materials, accessories and jewelry.

Changes in the general artistic style of the era are always associated with great ideological and social shifts. They take place over a long historical period. But within the limits of each style there is a more mobile and short-term phenomenon - a fashion that affects all areas of human activity.

The word "fashion" comes from the French mode, which in turn goes back to the Latin modus, which means measure, image, method.

According to V. Dahl, fashion is a temporary changeable whim in everyday life, in society, in the cut of clothes and outfits. Another definition is often found: fashion is a short-term domination of certain forms associated with a person's constant need for variety and novelty of the surrounding activity. Fashion is especially noticeable and actively manifested in a suit, which is subject to the most frequent change of volumetric, planar and linear forms.

Some experts, trendsetters, believe that the birth of fashion is difficult to associate with any particular period or event. Perhaps this is as vague as its end. But on the other hand, the most important feature of fashion is its obligatory changeability. With the advent of new fashion, shoes, like other costume items characteristic of the previous fashion, partially or significantly lose their aesthetic value, and at the same time, their monetary value. This fact is of great aesthetic and economic importance for manufacturers and buyers. Some do not want to buy, while others untimely felt a sharp drop in demand for these types of footwear, they were unable to offer the market new fashionable types of footwear in time in order to maintain high demand and the image of their enterprise as a trendsetter with a marketing service. Keeping track of demand issues and making effective decisions in a timely manner. Unfortunately, manufacturers will not understand in any way that this fact - the loss of the aesthetic value of the types of shoes offered to the buyer - comes from the natural desire of people to update their wardrobe, which is associated with constantly changing needs (including aesthetic ones) and the general development of human society.

The work of an enterprise without taking into account the current situation in the demand market today, or better tomorrow, will surely lead to collapse, because fashion is both novelty and imitation not always new, but necessarily unusual with the manifestation of the individuality of each consumer. One cannot but agree with the statement of the famous French fashion designer P. Cardin about fashion: "Fashion is ... renewal! The principle that nature has always followed! A tree sheds old foliage, a man sheds bored clothes and shoes. When things become familiar, people get tired of them quickly. Fashion saves you from tiresome uniformity. People want to like each other: to be beautifully dressed, to look good is a natural need. "

A modern leader needs to have that flair, the ability to foresee this emerging new thing that is already in the air, but has not yet acquired flesh. You need to learn this skill, take risks, surround yourself with talented fashion designers, trust them, implement their proposals and developments in small batches, test them on the demand market, advertise the advantages of the offered range of shoes, form good taste in the buyer and his desire to be beautifully dressed, look good ... It doesn't happen by itself. This state of mind is formed under the influence of the environment where a person communicates, lives, creates and wants to be recognizable.

The taste must be developed, but at the same time, every customer, every member of the society who considers himself a cultured person, the taste must be endowed with individual qualities, only in this case the fashion will be able to fulfill its mission - to make every person an individual. This is possible if people develop the presence of different personal tastes, if a society of people is created that is capable of respecting other people's tastes, without imposing their own tastes on them, peacefully coexisting, forming a society of intellectual, cultured people.

Already today, if not yesterday, each manager needs to reconsider his attitude to what is happening at his enterprise in order to ensure the competitiveness and demand for products manufactured at his enterprise.

This problem statement is especially topical for shoe enterprises, because the Russian markets have been and will be oversaturated with types of footwear for the same purpose. Therefore, you need to know exactly what will be in demand on the market and how it should be implemented so that your range of footwear is chosen by the buyer, withstanding the fiercest competition that generates new offers.

For all this, it is important to build an assortment policy in such a way that, if footwear of the same type arrives on the market, it should differ significantly in price, but meet the requirements of the standard.

In addition, both the head of the enterprise and the fashion designer must, when choosing an assortment policy, proceed from the fact that each

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fashion corresponds to a certain time, but a certain repetition is guessed in it with appropriate adjustments, taking into account a different, modern era.

So, for example, the same types of shoes can be:
immoral - 10 years before their time;
defiant - 3 years before their time;
brave - 1 year before their time;
beautiful - when these types of shoes are in fashion;

tasteless - a year after their time;
ugly - 10 years after their time;
funny - after 20 years;
funny - after 30 years;
peculiar - after 50 years;
pleasant - in 70 years;
romantic - 150 years after their time.

Jean Cocteau owns a catch phrase: "Take fashion seriously, because it is dying so young..." More fashion is in fashion than in any other field, one must be able to say goodbye to a find, even a successful one, for the sake of a novelty. Moreover, what is interesting: you can bring to the market in the second round, and sometimes throughout human life and in the third, great-grandmother's shoes, they "look", they are able to live, but this is impossible in relation to yesterday's fashionable and this is confirmed by the entire history of shoe production, as in the field of fashion - yesterday is the unbearable day before yesterday, the day before yesterday is possible. Here the mechanism inherent in our cultural consciousness comes into force: memory revives the old, it becomes cute and enters modern shoes with a special note, creating a kind of support in the stream of changing impressions. It's like breathing. It is impossible to take in air and freeze; smooth,

What prevents quality and the market from concluding a marriage of convenience

Marketers agree that consumers prioritize product quality as their top priority. Market monitoring confirms a strong tradition of demand for quality goods. But not everything is so simple and obvious.

The crux of the matter is that statistics are a pure operator and statistical data, therefore, are in absolute dependence on the chosen conceptual description of the process. Statistical results are always correct, as they are obtained by using a proven mathematical apparatus, but correctness and truth are "two big differences."

For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical actions for correctness. Certification is required not only for physical and software products. Sending knowledge must also be certified, otherwise defects in initial judgments will migrate into inferential knowledge. And no technology will correct the inherent disadvantage.

In the ideology of production, in particular, the production of goods for direct consumption, the concept of "quality" should be the backbone factor. We foresee the objection: "What is the use of quality if the quality criteria limit the quantity and the assortment of goods will suffer from the priority of quality characteristics, the price will rise?", And we have an answer to our opponents.

If the quality of the product is not ensured, then no amount will correct the situation. It will be necessary either to agree with the obvious (for professionals) deception of the consumer, or to sacrifice professional competence and deliberately go to lower quality requirements, allowing an essentially low-quality product to enter the market. As for the assortment, its dependence on product quality requirements is relatively arbitrary and mediated. The assortment is "tied" to the technical state of production, technology and professionalism of developers.

The more visible the features of the civilized market, the more urgent is the issue of quality. Moreover, the problem of quality has moved from the sphere of theoretical relevance to the level of practical relevance. Let's try to substantiate this shift in relation to Russian reality.

Official inflation statistics are clearly crafty, but even having increased it by a factor of 0.5 and having received a real average annual rate of 15–20%, we will have no choice but to state an increase in the welfare of most of our fellow citizens in the context of a certain growth of the economy as a whole. The intensity of the dynamics is not high, however, the fact itself is obvious. A positive shift towards an increase in the purchasing power of Russians over the past 5 years is undeniable.

But how fair is it to talk about "welfare"? Money is just an exchange equivalent. Making more money doesn't necessarily make you feel better. The money should be exchanged for the required goods. And here the quality problem grows to its full extent. Having earned money, you can easily spend it "imperceptibly", i.e. to acquire not a product, but a "phantom of the product".

"Product phantom" is a non-specific concept for a special system of knowledge. Nevertheless, it is necessary to get used to it as a theoretical expression of the realities of an undeveloped commodity market.

Profiting from the "white" and "gray" "spots" of the ideology of quality, which is in an extremely "neglected" state, the "black" manufacturers of substandard consumer goods, together with sympathetic service officials responsible for the quality of products, flooded the market with substandard products.

The international quality control system "ISO9000-2008" is more reminiscent of the latest phenomenon of the famous Potemkin villages. Only what is clearly spelled out can be effectively

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controlled. Any incomplete description is a loophole for semi-legal penetration into the fields of hunting for a consumer.

It is advisable to use ISO9000-2008 not as a management tool, but as a tool for preventing quality violations. Thus, the circle is closed, for violation presupposes quality, and it is quality that we did not define as it should.

In the system of special knowledge, which is the ideology of production, "quality" is replaced by a "state of quality", which, in turn, is reduced to quantitative parameters.

Discrete expressions give quantitative characteristics - this is how another derived concept appears. Only this time not from the fundamental concept of "quality", but from his concept of "state of quality".

The militant activity of striving to describe quality in terms of quantity is surprising. Almost two hundred years have passed since the time of Hegel, who asserted that "quality is the main thing in defining a phenomenon, since quality is that, losing what it ceases to be itself". It's time to learn a simple truth: quality is determined not through quantity, but through properties. With the help of quantitative measurements, we need to determine the "measure" - "qualitative" and "state of quality" (the level of expression of quality).

Practice rarely corrects errors in theory, on the contrary, it usually hides them up to a certain point in development. Defects of theory appear in a crude form in difficult socio-economic circumstances, in times of political uncertainty.

It is no coincidence that such a peculiar time is "convenient" for the flourishing of theoretical uncertainty. The state, entangled in numerous problems, deviates from the control of economic processes, counting on the market, designed to put everything in its place. The market has its own laws of functioning. The market adapts the theory to its own interests. It does not obey the rules based on theory, but seeks to adjust these rules to suit the way of relations with the consumer that is beneficial for him.

Promotional claim: "the customer is always right" is a lie! Only the legal order that determines the nature of relations in the market for goods is always right. Themselves, these relations are built depending on the interpretation of the quality of goods and the correspondence of quality to price.

Consider this statement using shoes as an example. Shoes, along with clothing, are goods that depend on national and historical characteristics. Can you recommend shoes for sale on the market that do not take into account the specifics of the geographic, climatic and national mentality? Apparently, it is possible to admit such products to the market, but only in limited quantities, for variety and expansion of consumer choice. And the point here is not "leavened patriotism."

Nature, nutrition, traditions affect the anthropometric characteristics of the population: configuration and proportions of the foot, lower leg, etc. Shoes designed without taking into account national characteristics - anatomical, physiological, will inevitably contribute to the development of leg deformities. Shoes will lose their presentation faster, the consumer is constantly experiencing discomfort, which, taking into account that on average in Russia, shoes are worn, regardless of recommendations, until they become physically outdated, may be accompanied by an exacerbation of chronic diseases or their acquisition.

Already, China has "thrown" so many shoes on the market that the entire population of the earth (= 6.5 billion people) can be shod "a la Chine". Chinese manufacturers are guided by their own interests: to create jobs in the country and ensure product sales. They offer shoes that are designed and made without taking into account the national specifics of the consumer countries. Today, Chinese footwear is a serious competitor not only to our domestic manufacturer, but also to such countries - legislators of footwear fashion as Italy, France, USA, Czech Republic, etc.

For the fifth consecutive year, the Italian footwear sector has seen a significant decline in production. The activity of this segment of the domestic market is declining, and the demand for Italian products in the foreign and domestic markets is low. Given the excess of the euro over the dollar, the competition between Chinese goods is becoming even more serious in the national Italian market, especially after the abolition of sales quotas from January 12004 year...

The volume of footwear production decreased in 2010 year... by 9.7% over the same period last year. As for the difference in prices, for example, the prices for shoes in absolute terms decreased by about 8.4%. In 2004-2010 Italian production fell by almost one and a half times to 196 million pairs, which negatively affected the level of employment. The volume of production of leather footwear decreased by 10.69%, beach footwear - by 26%, rubber - by 43%, canvas - by 52%.

On the contrary, Italy consistently imports about 197 million pairs of Chinese shoes every year. The Italian manufacturer is losing its position in the international markets of the USA, Germany and France. The growth of the euro against the dollar, as well as the redistribution of the market in favor of the Asian manufacturer, have a negative effect on the Italian manufacturer. More than 600 companies, including shoe manufacturers, closed in the first five months, according to the Italian Chamber of Commerce.2011 year... The only market segment in which Italian footwear manufacturers hold a leading position is the production of luxury fashion shoes for foreign markets.

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Thus, over the past 10 years, the number of footwear manufacturing enterprises in the Czech Republic has decreased from 120 to 55. But this number may also decrease due to the lifting of restrictions on the import of footwear from China. If at the end of the XX century. Czech shoe factories produced about 70 million pairs of shoes, while last year production amounted to approximately 5.5 million pairs. V2010 year... about 65 million pairs of shoes were imported to the Czech Republic, of which 35 million pairs were from Chinese manufacturers.

The average purchase price for one pair of Chinese footwear is only 54 kroons, which is unrealistic for Czech companies. "... Nobody buys our products, because we are not able to compete with Asian products in terms of cost, despite the fact that our shoes are much better in quality. Unfortunately, the Czech buyer prefers cheaper goods, although he knows that in time they will last much less than our high-quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association. His firm with 1998 year... is engaged in the production and sale of children's, women's and men's shoes. As a result, Czech manufacturers are losing positions in their own market.

The situation is complicated by the fact that since January 1 2005 year... The European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese shoes. They can be returned only if the entire industry is under threat, and on a European scale, and such a threat is already knocking on the window.

US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of American industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the United States.

But we still have to go the way traversed by Western countries that produce footwear. Russia's accession to the WTO will open up market boundaries for many who want to sell low-quality goods as soon as possible. Moreover, even today Russia, in contrast to its western neighbors, faces the fatal problem of the expansion of "gray" imports, which arose due to imperfect customs legislation and the spontaneous development of "shuttle" trade, which is especially typical for Chinese manufacturers, the volume of "gray imports of goods, which annually to Russia reaches \$ 9.3 billion.

But, even in a civilized market, admission of footwear to the domestic market without restriction only on the basis of positive conclusions about the quality of raw materials, accompanying materials, accessories on a significant scale of expansion of footwear products threatens the national security of Russia.

The peculiarities of the national attitude towards shoes are quantifiable. Products can be easily

measured for compliance with certain requirements, but it must be borne in mind that the property itself is assessed only by the formula "is or not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence, in order to know how stable and expressed this property is.

The absence of at least one of the quality properties of the product, or the lack of expression mean only one thing - the product should not be a commodity. In exceptional cases, it is deemed to be conditionally admitted for sale on the national market.

The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding branch of the domestic economy, historically adapted to the specific conditions of national development and the peculiarities of anthropometric measurements.

The situation is aggravated by the fact that Russia, which has been recognized as a country with a market economy, has no right to disturb the order in the relationship between political and market structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market should be carried out in accordance with the recommendations and traditions of the world community.

Chinese, Turkish, and partly southeastern footwear manufacturers flooded our market and took a stable position on it, thanks to consumer demand for their products.

A buyer with limited financial resources is attracted by price, design, advertising support, assortment, seller's interest, cultural service. A consumer who is not experienced in professional "secrets" judges quality by its appearance and service packaging. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only that property is displayed that is beneficial to the seller, since it is really presented at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market trick. The unsatisfactory state of mass consumer culture, the elimination of controlling state structures, their lack of initiative, and somewhere a direct interest in preserving the current disorder, make it possible to manipulate public consciousness and control the actions of buyers.

The occupation of the Russian market is, of course, a temporary phenomenon, caused by economic stagnation, limited effective demand of the bulk of the population, and the lack of an effective and

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consistent policy in the development of national production. However, the obvious conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than something temporary. To prevent a temporary phenomenon from "stagnating", it is necessary to change the conditions that gave rise to it. Opportunities are available. First of all, it is necessary to understand the theory, which is guided in practical actions.

The quality of footwear is due to the totality of consumer characteristics. It is not essential, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer.

The buyer does not care (with the price balance) the shoes are made of natural or artificial material. It is important for him that his requirements for her are guaranteed.

The domestic practice of assessing the quality of footwear (and not only footwear) turns the theory inside out, trying to focus on natural characteristics. What will the Russian ideologists of quality do when they are taken seriously by animal rights activists, as happened in Western Europe, in particular in Great Britain?

The most tragicomic thing is that the nature of raw materials is really not such a fundamental issue if we improve the technology for processing raw materials. Analogues of natural raw materials are the realities of today's production, and they are far from being fantastic. But the misadventures of quality are by no means limited to the problem of raw materials. Other aspects of production are no less relevant: taking into account national, age, natural and climatic characteristics when determining the quality and conditions for admitting products to the market.

Unfortunately, today the domestic contribution to the development of policies aimed at improving the quality of footwear, and, in fact, at ensuring consumer rights, is extremely incomprehensible. One gets the impression that the producers' aspirations are completely detached from the interests of the country that gave them citizenship.

What are the conclusions? First, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. The shoe manufacturers and their supervisors learned the first commandment of Hippocrates firmly, but did not advance further. In this situation, it is unlikely that it will be possible to restrain the siege of competitors for a long time. Secondly, basic properties should not be equated with qualities. The properties of the properties can be only in the production cycle due to its differentiation into technological operations. But in this case, it is advisable to put the quality in quotation marks, emphasizing the conventionality of the use of the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will

necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore, it is impossible to pull out the properties forming the association as required by production and pass them off as quality. Thirdly, it is high time to define the basic properties conventionally, not being limited to the suggestions of hygienists and epidemiologists. A lot of valuable information can be gleaned from the research of gerontologists, geriatricians, regional experts, valiologists, and pediatricians. Fourthly, until what time will there be practically no aesthetic properties in the basic characteristics, even if in a conspiratorial form.

Satisfaction with the actual replacement of Gosstandards with national standards is also not entirely clear. The fact that we have adopted international terminology in this component of the quality ideology is of little use. Now, if our production and ideological positions were equal to those of Europe, then we could rejoice. And so the chaos only intensifies.

In the absence of a corporate culture and traditions, the companies set free will engage in arbitrariness. Government agencies signed their own powerlessness to manage the development of the market in a civilized manner and recalled the American fairy tale that the market will arrange and organize everything on its own.

The inefficiency of the system of state control over quality is not in its status, but in its functioning. The uncleanness and lack of professionalism of officials do not allow state structures to function fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average there are 2% of certification refusals per year. While more than 30% of products are rejected directly in the trade.

In the European Union, 4% of the range of products is subject to mandatory certification, not because European officials are liberals. The reason is hidden in the orders and traditions of the production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably comes with costs. To move along with all the general formation, it is not enough to dress, put on shoes, like everyone else, and stand in formation.

As long as the authorities and producers pretend to be market relations, the mass consumer will have to pay, since the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state

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anarchism. Something early on, the state began to degenerate.

According to Russian official regulations, until recently 70-80% of the product range require state quality certification. Critics reject this practice and suggest borrowing from Western European experience.

They are not embarrassed by the fact that the share of illegal and semi-legal business in Russia is estimated at 40-60%; even now, if necessary, to centrally check for quality 70-80% of the range of goods, there are already less than 40% of certified goods on the market. It is not clear which manufacturers' interests are being protected by the critics? Who will defend consumer rights? Officials, or maybe judges, are only independent by definition. Only human rights public organizations remain, which today are, and tomorrow they have that "a hedgehog in the fog."

Franchising is an opportunity to meet the demand for children's shoes today

Returning to the problem of meeting the demand for children's shoes, I would like to note that even today the volume of its production in Russia remains at such a low level that it is a utopia to expect a quick filling of the market with the necessary children's shoes in terms of quantity and assortment. The hope for import also did not justify itself, since in most cases these are footwear accidentally bought by "shuttle traders" without taking into account the peculiarities of the Russian consumer and, as a rule, without observing the elementary requirements for ensuring the necessary comfort and convenience.

This state of affairs is also explained by the fact that at the federal level the programs "Family", "Child", "Large families" and others, well written on paper, remain unfulfilled, but in no way provided with targeted assistance to this particular group of the population. What makes the situation with the provision of children with all the necessary assortment of goods critical is the disunity of the organizations involved in the implementation of these programs, the lack of funds and targeted assistance. Even the payments of child benefits in many regions of the country cause an ironic grin of those to whom they are addressed, because of their size and significant time delays in their payment.

The situation is further complicated by the fact that shoe enterprises that operate today and produce children's shoes are geographically located in such a way that they cannot geographically meet the demand for them. And the volumes that they can handle today do not satisfy the consumer either in terms of assortment or quality. They practically do not make shoes with thread fastening methods, gender and age groups are not provided, as has already been said a lot on the pages of the magazine. It is not necessary to expect the resumption of the work of the former shoe enterprises, therefore, it is proposed to use franchising to increase the volume of retail sales. The structural scheme of cooperation of large shoe franchisors with franchisees-small businesses, or with individual entrepreneurs to meet the demand for children's shoes is shown in Figure 1.

If the role of the franchisor is most often a shoe company, then the role of the franchisee is ambiguous. It is profitable for a large enterprise to either sell a franchise to two or three local individual entrepreneurs - in this case, the enterprise has favorable conditions for studying the local market and the conditions for doing business; or sell a franchise to one franchisee for the development of the entire system of deploying the sale of footwear on the territory of the municipal, regional level, as well as on the territory of the entire Federal District.

In this case, the franchisee becomes the owner of the master license. The franchisee himself becomes a franchisee in these territories, selling franchises. This method is justified in our case, when there is such an acute shortage of children's shoes in the country and when there will always be an obvious demand for a franchise. Such cooperation today provides for three possible areas of the franchising system:

in the field of production of children's shoes - a shoe company-franchiser - is the owner of packages or technologies, it grants the right to use and sell them in a certain territory - a franchisee;

in the field of commodity circulation - a shoe company supplies a partner, for example an individual entrepreneur, shoes for sale in a certain territory. This direction of franchising, in addition to individual entrepreneurs, can be carried out by small enterprises, commercial structures seeking to expand sales markets.

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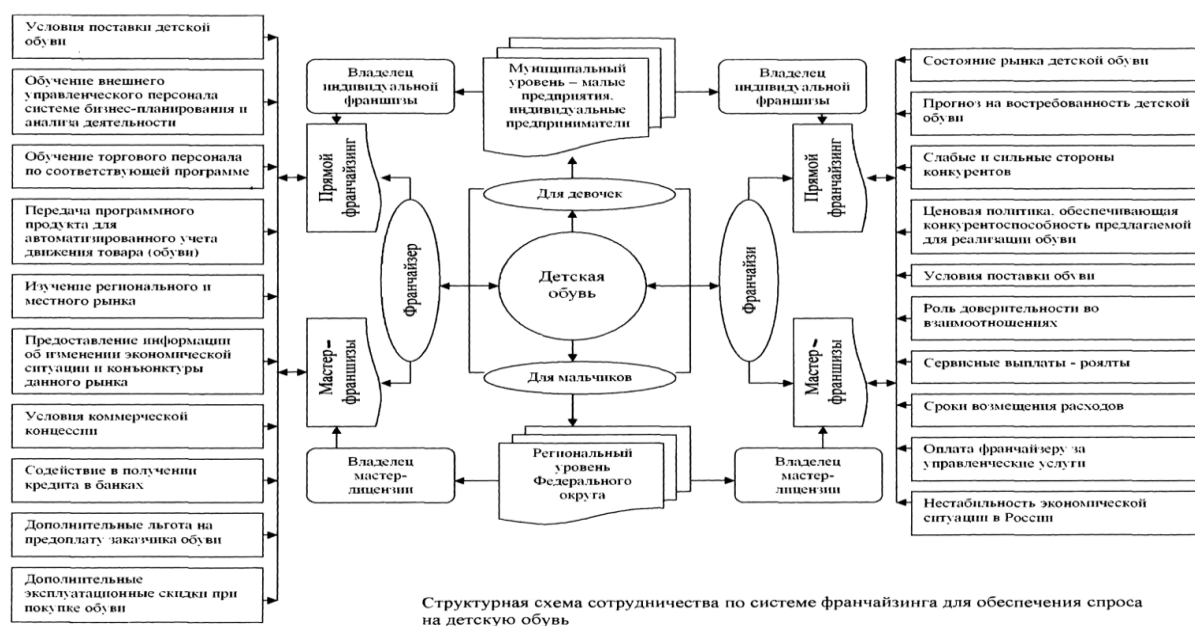


Figure 1 - Structural diagram of the formation of demand for children's shoes

A prerequisite is the implementation of commercial activities on behalf of the franchisor;

in the sphere of services, the mechanism is similar to that used in the sphere of commodity circulation, i.e. when selling children's shoes. Only the objects of cooperation differ. Any business can develop here under the franchising system. The promising areas include "branded" stores.

Such areas of cooperation within the framework of franchising allow operating shoe enterprises to expand their production volumes, taking into account the requirements of the municipal or regional levels, as well as the Federal Districts, and to the territories - to alleviate the acute shortage of children's shoes.

When concluding a franchise agreement, a franchisee should pay special attention to relationship issues, provide for all the nuances of cooperation. This is the need for marketing research, the state of the sales market, the forecast for the demand for children's shoes, the strengths and weaknesses of competitors and how they can be resisted, is it possible to purchase children's shoes from other enterprises, is there a minimum or maximum volume of wholesale purchases, or these volumes are corrected according to the results of marketing research, whether supply disruptions are possible and who will compensate for the losses in this case. And, most importantly, does the franchisor guarantee the stability of the selling prices for shoes in order to ensure their competitiveness in the sales market. And the franchisee must know exactly the needs for such an assortment of children's

shoes, which will be in demand by the market, taking into account these very features of its market. Only in such a relationship is a stable profitable business possible. Such a result will be possible only if the maximum possible hit in the "bull's eye" is ensured in the manufacture and offer to the buyer of such an assortment that will take into account the interests of all segments of buyers - from the rich to the poor.

Of course, not everything is so simple and unambiguous, but the accumulated experience of working with the Econika Obuv franchise system is encouraging. The development of franchising in our country may turn out to be one of the most effective forms of support for small and medium-sized businesses, since for them it is a stable profitable business. According to statistics, during the first three to five years, 90% of open small enterprises die, and franchising - only 10%. This result is ensured by the interest of the parties involved in the effectiveness of their cooperation - the leading shoe enterprises expand and ensure the strengthening of their positions in the sales market in these regions, and the franchisees ensure themselves a stable profitable business, remove the deficit for such popular products as children's shoes and the creation of new workers. places,

Figure 2 shows an assortment of children's shoes that would be in demand in the South and North Caucasian Federal Districts, taking into account the climatic characteristics and purchasing opportunities of the population.

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Figure 2 - Assortment of children's shoes

At the same time, the tendencies of using molded parts for the bottom of shoes are taken into account, although the possibility of the implementation of children's shoes with thread fastening methods is not excluded. In general, actions are needed and the result will not be long in coming.

Features of quality management in the production of competitive and demanded leather goods using nanotechnology

In the last quarter of a century, the term "problem", pushing its "competitor" - "task" to the periphery, has firmly established itself in the verbal leaders of all discussions, regardless of their scale.

The "problem" has become a kind of "brand", testifying to the high professional rate of discussion. In such a rapid ascent of the "authority" of the problem, one can easily find political roots. The current, clearly inflated status of the problem is an ideological move that secures a certain political line. Where a foreigner says: "problems", ours will surely find them. If they do not find it, they will come up with it. Defects of qualification can be hidden behind the problem, the problems of politics are diverted from real cases, which they are unable to solve. In addition, hiding behind a problem, you add weight and mystery to the situation.

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There is indeed an element of mystery in the “problem” policy. In the interpretation of the term, domestic classics: V.I. Dahl, R. Brockhaus and I. Efron - point to this. Emphasizing the natural kinship of the “problem” and the “task”, they note the peculiarity of the problem, which manifests itself in its unusualness as a task: the task has a way of solving in existing existence, the problem is also solved as a task, but so far there is no way to solve it. It exists conditionally, potentially. Interpretation of the problem by reducing the concept to a more general concept of "task" contains a hint for those who are aimed not at discussion, but at a solution. The solution to the problem should be sought by considering the problem as a complex problem, composed of several coexisting in a complex or sequentially related problems. What matters here is exactly that the "problem" is not something inaccessible to ordinary thinking, it is the sum of tasks. Dealing with a problem is the same as deciphering this sum of solution problems, then the simpler, already known problems combined in the problem. The problem should be presented as a technical challenge. The solution to a technical problem is carried out in two ways: empirical or theoretical. All five of the simplest technical devices were created before Archimedes, even the “Archimedes screw”, but they were all the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He "removed" the problem by presenting it as a sum of tasks,

So, we must start by reducing the problem to a normal technical expression, i.e. try to represent it as a certain amount of tasks.

Why exactly tasks? The answer, in essence, has already been given: the problem has a quantitative (normative) expression, or it can be simplified to the possibility of quantitative expression. The main thing is not to hide behind the quality of the problem, but to look for its equivalent quantitative expression.

The history of science naturally begins with mathematics, and the qualitative level of development of scientific knowledge is due to the improvement of mathematics. Mathematics holds the keys to the secrets of any discovery. D.I. Mendeleev constantly emphasized: scientific knowledge begins with measurement. The normative form of scientific knowledge serves as a clear illustration of the value for science of a quantitative description of a phenomenon. Finding a way to quantitatively describe an event means fulfilling a necessary condition in unraveling its qualitative existence.

The problem is the allocation of a phenomenon in the theory of quality. The next stage is already technical - the definition of regulatory characteristics.

Normativeness, represented by properties and quantitative parameters, allows thinking to be engaged in a working, professional and practical business.

When developing standards, they always feel the pressure of the need to match the set parameters to the qualitative characteristics of the product. Compliance with the norm and quality properties is objectively relative, their coincidence is achieved conditionally, i.e. it takes place because the manufacturer himself determines the quality parameters of the product, often this is entrusted to expert organizations. But all the same, some quality model is taken as quality. Someone, to put it simply, assigns quality. The real quality in such a perfectly acceptable version of the development of events remains a transcendental formation.

Why did subjective and transcendental idealism turn out to be so in demand in various spheres of non-philosophical professional activity? Because thinking professionals, including reflective engineers, scientists, teachers, have found in them a solution to their specific issues. Someone decided not to complicate professional reflections by recognizing the supersensible reality, limiting themselves to the "quality model", others thought that sensual reality would deprive us of a reliable intersubjective quality criterion and doom us to eternal discussions on the topic "What is good and why is it not bad?" They accepted the idea of a transcendental substance, primary in relation to the individual consciousness, which can direct professional thought by its logic. Of course, the transcendental being will not expose the formula for the specific quality of the product, but the logical premises of the definition will be reported. As a result, it will equip professional searches for qualitative definiteness with the technology of thinking.

Philosophy is not a set of master keys to understanding quality, however, like quality, it is not Aladdin's cave. The understanding of quality changes historically following a change in the state of real quality, and the real quality in the world of human life is far from the same as the quality of natural things.

Man learns from nature, imitates what he sees in it. If the "findings" of nature, formed over hundreds of millions of years of natural selection and inheritance of the emerging traits, help a person to solve his problems, he borrows them, remaking them for himself.

The “first shoes” and “first clothes” created by man differed little from the protection of the limbs and body of animals. The sole of the shoe is inspired by the protective layer of the skin of animals that lived next to humans, the heel is a stylized copy of the structure of the hooves. Our ancestors either did not wear clothes, or were made from ready-made skins.

Together with the establishment of relationships with nature, human ideas were formed, which later

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grew into an understanding of what was happening. The understanding of quality was originally formed under the influence of the objective properties of things. With the development of human activity, imitation gave way to creativity. Already the rock paintings of our ancestors show that consciousness was not content with copying. It was looking for its own paths of movement. A person could not only repeat the quality of things, he was obliged to supplement them with history, to adapt them to an active way of existence. The historical logic of human existence, built on the basis of its reasonably active nature, made it necessary to include in the understanding of the quality of things of anthropogenic production of elements of non-natural and non-material origin - the needs and interests of man. "Quality" is included in a system of relations that is different from the natural one, and its influence on the interpretation of quality only increases with time. This acceleration has become especially noticeable in the context of market liberalization of the economy.

Man is Homo sapiens for anthropologists and biologists. For himself, man is a creature conditioned by needs. And here nature cannot be deceived. F. Engels was not cunning when, at the grave of his comrade and idol, he said that before creating, a person must drink, eat, dress and have a roof over his head.

Human life as a biological phenomenon is essentially material, the possibilities of transforming human activity are determined by the state of production of the material foundations of life. A person measures and measures the quality of things not so much depending on their relationship with other things, but on their relationship to them. Even ancient thinkers noted: "Man is the measure of all things."

Modern man will not produce what he does not need. E. Deming always began listing the seven deadly diseases of the market that he established with a discrepancy between the product and the market demand. What has been said should not be absolutized, tearing it out of the general system of reasoning about quality, however, it is clear that in determining the quality of things created by man, it is necessary to proceed from the human attitude towards them, and not from their objective properties alone. K. Marx singled out two main features of a product: consumer purpose (consumer value) and social abstract - labor value. A measure of professional labor is invested in the produced product, even in the case when it is not intended for the market, it has absorbed the human principle: knowledge, will, craftsmanship,

The natural principle of the product of human activity represents only objective grounds that made it possible to build on them another part of the product, which materialized the quality of the individual's labor. A person, as it were, shares a part of himself: he transfers the reproducible part of his professional quality to another material phenomenon. Moreover,

this is another phenomenon - the product of the activity of the master.

In this respect, nature is only an accomplice, the raw material base of the master. Determining the objectivity of quality, they often simplify the interpretation of objectivity. It is inappropriate to reduce the concept of "objectivity" to material, natural existence.

It is broader and allows for such additions as "objective relations that have a nature different from matter" - they are not material, but only establish the way of their coexistence, for example, production relations: property, distribution, exchange.

When characterizing the quality of the product of activity, it is advisable to rely not so much on its natural nature as on the concreteness of the product's existence - its spatio-temporal functions and design. The portfolio is purchased not for the season, therefore the buyer is guided primarily by sustainable trends in fashion, preferences of his own taste and high-quality, natural properties of the thing. He is ready to exchange "good" money for a rather expensive product.

Moving to the shoe department, the same customer of the store will change his view of the product. Constrained in funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach.

They try to buy shoes for a season, for a maximum of two, therefore, investing "good money" is also possible, however, in the concept of "good money" you will have to modify the relationship of priorities.

In the new expression, the concept of "good money" will be correlated with the concept of "price". Ultimately, everything will be simplified to a specific quantitative proportion - money per unit of time. A portfolio bought for ten thousand rubles for five years will cost three rubles a day, and shoes for five thousand rubles (for two seasons) will cost about thirty rubles a day. The quantitative equivalent of quality is the most important sign, ignoring which the manufacturer risks losing consumer interest.

To find the optimal proportion of the ratio of quality to quantity - to measure quality, one must take into account two requirements: first, try to comprehensively determine the quality, remembering that quality is a set of essential features of a product, built in a certain way; secondly, relying on the decoding of quality, in the most serious way to highlight the levels of quality being - the degree of quality of the product.

In Soviet times, it was no coincidence that there was a deep differentiation of the quality status of products. Only after studying the state of purchasing power, the mood of your buyer, the trends of macroeconomics, it is advisable to move on to a pricing policy.

A manufacturer who has forgotten that the consumer, to whom he has oriented his assortment,

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perceives the quality of the offered products through the price combined with a clever consumption pattern, will not last long. The reason for the difficult position of the Russian manufacturer is not a change in the form of ownership, but the dictatorship of the market.

Marketing research is a new and unusual business for us. For twenty years of incomprehensible economic policy, it is impossible to integrate into the philosophy of market relations, which are several hundred years old. The absence of a civilized market in the country also hinders. In a word, the manufacturer should look for salvation not from the state, but in his own head, adjusting his consciousness to the market waves clogged with numerous “noises”. To steer, you need to know the market conditions and not “stuff” thinking with memories of the objectivity of quality properties.

A quarter of a century ago, the director of a large leather and footwear enterprise bitterly explained: “Technologically, we are ready to sew the most high-quality product. No quality leather. The incoming raw materials do not allow us to expand on the market”. He equated quality with the raw material base. The variety of quality was reduced to one of its features. He clearly lacked the scope of thinking. And the current thinking has remained similar to that formed forty years before 2000 g., when the position of classical political economy, developed by K. Marx, seemed unshakable.

A. Smith, D. Ricardo, J. Mill, K. Marx developed an economic theory based on the dominance of labor. Classical political economy is the doctrine of the production of a commodity, the contradictions between production and the nature of a commodity, alienation of the producer in the commodity and overcoming the opposites that arise. Despite significant disagreements, the classics of labor economic theory were unanimous on the main thing: the wealth of a nation grows with productive labor.

Market speculation already in the nineteenth century. actively invaded economic life. Naturally, the classics knew a lot about the market. Karl Marx, the interest in which, more precisely, in Karl Marx's analysis of cyclical crises, surpassed all expectations today, even experienced certain difficulties, moving from the logic of the development of production to the study of the fate of a product on the market.

The market, contemporary to K. Marx and J. Mill, has already demonstrated a certain independence of being, but it was not yet capable of competing with production for a master's position in the economy. He acquired this ability by the middle of the twentieth century.

In the 50s. XX century the paradigm of economic theory is changing. If earlier economic thought revolved around production, now consumption - purchasing power, market development - becomes its epicenter. The

understanding of labor and the worker is changing. Market figures become the main actors in the economy. Market management pushes production managers to the fringes of life. The market is acquiring an independent power that dominates the society. Politicians are legally separated from the market, adding to the illusion of its complete freedom. The new philosophy of economics seems to be this: the flourishing of the market should lead to an increase in production. The rise in production must saturate the state treasury. The state will receive a real opportunity for a strong social policy. Everything, as we can see, was painted according to notes.

There was only one question: where to get the initial capital, which would allow to ensure high consumer demand and launch the economic mechanism? The United States profited from World War II, Western Europe used cheap labor and property in numerous colonies. With Japan and South Korea, the Americans defended themselves against us and a resurgent China. The economic mechanism seemed to work. Control over it is entrusted to transnational corporations. Today there are about 3400 of them. Of these, there are more than 400 interstate, 7.5 times more nongovernmental, and the number of the latter is increasing. Between 300 and 600 companies control the world market.

The globalization of business forces us to seek adequate quality management. Total quality management is defined as a customer-focused system of continuous, sustainable quality improvement, based on the coordinated involvement of all departments and employees of organizations to maximize customer satisfaction with a minimum investment of time and resources.

Let us note the emphasis of the policy aimed at ensuring quality, on the needs of the buyer, which implies a comprehensive study of his tastes, calculations, ideas. On the merits of the case, the consumer is considered an accomplice in the definition of quality. Quality requires a new scale of understanding, objectification of consumer interest and a clear orientation in the trends of macroeconomic processes on a national and global scale. Technical regulation of product quality also needs to be systematically modified in order to be in resonance with the micro and macro movements of the economy, changes in consumer real demand.

In particular, there are reasons to predict an increase in the presence of sellers from Western Europe in the consumer market with offers within the middle range of prices for goods of “non-Chinese” quality. V2008 year... in industrialized developed countries 350 million people. received an average of \$ 18 per hour. The labor force available to European and individual Asian countries is estimated at 1 billion 200 million people, earning only \$ 2 per hour so far. They cannot fail to attract attention to themselves.

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Crisis 2008-2010 led to a decline in production, stagnation. Russian manufacturers have a chance to make themselves known. With the overcoming of the crisis, production will begin to grow and a new wave of commodity expansion will come.

The waves are unlikely to be avoided. The country's leaders are accelerating Russia's accession to the World Trade Organization (WTO), which automatically opens the borders for trade. There is only one way out - to prepare for tougher competition, and the preparation should begin with the realization that the quality of the product is and how to ensure the production of a real - not ideally built by professional imagination - quality product, the quality of which would be understandable to the buyer and aroused the desire to purchase this product.

"One of the most significant paradoxes revealed by the ongoing scientific and technological revolution," rightly believes B.S. Alyoshin et al., - it has become that the most effective means of achieving a positive result is improving quality in the broadest sense of the word. " And they explain: "We are talking about the quality not only of the products themselves, but also of the organization as a whole, ie. about the quality of its interaction with the outside world, about the quality of its functioning and management, the life of its employees. "

More and more researchers are approaching the idea of the broadest context for determining quality.

Quality should characterize a non-isolated phenomenon. In quality, the relation of the phenomenon to the environment of existence, the conditions of expression, and other phenomena is manifested.

Confusion in the ranks of analysts is brought about by the definition of quality by Britannica, reprinted in the Great Universal Encyclopedia: "Quality in philosophy is a property that characterizes things taken separately, as opposed to an attitude that characterizes things taken in pairs, threes, etc. ". G. Hegel said that quality "<...> is that, losing what, the phenomenon ceases to be itself", but the dialectically thinking German philosopher did not even think of isolating the phenomenon as a quality. For G. Hegel, it was a concept reflecting the relationship of a phenomenon. The advantage of Hegel's dialectical thinking was consistency. He thought of relations, phenomena as a system and logically meant a system-forming factor. The phenomenon does not dissolve in the system, it forms it by its relations, which, in turn, together with the phenomenon, form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of a phenomenon. Similar ideas were expressed, one way or another, by his predecessors. "Objective qualities (ie those inherent in natural things themselves) and subjective

qualities (contained only in human perceptions) were already distinguished by Democritus, later by Galileo, then by Locke, who was the first to use the terms "primary" (ie, objective, material-physical) and "secondary" (ie subjective, formed due to the psyche) qualities".

Subsequently, I. Kant called Locke's objective qualities a priori (ideal), and subjective ones a posteriori (real). It is not difficult to notice in philosophy the opposition not so much between the idealistic and materialistic interpretation of the concept of "quality" as the supporters of simplified materialistic views on quality and their opponents, who suggested including signs of human activity in the definition of quality.

While there was no human consciousness, everything that exists was represented by the existence of objects, things, their properties, relationships, movement. To define the prehuman existence of the world, two initial concepts are quite sufficient: "object" and "process".

The situation changes with the emergence of consciousness. All the main directions of activity of consciousness: cognitive, communicative, regulatory - are manifested in the format of reflection of objects, and reflections of a fundamentally different kind than all known in nature. Strictly speaking, consciousness reflects, in the most general sense - reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression "we look with our eyes, but we see with our mind" quite correctly reveals the essence of the "reflection" of an object in the forms of thinking. If the image is still somehow comparable with the object, then the ideas are very far from object-specific certainty. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being.

An object for consciousness acquires a specific way of existence - it becomes an object. An object is a product of the interaction of an object and consciousness. Along with the object, the quality of the object also appears, which may or may not coincide with the objective quality of the object - in the case when the subject enters into systemic relations with the object, it forms a system of the "subject - object" type.

Specifically, such a system manifests itself in the form of production, manufactured product, relations in production. "The quality of processes, organization, life is a motivator of a higher level in comparison, for example, with profit," says B.S. Alyoshin.

In support of this, he gives an interesting table (Table 1).

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Table 1 - The results of a sociological survey on ten factors of the successful work of firms *

Success factors	Share of firms surveyed, highlighted the most important success factors, in%	
	1995	2016
Product quality	95	98
Customer service	93	96
Introduction of new technologies	88	90
Attracting highly qualified personnel	85	91
Development of new products	85	90
Shorter time to market with new products	80	89
Improving the organizational structure	75	84
Intellectual property protection	59	60
Cooperation with suppliers	55	63
Development of foreign markets	54	70

Correct definition of quality, consistency and systematic quality management give the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

The program requires a detailed study of all components, starting with clarity in the definition. The definition of quality, as we have already seen from a digression into philosophical history, is not so obvious and unambiguous. Hence the confusion in the idea of quality.

The first reason explaining the weakness of the quality management policy is the vague distinction between "item quality" and "item quality", i.e. subject in the system of human interests. Over the two decades of perestroika, we have retained an orientation toward defining quality as an objectively given state of an object, a set of natural properties. The mechanistic transfer of the characteristics of natural phenomena to the definition of the phenomena of an artificially created world of things has nothing in common with dialectical materialism. This is a parody of the dialectical understanding of the world.

A product made by man is dual in nature, it combines the natural properties of raw materials and the characteristics introduced into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of a product in general, and the result of labor is presented in the form of a transformation of the natural state of an object. The product of human activity has a natural, basic, level and a superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is one, but

the production duality of the product is associated with it.

Such two-sidedness of the quality of the goods misleads those who have not yet understood the art of dialectical thinking, strives to sort everything out "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is determined only by a natural basis, but it is built artificially.

The quality of the product has several creators. Some of them - a fashion designer, constructor, technologist, manager - are always in sight, their qualifications and experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, shakes the market on the waves of its uneven movement, and together with purchasing power and perceptions of quality.

Let us add to the plot such an area of mental reaction that is usually of little interest to the producer, as the subconscious. Z. Freud is not in demand by managers and marketers in vain. Our bazaar is now being formed "according to concepts", but with the displacement of "extra people" of the new time from it, "underground", subconscious, consumer thinking mechanisms will start working, and taking into account the peculiarities of the "cellars" of consciousness, they will receive significant benefits.

Our emphasis on market research should not be seen as a call to market the clues to quality. Thus, we want to emphasize the importance of the market factor in the development of the theory of product quality.

The market attracts attention as a concentration of opposing interests, this is the "frontal" place where some "execute" others, then "execute" these others. Americans rightfully consider the market to be a "sacred" affair for society, carefully protect market tournaments from monopoly "raids".

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In the United States, a lot of money is spent on the study of market trajectories, unlike our capitalists, of whom every second is an "illegal" in the economy, and the third is a representative of a "gray" economy. In such a situation, try to get an objective result of research on the "spirit" of the market, to track the mood in the market with the expectation of getting closer to the true reflection of the existing attitude to the product.

The difference in the quality of the goods and the understanding of quality are becoming more and more significant. In determining the quality of a product, such factors are taken into account that are irrelevant to consumer attitudes: environmental component, manufacturer's traditions, etc. Add to what has been said and views that do not coincide in a number of positions, we get an interesting picture: no matter how hard the interacting subjects of relations try to develop a consensus of quality, the discrepancies will persist and will increase over time. If the natural properties, taken in the initial state of the product and taken into account in its quality, should not change significantly during the warranty period, then the perception of the product through quality changes under the influence of many reasons. That is why leading manufacturers are reviewing their product range, looking for new design ideas, trying not to be hostages of traditions,

The quality in terms of the expression of the spiritual component in it has been little studied. The prospect, on the contrary, urgently requires such knowledge, the development of methods for obtaining and evaluating it. One must come to terms with the fact that the era of workshop production, when the quality of the product and the image of the quality of the product coincided due to absence, the competition was forever gone, then the consciousness had nothing to choose from, and without choosing an image different from the object, it is difficult to form. The quality of the goods was dictated by the shop workers, no one could object to them.

In the XXI century, the situation is different. The image of quality is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object, and it is completed in an image, combined with the object, into the overall quality system.

The consumer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer to satisfy the market need in the state. In their student days, today's specialists most often did not understand why the philosophers were explaining the "objective" and

"subjective" to them. It seemed that they were engaged in irrelevant business.

The Soviet limited consumer market did not reveal the dialectic of the objective and the subjective. Often, teachers unprofessionally analyzed these concepts, there was no specific context. Surprisingly, even today not everyone has managed to realize the professional significance of basic philosophical categories, they think like materialists-metaphysicians who divorced the ideal and the material, subjective and objective into independent and incompatible sets.

Analysts describe the world surrounding the modern manufacturer rather harshly; "The consumer dictates what, when, at what price and in what form he wants to receive; competition in the market is intensifying due to its globalization: the needs of buyers and the situation on the market are changing at an ever-increasing speed. "

From the outside, what is happening looks very chaotic, raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. Whatever fantasies the master who constructs the lock is guided by, he knows that there will be someone who can make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order.

Outwardly, determining the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but, in the main, diverging views. One involuntarily recalls the "Krylov" fish, crayfish and pike, who undertook to drag the cart. In our case, there are even more subjects.

The designer, technologist, manager develop their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity.

There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary speculator is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the aggregate of properties of natural origin and added by the manufacturer; as a result, we came to the "quality square", combining the quality of the product and the image of quality (Fig. 3).

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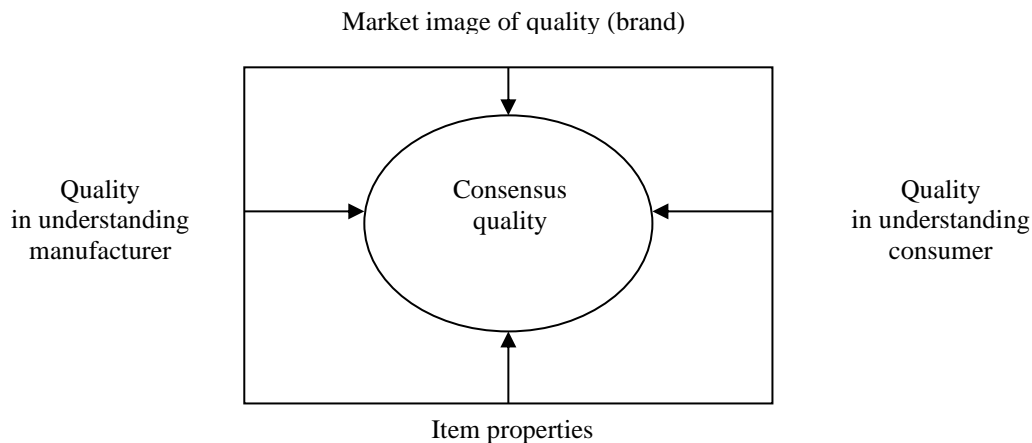


Figure 3 - Quality square

Consensus quality is not true quality, quality “agreement” is a virtual reality phantom. No documents, no procedures, everything is done “in the dark.” There are too many factors, their dynamics is great, and interests are conflicting. However, the spontaneous genesis of the consensus quality should not confuse anyone.

The evolution of nature without human intervention is an extremely spontaneous process, built on random intersections, from which the necessary connection arises, becoming stable, repeating, general, i.e. law. Chance and necessity are correlative dialectical relations, as well as chaos and order. Chaos is not opposed to order; it differs from concrete order. Chaos is disorder in the pure case in relation to some decency. In general terms, chaos is also order, not yet open to the observer.

Before analyzing the factors that ultimately determine the consensus quality, let us dwell on one more aspect of the quality problem that remains on the side of researchers - the heterogeneity of the content of the concept of “quality”.

It is advisable to structure the content of the concept “quality” in relation to a commercial product depending on the nature of the properties included in the content. The properties that form the content of the concept of product quality are divided into three groups: objective properties, intersubjective and individual (subjective).

Objective properties (signs) reflect the natural foundations of the concept, for example, natural or synthetic raw materials for shoes, clothing, and haberdashery products.

Intersubjective - are formed as products of the activity of consciousness of participants in economic relations: producer, intermediary, consumer, supervisory organizations, national traditions, world trends. In a sense, intersubjective representations can be spoken of as conditionally objective, objectified in collective thinking. At the top of the pyramid of properties, united by the content of the concept of quality, there are individual, subjective signs.

Every common exists objectively, but only through the individual, therefore at the end of the process there is always a separately taken, concrete buyer Pyotr Stepanovich Sidorov and boots, which Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales assistant professionally explained to Petr Stepanovich that there are better quality and also inexpensive boots, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products is important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

Signs of the content of the concept of “product quality” are built in the form of a pyramid of properties (Fig. 4).

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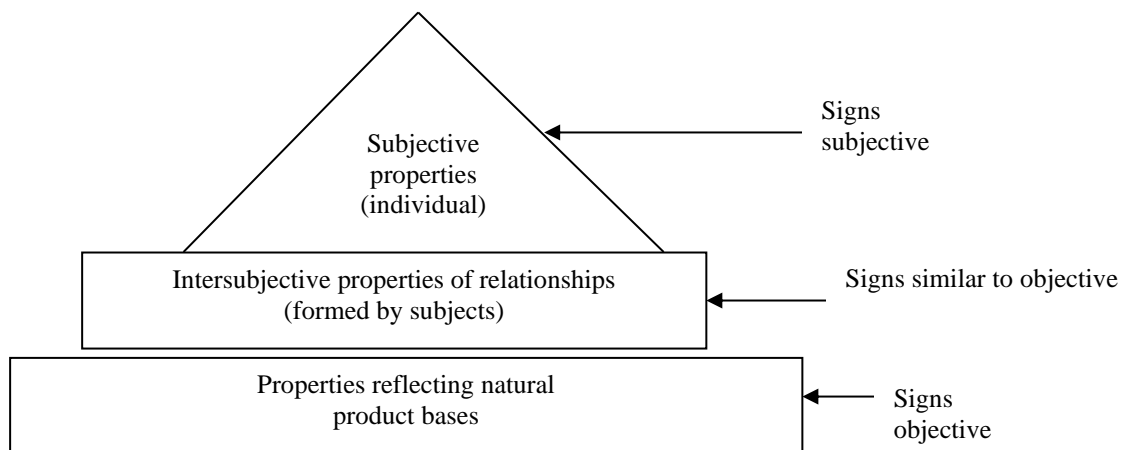


Figure 4 - Heterogeneity of the content of the concept of "quality"

The most serious contradiction, apparently, remains the discrepancy in the quality images of a product by a manufacturer and a consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations; they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their position in the system and the culture of target perception.

The manufacturer creates the product, but not the product - the ultimate goal of the manufacturer, but the sale of the product. The direct connection between the producer and the consumer is local because it has a negative effect on the producer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, which is most often artificially formed by a speculator and advertising.

Money, perhaps, does not "smell", advertising policy openly "stinks", it is so far from objectivity and free from the professional part. Without being responsible for information, advertising serves the market explicitly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by its professional reputation. The seller manipulates the information as he sees fit - the manufacturer is constrained by responsibility, besides, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - a direct presence in the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, while uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform priorities, which are actively exploited by unscrupulous

manufacturers and to which the authorities shyly close their eyes, not knowing how to return to the Soviet experience. Confectioners, meat-makers, wine-makers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo are returning to the market, some Moscow and Leningrad enterprises. The trend of returning interest is gaining stability. Of course, clothes and shoes are not sausages and vodka, or chocolate and confectionery products of natural origin.

At the same time, all goods have something in common - the responsibility of the manufacturer.

The euphoria of the nineties has passed, democratic freedom, which turned into arbitrariness in production and on the market, sober up the souls of Russians intoxicated with will. Disappointed with democratic reforms, they are no longer so impressed by many others in the new way of life. Now is just that historical moment when light industry can regain its rightful place in the market. Only you need to act in a new way. Reconsider and remake yourself. To abandon the old one-dimensional view of the consumer as an "object" of relations.

In the old days, the consumer was completely dependent on the manufacturer. The market was closed, the choice was dictated, i.e. in essence, the buyer did not have it. Today the consumer has more options to choose while satisfying his own taste.

The new configuration of relations in the market and the manufacturer needs to take advantage of it.

The modern Russian market only from the outside satisfies the tastes of the consumer, in fact, our market has rather awakened, roused the taste of the buyer with its diversity. The real choice for the mass buyer, for whom this market is designed, is still small.

Objectively high-quality, high-tech products are, as before, inaccessible to a Russian of average capabilities. He admires them, like models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Turkey and Eastern European producers are forced to adjust to

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WTO requirements. The product they offer increases in price, but not in quality. The disproportionately increasing costs of carriers also help the price rise.

In the new market conditions that have awakened the taste of the consumer, it is important to try to take control of it. This is not about changing the economic strategy based on quality management. We pay attention to the component of this strategy. In the West, a version is gaining strength, the essence of which is that the economy is becoming "smart", the stage of systemic quality management is moving into a new stage - the quality of education. If this is the case, then the focus on nurturing consumer taste fits fully into the strategy of economic policy.

The consumer lives in a specific environment, forming a certain symbiosis with it. Access to consumer creation is efficient both in the immediate application and through the living environment. The manufacturer is still sluggish, and the market is vigorously fighting for the buyer, presenting him in their marketing research as a kind of ready-made, statistical subject who needs to be lured with an offer. The real battle for the buyer lies ahead when the manufacturer realizes the benefits of a full-fledged consumer education and training program. The consumer needs to be prepared, then he will follow the market labyrinths by the given route.

Belief in the miraculous power of advertising is a dangerous companion for a manufacturer. Advertising was presented as the engine of progress by the advertisers themselves and the market, which is fundamentally not responsible for anything. An exclusive product is rarely advertised - it has a regular consumer with a mature taste and exclusive purchasing potential. Such a buyer is simply notified, he is satisfied with the presentation of the collection, especially not sparing money.

Advertising is a call to an ill-mannered and uneducated buyer, whose credulity towards advertising is inversely proportional to the state of knowledge and taste. The mass consumer is given over to the slaughter of advertising and market arbitrariness. Responsible producers, instead of complaining about fate, it's time to turn their face and get into spiritual contact with the consumer. It is naive to hope that he will independently get out of the fake decorations of the market and advertising. But even if the consumer manages to overcome the ingenious inventions of the market, by that time domestic producers will become relic phenomena and the revival of the activities of national producers will lose public relevance.

There is no doubt that the business of educating your customer is costly, troublesome, unexplored, difficult, requiring a lot of patience, the ability to appreciate the slow, uneven progress towards the goal, to fight against all who declared themselves and their occupation a supranational, democratic phenomenon

and makes a name for themselves on speculation in the area of human values.

Nobody disputes the priority of universal human interests, and the need for comprehensive protection of national security is indisputable. And without modern production of essential goods for a person, national security cannot be ensured. So, domestic producers will have to solve a dilemma: either simultaneously with the development of production, produce their own consumer, or continue to groan about the outrage and push themselves to the market periphery, ever closer to the edge of the market and its end.

The revival of the domestic light industry will force the market situation to change, the market will have to react, because its interests are determined by the dynamics of consumer demand.

Then it will become easier for many to breathe: producers, consumers - will feel the national taste and intermediaries.

Work with a customer should be structured systematically in the format of a target program. Its main sections, presumably, will be, along with the improvement of production and assortment, educational and interactive communication with a potential buyer.

Having closely engaged in the education of the consumer's taste, manufacturers themselves will have to improve their qualifications. No wonder they say that the best way to educate yourself is to try to teach others. It can be argued that the manufacturer has considerable reserves for improvement in all areas of activity. The first steps must be taken towards the consumer. You cannot trust the consumer with the "cares" of the intermediary and it is unreasonable to leave the consumer alone with himself - he should be taken as companions, accomplices and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. Just as the ear must be prepared for the perception of a complex piece of music, so is the mind for the evaluation of the product. Shoes, clothes are not a simple commodity. They accumulate the high professional status of the manufacturer, his skill, experience of generations. The buyer must be connected to the joint process not at the final moment "money-commodity", but somewhere in the technological process.

When a wave of protest against the construction and operation of nuclear power plants spread across Europe, the French opened access to those wishing to get acquainted with the operation of the nuclear power plant. They realized in time that it is difficult to convince with a word, it is necessary to give an opportunity to a person from the outside to see and decide. Schoolchildren went on excursions to the nuclear power plant, they were given meetings with experts, showing videos, and a specially developed program. And the work done was crowned with

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success. Doubters overcame the critical attitude, re-educated. Especially after they calculated with a calculator how much it would cost to shut down a nuclear power plant, who would benefit from re-profiling electricity production in a country that does not have hydrocarbons. The French have lived in a market economy for several centuries and have learned to value both personal wealth and national security.

Russian democrats of the late twentieth century took care of the human rights of the abstract, taken outside the homeland, and caused significant damage to patriotic feelings. In the 90s of the XX and the beginning of the XXI centuries. the Russian authorities condescendingly looked at the destruction of the image of the Soviet past, the active revival of pre-Soviet antiquity. Few people understood that any stone thrown into national history ends up in the national present and future. Who needed to "break the bond of times"? Those who wanted to change the situation on the market and make their own business on this. The buyer was convinced that everything that was domestic was no good, that it was necessary to buy something from abroad.

The formula "everything is bad!" has been known for a long time, and in times of trouble it works well.

It would be pseudo-patriotic to say: "Everything is fine with us!" However, the domestic manufacturer also did not sew their products with bast. The approach should be differentiated. By replacing Russian products with Chinese ones with the help of advertising and a pricing policy, sellers not so much deceived the buyer as undermined the position of the national manufacturer in the crisis, instead of rebuilding production in alliance with him and forming their own market.

It is necessary to have imported products on the market. Crucian carp doze if there is no pike. The market is synonymous with competition. Competition is vital, but competition is always politics, and not only economic.

The state has no right to be free from the market. First, the state is called upon to ensure national security and to express in everything that is done on the territory of the country, the interests of its people. Secondly, the Constitution of the Russian Federation says: "The Russian Federation is a social state." And the Russian government in the 1990s. she was not afraid of the market, she built the market just like that, because she herself was a part of this market. The authorities created the market for themselves, knowing about the fragility of their own and the market.

The change of leaders in Russian politics took place when the market fulfilled its political function: it illegally enriched the reformers and made the national producer an appendage of foreign production.

Changes in economic policy after 2000 g... - important steps, but after what has been done, it will take a long time to wait for positive changes. Economic science testifies that annual destructive actions are compensated by three years of creative activity. Apparently, it is no coincidence that promising programs have recently been built up to 2030 g...

1990s - time of missed opportunities. The reasons here are primarily political. Twenty years later, a prospect appeared for the domestic manufacturer to form a market, which was absent in those dashing years. A trip to the existing market will be successful if it is taken "in the ticks" by the national manufacturer and the consumer prepared by the manufacturer. Routine advertising work, even under the professional supervision of the product manufacturer, will not solve the problem. It's a new era and, albeit spontaneously, unskilled, slowly, with deviations, a consumer who was kept without advertising in half-empty counters with a very meager choice, and then deceived with advertising, looks critically at what is happening.

The consumer is ripe for a serious relationship with the manufacturer. The last word. Producers have a responsibility to take the first steps towards a smart economy and lead consumers. It is not always clear what an "innovative solution", "intellectual capital" is? It is in our reflections - a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the producer, the producer - the sustainable choice of the consumer whom he has brought up.

Formation of a civilized market is one of the main tasks of the plan of measures for the development of light industry for the 2007–2010s. Despite the well-known positive dynamics, the situation cannot be reversed. The market for domestic goods remains below 25%. More than 50% are counterfeit and contraband products. More than half of the sold garments, fur, outerwear and footwear are concentrated in the clothing markets.

The image of goods, their quality, as before, builds the clothing market. The clothing market is associated with gross violations, product substitution in stores. The lion's share of 1.5 trillion rubles is "spinning" in the clothing market. The market is "covered" by the authorities.

It will not be possible to overcome the hypertrophiedness of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market will take depends on a number of factors: political will, ensuring the consistency and vigor of the struggle (here it is possible to transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally transfers them to non-budgetary organizations; development of the raw material base - back in 2006 year... The

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Ministry of Agriculture has obliged to reflect in the departmental program urgent measures to combat hypodermic gadfly, prevention and rehabilitation of cattle from hypodermatosis for 2007-2009, but how all this happens in our country, it is known: sheep breeding is in a protracted crisis, hunting has declined sharply, the cultivation of caged furs is minimized and continues to decline; stimulation of expert production remains on stamp paper; development of innovative activities and training of qualified personnel. Innovation activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, it was bypassed in state circulars.

Counterfeit and contraband products, which are often the same, have always been on the market and in assortment. The difference is that in Soviet times, the amount of illegal product depended on the rigidity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to hinder us, on the contrary, they showed understanding. V2010 year., as well as all the last 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures have been established so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are in the consumers of counterfeit goods. And the current market will not allow the domestic manufacturer to develop. They will not share their customers voluntarily, and the power of the customer cannot be taken, it needs to be converted, having become interested in domestic products. And here many questions arise: firstly, it is useless to enter a corrupt market with your competitive products. They will set their own price, they need to launder money received in other areas of business, also illegal, but more profitable. The enterprise is interested in working capital, i.e. is to quickly sell a product at a profitable, but not overpriced. State intervention is required.

Secondly, "there is no dispute about tastes, but tastes are brought up." By changing the position of their products with the help of competent authorities on the market or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the market masses and make this part their own, with a good prospect, without deceiving the consumer, to significantly increase the number of fans of Russian goods.

Specialists need to go to school, universities, technical schools, colleges, schools, organize meetings with interesting people, demonstrate products, production, open joint creative circles, hold contests, quizzes, disputes. It is necessary to disclose production. You will have to endure for some time, apparently, the diversion of funds will cause some

decrease in economic indicators. Everyone knows that in order to jump further or higher, you need to retreat.

Surprisingly, there is no section in the industry development program aimed at the formation of their own consumer sector. The program is tailored to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to more actively involve private investment in the process, which is very difficult to implement in the current economic environment. The shadow economy is based on counterfeit goods, "gray" producers prefer to invest in customs in order to import smuggled goods. The most realistic is the formation of the stability of consumer interest in the manufactured products by attuning the tastes of the buyer to it.

Orientation in long-term plans for the export of products is, in principle, the right task. The goal setting, pushing the national boundaries of the market, contributes to the involvement of reserves, primarily intellectual ones. The authorities are trying to repeat the Japanese way of reviving industrial production.

Significantly lagging behind technologically from the United States and Western Europe in the mid-1950s, Japan in the 1990s. pushed the Europeans out of the world market, having gone through four stages of production growth in 40 years. The revival began with the copying of world samples, in which the Japanese were helped by the United States and Canada, right up to the provision of access to nuclear technology. Then there was the stage of independent development of products identical to the world models in quality. In the mid-1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned to make products of higher quality. By the 1990s. Japanese goods have become global brands, and they have become equal to both the United States and Western Europe.

Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the "Japanese miracle". Japan was ideally in the right place at the right time, helped by world politics. Now it is not Europeans, not the United States, who are organizing the most-favored-nation regime for anyone, not even Israel. Nevertheless, this scheme, at least in part, must be adopted, in particular, by manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract the custom-made consumer striving for originality and economy. For example, craftsmen from one of the regions of the Central Region brought 2010 year... to Novosibirsk products made of nettle fiber with a proven therapeutic effect. Cedar fibers are used in the production of linen. In Western Europe, a cooling cycle has begun, snow, which was exotic for residents, is entering everyday life. Russia has a wealth of experience in the manufacture of ecological clothing and footwear for snowy winters; it is enough to give them a design

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familiar to Europeans in order to interest a Western buyer, or maybe hold back something modern, Russian. In a normal European market, the main thing is to register, then gain a foothold, including by setting up joint ventures.

At the same time, one should not follow the footsteps of the Japanese. In Russia, everyone will have enough of their own buyer. The interests of the domestic consumer should be prioritized. All of us, not without reason, hope that a better time lies ahead

of us. Accordingly, changes in consumer ability will affect the status of the manufacturer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not develop into overconfidence. The recommendation of the classic of modern economic theory E. Deming, known as "E. Deming's chain reaction" (Fig. 5), will help to avoid a fatal disease.

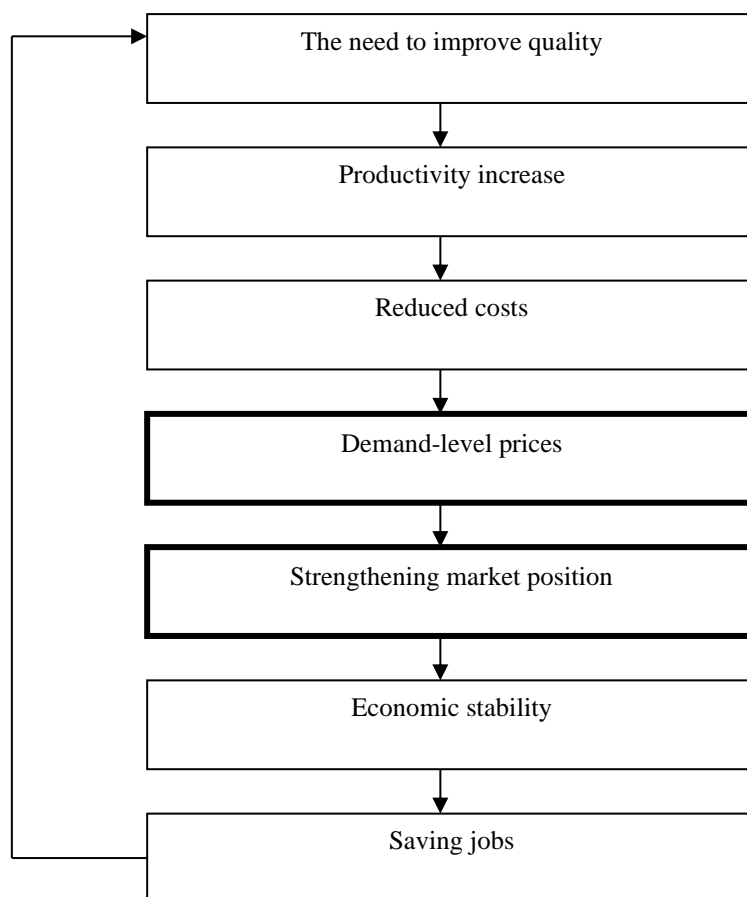


Figure 5. "Chain Reaction" by E. Deming

E. Deming initially tried to implement his approach to creating a quality economy in the United States, but failed. The reformer himself explained the reason for the failure as follows: "My initiatives were welcomed by engineers, heads of individual departments, but they were ignored by the top management, who did not want to think and act in a new way."

E. Deming relied on the triumph of professional thinking, his natural desire for the new, coinciding with the progressive movement. Developing the intellectual approach of his predecessor W. Shuhart, E. Deming linked four creative acts of thinking with a logical knot: observation, development of actions, implementation and analysis.

The listed operations, which made up the "Deming cycle", unite the commonality of the personality's status, its innovative interest in the case. In fact, half a century before the first works on innovative economics, an American specialist presented the very concept of "innovativeness" as applied to the management of economic activity.

The basis of the content of this concept is formed by four sequential actions: professionally built observation of situations, its monitoring - the beginning of the path of innovation, a very crucial moment of scientific knowledge - the description of the object; development of measures for improvement - a positive change in the situation, the main thing here is to organize the process in a new way, so that a

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motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity.

Inviting E. Deming to 1950 g... to Japan, the initiators of industrial restructuring tried to prepare well for the reform. They even made adjustments to the curriculum of technical universities. The course "How to Use Experimental Data" was introduced to all students of the Industrial Department of the University of Tokyo.

In a new time, you have to go with new ideas and, moreover, with programs, but there is always continuity in the process. The wise E. Deming foresaw what is always relevant - a reminder to the management of all ranks about "difficulties and false starts."

Its one-sidedness should have long been recognized as a serious mistake in the methodological training of domestic specialists-managers and engineers in universities. Our professional education is traditionally focused on progress and innovation.

We clearly underestimate the warnings of experienced, recognized professionals about the impossibility of knowing everything and the need to be prepared for the most difficult circumstances of the case. The well-known Russian doctor puzzled journalists and specialists a lot with his answer to the standard question: "What should be a good doctor? He said: "A good doctor differs from a bad one in that he knows well how not to heal."

Professional training presupposes a thorough, demanded analysis of mistakes, miscalculations, shortcomings, in a word, negativity in all its manifestations. A specialist is not insured against shortcomings with honors, experience, or systematic study. This is not about eliminating negative consequences, but about their "quality" side and frequency. It is possible and necessary to fight against this; it is in this direction that the lessons of E. Deming are especially significant.

The most dangerous is the desire to go the beaten path. This path will eventually lead to a dead end. You need to learn not in order to do like everyone else. Learning means developing independence.

The theory of quality management in our universities is taught outside the "production - consumption" system, the course is conveniently reduced to the history of the problem and the quality management system, isolating it by the area of production. The consumer, the exploitation process, was located outside the main subject, presenting it as an infrastructure, without thinking about the fact that production is not self-sufficient, it is conditioned by consumption by other production, but, ultimately, any production is put out for consumption. The very word "production" is just the beginning of phrases:

"production of services", "production of a product." The former can be read as "relationship production."

If production is "production of relations (services)," then why do we argue about the quality of production in isolation from the subject of relations, opposed to the manufacturer of the product or services? That other subject is the customer of services, products, therefore the quality of production is of no less interest to him than the manufacturer.

The advantage of the manufacturer over the consumer is in professionalism, therefore, it is necessary to disseminate one's professional knowledge, to involve in the circle of professional interests, problems, and the customer; seriously and for a long time to engage in his upbringing, leading away from "brainwashing" in market advertising.

For two decades now, the youth consciousness has been under the pressure of "glamorous" fashion, which reigns supreme in everything: in TV shows, youth programs, TV series, weather forecasts, in programs designed for home life, in the speeches of VIPs, "stars", officials and deputies. One gets the impression that it is shameful and indecent to live otherwise.

By the way, in the countries that we have to catch up with, life is not carried out in the style of "a la glamor". Popular in the USSR and in the Western world, Soviet international journalist, historian V. Zorin recalled the details of an exclusive reception hosted by the mayor of New York, billionaire G. Rockefeller. The mayor rarely met with journalists at work. For our compatriots, an exception was made for political reasons - to support the course of easing tensions in the relations of world leaders.

"Having learned about G. Rockefeller's consent," V. Zorin said, "we were more confused than happy. It seemed uncomfortable to go to the richest man in the United States in our suits and purchased shoes. Our American colleagues did not advise us to fuss, recommended to focus on the content side of the dialogue. But we thought differently, we were afraid to look unworthy, so we decided to rent costumes from fashionable couturiers for a day. Came to the meeting in advance, were received by the mayor at the appointed time.

Once again, we entered the office with the feeling that our equipment corresponded to the circumstances. We experienced a real inconvenience when the mayor came out to greet us in a simple work suit and ordinary shoes. And smiled at our sight. "

Where is the anti-adware perversion? Educational institutions, instead of turning into centers of aesthetic, business, and everyday education, themselves contribute to misinformation of the mass consumer.

Universities by their status should actively cooperate with production and, together with production, carry out systematic, widespread work to educate consumer consciousness. Without such

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creative activity, the future of the domestic manufacturer of clothing and footwear looks similar to the present of the Russian car industry - we will become an application of Europe, we will lose the creative component, we will lose traditions and national characteristics.

We should strive to sheathe not the whole world, like the Chinese, but our own, Russian, consumer. He is still able to appreciate the dignity of his fellow countrymen, but he must not be left to his own devices.

E. Deming paid special attention to the socio-psychological support of the organization of production. Our specialists today are looking for the keys to success only in technology and statistics.

E. Deming's concept of "difficulty" and "false starts" are psychologically loaded. The talented economist E. Deming was experienced in spheres related to economic activity - psychological and social. He presented production management in a broad, complex context. Most of today's managers are one-dimensional. Hence the constant failures in management.

E. Deming attributed to the "difficulties":

- expectation of results from work in the field of quality improvement in the shortest possible time, which is typical for highly specialized training - a surrogate for professionalism. Quality is the state of the essence of the process, product, management. The essence differs from the phenomenon precisely by its stability. Quality is not a quantity that can be reduced at once, and sometimes even increased. Quality loses and gains itself in the process. It takes time and, of course, equivalent tasks to train specialists;

- the opinion that mechanization, automation and computerization will help make a breakthrough in the field of product quality. This opinion is again a defect in the training of a specialist, a limited professional culture. The quality of the product, and in the general sense - "boots are clothes for the feet", and in the particular sense - the quality of shoes as a set of certain properties of boots, is a matter of human creativity. Boots are not harvested on a tree - in the workshop, boots are sewn by specialists according to models developed by related specialists from leather that was made by other specialists. Only at the beginning of the product's production chain are we able to detect the presence of a natural phenomenon of nature - the skin of an animal. Technology in any form (outdated, modern, future) was, is and will forever remain a means of labor, created by man and launched (or not launched) by him into production. Technique allows you to make products of a certain quality, gives stability to the quality of the product - and that's it! Let's repeat: the quality of a product is created by a specialist, it is a product of his activity. It is not technology that creates quality. Hence, E. Deming's warning follows: do not expect a breakthrough in the field of quality from a technique;

- neglect of the actions necessary for the successful implementation of the quality improvement program. Another confirmation of the importance of the humanitarian development of a specialist's personality, which top managers in the vocational education system do not want to hear about. S.P. Tymoshenko wrote that in US universities the humanitarian component is at the level of 20-25%. In England, it is approaching a third. Savings on liberal arts education result in large losses in specialized training. The place of dialectical thinking is taken not even by the formal-logical, but by the defective-everyday, based on the "kondovaya" phrase "maybe it will work out, it will carry". Why was the historical thought "We wanted the best, it turned out as always" by the former Prime Minister of the Russian Federation? Because they managed as they could, and not as they should, unprofessionally. Since then, the situation has changed little,

In dialectical logic, there are some wise and simple rules that reflect the actual order of things. First, you need to carefully study what was and how it was, so as not to step on the old rake again. Second, to thoroughly, comprehensively understand the essence of the matter, its infrastructure and relations, including the analysis of macroeconomic dynamics. Thirdly, the starting point should be the practical expression of the concept, but the very concept of "practical meaning" is important to interpret not narrowly pragmatically. And finally, the last thing: the truth is always specific and unambiguous.

In a big business, unimportant little things happen only to those who approach it unprofessionally. Everything matters here. The concept of "quality of raw materials" includes organoleptic characteristics, age, storage and transportation conditions on equal terms. One has only to try to rank them, as a succession of non-persistent "little things" and the quality goes into substandard. Involuntarily forced to return to the beginning and highlight the relevance of technical regulation of the quality of goods and services, as well as their production.

Quality management began more than a century ago with primitive actions and taking into account the little things. G. Ford Jr., A. Sloan, F. Taylor and A. Foyle - different people were united by a common attitude to the details of production. They, like everyone else, naturally recognized them, however, unlike everyone else, they did not disdain them. Spontaneously, they understood that the essential does not arise by itself, it arises in the insignificant, the big grows out of the small, the necessary arises at the crossroads of the accidental. Quality cannot be carved out of quantity, but in order to obtain the desired quality, you need the required quantity. A measure is formed from the quantity - "quality quantity".

In the presence of "quality quantity", i.e. measures, we can already make the appropriate

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quality. The Bible states: "In the beginning was the word, and this word was with God, and the word was - God." In the theory of quality, the beginning seems to be different: "In the beginning, quantity is required: funds, specialists, ideas, etc." Therefore, Ford's quest for quality began with economy, and with Taylor and Foyle, at the organizational level. And the main problem at that time, perhaps not yet so obvious, was the "scissors" in the relationship between quality and quantity.

Let us explain: the economic effect is manifested not in an abstract, pure quantity, although it is potentially embedded in it, but in a realized quantity, similar to demand.

Abstractly taken demand is a more psychological and less economic category. From the economic point of view, demand takes on the significance of a factor when it is provided either by purchasing power or by calculating ability, which allows obtaining a loan.

The manufacturer must strive not to create quality. Its goal is production efficiency. The quality is just simply a means of achieving efficiency, a spoon, a bait in the understanding of a fisherman. You can get a product that is modern in quality and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept him.

Quality in an economic application is a concept that is correlated with efficiency and does not coincide with it, as many people think. Quality management, including the development of technical standards, regulation with their help, involves modeling the filtration of ideas, plans through the "gateway" of quality goods to the vastness of the market. Will open or slightly open the market to innovations access to mass demand.

K. Ishikawa invented a "circle of quality", suggested diagrams "cause - effect". The idea of the Japanese specialist is extremely simple: it is necessary to involve the entire team of the enterprise in quality management. The totality of participation is a guarantee of the quality of production. K. Ishikawa's concept was embodied in the history of Toyota. B.S. Alyoshin argued that "it was at this phase of quality assurance that quality management in its modern sense was formed".

K. Ishikawa, thanks to the involvement of all those involved in production in the process of creating high-quality products, managed to remove "the contradiction between improving quality and increasing production efficiency in its previous forms." Practically in all countries with a high average income of the population, the consumer began to receive goods and services of high quality at an affordable price, bringing a number of European countries, Canada, the United States, and some Arab states closer to the "consumer society". The "miracle" that was born in Japan, like all the previous miracles of the economy, turned out to be short-lived, which

once again confirmed the position of skeptics: "Miracles do not happen! There are ups and downs. "

Any "miracle" is a success acquired by a concrete historical situation, and flourishing within the boundaries of its time. Features of historical time contribute to the birth of "miracles", they also determine the miraculous limits.

Let us turn again to B.S. Alyoshin: "The concept of standardized quality, according to which a quality product is understood as a product, the requirements for which were defined and fixed in the standards by the manufacturer, and the consumer has the right to either buy the proposed product or reject it, has led to an aggravation of the contradiction between quality and efficiency in a new form, with the error in determining the needs of consumers when products that are suitable, from the point of view of manufacturers, enter the market, the costs are extremely high. "

K. Ishikawa closed the concept of "quality" to those who produce it. Those for whom the product was designed were left out of business. They were not interested in their opinion. The isolation argument is impressive: consumers are not aware, they are not specialists. K. Ishikawa did not systematically consider the main relationship in the economy "producer - consumer". Once they were in one person, they were opposed by commodity production. It arose as an alienation of the personality's abilities, bifurcating it not conditionally, but physically, but at the same time the personality remained in both hypostases: producer and consumer. The proportions of the hypostases have changed and continue to change. However, their essence is a dialectical opposition, which does not allow to exist without each other, and this must be reckoned with.

The consumer is a partner in the quality of the product. The division of labor separated the consumer from the professional knowledge, the skill of the manufacturer, opposed them, but did not divide them so much that they could not depend on each other. They are still a unified socio-economic entity.

Modern economics shows that the manufacturer, opposing himself to the consumer, has turned the arrow of his movement to a dead end. It is necessary to closely tackle the return of the consumer to mutual understanding, for which, first of all, it is necessary to reduce the distance in the professional aspect of relations - to educate and educate in the consumer the subject, not a passive, external, casual one, but a partner in a common cause.

In the latest economic policy, technical regulation is one of the main conditions for achieving quality standards. It allows balancing the relationship of centrifugal and centripetal forces in the development of production, democratizing production management and, at the same time, preventing it from slipping into self-production, i.e. autonomous self-sufficient production. The system will disintegrate if

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its constituents decide that they are the system themselves. Democracy and arbitrariness are incompatible phenomena. Freedom in a democratic interpretation is reasonable only when it is freedom to act both in one's own interests and in the interests of the system. Control can be in the form of self-control and in the form of centralized activity, but it must take place in the interests of democracy, which in our context means the interests of the consumer.

The essence of our position lies in a new perspective in the management of the quality of consumer goods - consumer interest, more precisely, in the transformation of a consumer from a buyer into a producer. As long as the consumer is left to himself, self-formed in the market environment perverted by an unscrupulous manufacturer and advertising unregulated responsibility, he is a statistical value for a responsible producer.

All plans of the manufacturer are based on statistical models, more or less indicative of the national economy, but not on the average capabilities of the enterprise. In order to replace virtual, speculative landmarks in planning with real, much more viable ones, it is necessary to lead the consumer out of the zone of unlikely certainty into the space of cooperation, which gives a much more probabilistic forecast. From a spontaneous, opposing, divided by a "counter" subject, it is necessary to turn him into an accomplice through education and enlightenment of consciousness.

The trouble of our present state is not in the Chinese commodity expansion (the Chinese have filled both the United States and half of the world with their specific goods), but that we have left the consumer at the mercy of intermediaries.

Formally, this alienation looked quite logical and attractive: "To each his own!" The shoemaker sews what he needs - boots, shoes, sneakers, etc.; the merchant is busy with his business - the sale of goods; advertising has its profit by helping the merchant.

In reality, the manufacturer found himself in isolation, submitting not to the market, but to market speculators and those who serve them. The market is a relationship within the "producer - consumer" system. Anything built in between them breaks their natural relationship. Leading European manufacturers do not allow themselves to supply products to our market. They enter the market themselves, with their own network of specialized stores, which are under strict control and carry out independent advertising work with the consumer. By replacing "consumer" with "buyer", enterprises form an uncertain perspective. The producer has a consumer, not a buyer, by his dialectical opposite. The consumer also needs to be connected to the problem of technical regulation: to teach him industrial literacy, educate, educate.

The work presented to your attention is the fruit of joint reflections on topical problems of improving

the activities of an important branch of the public economy of leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. A separate author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but also to talk about how colleagues "see" this problem, to present someone else's view of the order of things, to transform in the process of the declared discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such a wonderful thinker like Hegel Hegel sinned, willingly or unwillingly substituting opponents, to make it easier to criticize them. This work presents an original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often darken creative relationships.

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.

The quality of an activity is the final criterion of its individual, collective and national status. It is in the quality that the energy of creation is accumulated. The quality of activity indicates how much we have penetrated into the essence of things, learned to manage things, change their properties, form, forcing us to serve a person without significant damage to nature. Quality allows us to see the person himself from new perspectives, to pay tribute to his talent, will, and professionalism. Research carried out under the UN Development Program has 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 is undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and 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

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officially dared to cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive. Learning about nature, we discover its qualities, state of quality, quality levels, embodying new knowledge in production. Classical political economy (A. Smith, D. Riccardo, K. Marx, J. Mill) concentrated quality problems 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 cauldrons" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. The main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, 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 society of mass consumption is thought of as a function of the market.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The consumer realized the need to pay for the advantage of quality services and products. It is the turn of the manufacturer, who must overcome "greed" and "deadly sin" in order to destroy greed. Prominent economists unequivocally declare that the improvement in the quality of goods is not causally related to the rise in prices. Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Production should improve, but not become more costly.

And I would also like to draw your 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 will not remain forever. 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 the same 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 philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share with you, dear readers, their thoughts, entrusted you with their judgments about the past, present and future of the case to which they have dedicated their lives.

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 a major factor in long-term profitability.

Getting the maximum profit, possibly with the optimal combination of sales volume and prices for manufactured products. However, it is not possible to sell an unlimited number of shoes for the same price. An increase in sales leads to market saturation and a drop in effective demand for products. At some point in time, in order to sell a large number of shoes, you will need to lower the price.

In addition, an enterprise can initiate a price reduction in the event of underutilization of production capacities, a reduction in market share under the pressure of aggressive competition from competing enterprises, etc. The choice of a pricing strategy depends not only on the type of product, but also on the market in which the company operates. Two types of strategy can be applied: "high prices - sale - high prices" or "flat prices" strategy.

The first strategy is used by companies selling expensive fashionable footwear, the markup for which in the season can exceed 100%, which makes a profit. But usually these are types of shoes with a short life

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cycle. If the sandals are not sold in the summer, then most likely they will lie in the warehouse until next spring. Therefore, it is very important in this case to get rid of the leftovers as soon as possible and free up the warehouse for new models, reducing storage costs, effectively using the area. Such enterprises can afford to hold a sale once or twice a year, selling shoes at a discount of 30 to 70% and working without profit, but earning money during the period when the new collection is sold at normal prices. If the types of shoes have a long life cycle and are not subject to moral aging, it makes no sense to arrange sales.

These types include classic men's shoes, comfortable models made using proven technologies and designed for people who prefer a strict style. Collections of classic men's shoes are produced, tk. she is not strongly influenced by fashion trends. In this case, the discounts are 15-20%. In addition, any sale is a kind of information campaign, during which new customers are attracted, who often purchase shoes at a discount and at regular prices, which also allows you to more effectively sell the entire range of shoes.

A decrease in prices occurs when an enterprise uses a system of discounts to increase sales. Their need is best tracked at the break-even point.

The break-even point shows the behavior of total costs and the role of the influence on them of variable costs, which, in comparison with constant ones, have a stronger effect on the costs themselves, and also shows the characteristics of sales proceeds at various values of prices and sales volumes for the considered initial data.

The growth in production and sales is accompanied by a constant decline in prices. The minimum allowable unit price to cover the total cost will be the second break-even point; the maximum allowable is the first break-even point. This means that there are two levels of production and sales of products, at which the total costs are equal to the proceeds from sales, that is, two break-even points. The behavior of total costs is most strongly influenced by variable costs that change in accordance with changes in the volume of production and sales of products.

On the field between two break-even points, there is an area within which the optimal ratios of volume, selling price and, accordingly, profit are achieved. As noted above, the maximum profit will be obtained when products are sold with a margin of over 100%.

For a breakeven operation of the enterprise, the selling price should not be less than the cost of a pair of shoes, but if the price is less than the cost, losses will immediately arise.

When assessing the consequences of a price decrease on a change in the break-even point, it is necessary to additionally assess the effect of a price decrease on an increase in sales. In other words, an increase in price can thus affect a decrease in sales

volumes, so that the additional profit per unit of production obtained as a result of the influence of the price factor will be offset by the sum of losses from a decrease in sales. Conversely, a decrease in the amount of the difference between revenue and variable costs per unit of production caused by a decrease in price can be fully compensated for by profits from the sale of additional volume of products at lower prices.

Thus, the calculated threshold values of products set the area of the volume of production and sales of products, within which the breakeven activity of the enterprise is ensured.

For this purpose, discounts are used in order to respond to lower prices of competitors, reduce too high costs, get rid of damaged, defective shoes, eliminate leftovers, attract more consumers of shoes. In world practice, there are about twenty types of discounts, of which the following are most often used: progressive, seasonal, for accelerating payment for trial consignments of goods, special, functional, barter, hidden, complex.

For footwear, the most common are the following types of discounts used at various levels: enterprises, their own organizations, trade.

When determining the size of discounts, it is very important to find the line when there is an opportunity to earn money, but at the same time get rid of the leftover shoes. In addition, footwear is a seasonal commodity, and adjusting prices based on the season is a challenge for business leaders. One of the constants of this task is to determine the period for establishing a discount on an item. In general, the discount is necessary if the demand for footwear falls, and, as a result, the level of sales decreases. The entire period of footwear being on the market can be represented as a hyperbole, analogous to the hyperbole of a product's life cycle. There is a period of implementation, for shoes it is very short, because the change of season in Central Russia sometimes occurs in a couple of weeks. Then a period of growth and maturity, i.e. the season itself in which shoes are most in demand (1-2 months). Then comes the recession period. It is also very short-lived (2-3 weeks).

Therefore, the renewal or frequent change of the assortment of footwear for domestic enterprises is one of the most important areas of their marketing activities in order to ensure a stable position for themselves and prevent themselves from bankruptcy.

In enterprises, the marketing department must closely monitor the dynamics of sales and profits in order to take appropriate measures in time. For example, with a decrease in the pace of sales, you need to think about new markets, adjusting the price for the manufactured range of shoes, and improving service.

Among these elements of marketing activities, when developing a new range of shoes, special attention should be paid to:

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- shape, color and materials for the range of footwear offered for sale;
- fashion, style and filling of the market with domestic footwear;
- assessment of the market demand for new types of footwear in the sales markets;
- forecasting the sales of a new range of footwear;
- the development of the company's product policy, which, of course, is an elementary truth, but without which the success of the whole business is impossible.

When developing a new assortment, it is necessary to create a style for shoes, including its shape, color and range of materials, develop appropriate packaging to meet the demand for new types of shoes and create a modern brand and image.

The quality of products is formed by the functional characteristics of these types of footwear, the development of which is the prerogative of both designers and technologists and artists-designers, in the formation of which a marketer must also take a mandatory part. The most important means used in the development of new types of footwear, embodying the appearance of the footwear: shape, color, style of the last, more diverse and high-quality materials, corresponding to the fashion trends, from which this assortment will be realized. The South of Russia has all the possibilities for the application of various solutions. Climatic features, geographic location make it possible to focus on bright, life-affirming shades. Saturation, brightness, multicolor emphasize traditions, taste, mood among consumers.

Materials for new types of shoes have an invaluable impact on the perception of finished shoes. But it should be borne in mind that some materials cause sympathy, while others, on the contrary, cause antipathy.

Developing a color scheme for the appearance of shoes should be the main task of the marketing department.

Very significant importance should be paid to ensuring the quality of footwear and assessing its competitiveness, attractiveness of demand. The final stage before the launch of a new range of footwear into production should be devoted to approbation of small series of the developed range aimed at sales markets in order to identify a price niche acceptable for the financial activities of the enterprise.

Every enterprise, including footwear, a policy is needed, the basis of which should be an assessment of its real capabilities, so that any footwear models newly introduced to the market would serve as its position and competitive advantage. Within the framework of the product strategy, specialists determine market demands and ways to satisfy them, based on the study of consumer demand and its characteristics.

In order to create a concrete marketing advantage, the company must analyze the existing

demands and the potential customers and determine what matters most to them. This also requires the use of a set of marketing techniques: branding, participation in industry exhibitions, the creation of various advertising options, assortment policy. Equally important for maintaining the sustainable development of footwear production, including for consumers in the regions of the Southern Federal District, is to determine the period of the economic life of the model and optimize the period of existence of the goods through rational pricing and the correct application of marketing techniques.

In addition, so that there are no problems with the sale of shoes, the creation of new models in the design departments of the enterprise should be carried out after a preliminary study of the real market needs for these products.

However, the experience of Russian shoe enterprises shows that the main reason for the sales crisis is inconsistency

assortment of manufactured footwear with the structure of consumer demand. Domestic footwear manufacturers tend to sell what they produce, rather than produce what can be sold.

This is due to the fact that for most of them the problem of sales orientation is more relevant than marketing. This situation can be explained by the following reasons:

- commodity producers are forced to concentrate their efforts on the product, and not on the needs of consumers, since they have very limited investment opportunities;

- a wide range of products is possible in the presence of flexible industries, the introduction of which is constrained by technological backwardness;

- the transformation of shoe packaging into a means of generating demand is possible when creating an industry in the Southern Federal District and the North Caucasus Federal District of full-time production;

- for the production program to be determined by marketers, it is necessary not only flexible production, but also the presence of significant production reserves, including reserves' production capacities, financial resources, etc.;

- the possibility of using prices of market equilibrium and the advantage of non-price methods of competition for domestic producers are limited by the lack of professional marketers;

- the relatively narrow planning horizons for our businessmen are determined by the still persisting economic and political instability of Russian society.

This also explains the price orientation of business to maximize current profits, to hide it for taxation, and not to obtain a long-term effect from the market orientation of production.

With the transition from a seller's market to a buyer's market, the competitiveness of a shoe

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company increasingly depends on how perfect and viable its marketing and sales are.

If an enterprise wants to operate successfully in the buyer's market, it must conduct business in such a way as not to depend on the sale of what it can produce, but to produce what it can sell at a profit. In these conditions, it is necessary to manage the enterprise, focusing on the market, and not on the product. At the center of this mindset is the customer, with their desires and expectations that should be met as fully as possible.

This has become especially relevant in recent years, when seasonal production of various types of footwear and its implementation is carried out.

Manufacturing is essentially the link between supply and demand. Only the knowledge of the true demand for specific types of footwear allowed the shoe factories to provide a corresponding supply.

Pricing takes into account the patterns of price elasticity of demand, when taking into account costs, a possible change in the level of demand is determined, which justifies a decrease in the price of shoes or discounts on them.

At the same time, it is important to remember that an excessively low price for shoes may not increase, but decrease demand, since in relation to these models, a stable image of a typically cheap and low-quality supply may form in the consumer.

An enterprise first of all tries to establish at what price it can sell its shoes on the market, based on the nature of demand, and then determine its production, commercial and administrative costs corresponding to that price and changing depending on market conditions.

In a dynamically changing market environment, the results of an enterprise, including a footwear one, largely depend on the effective results of the production, sales, financial and marketing policies of the enterprise itself, which creates the basis for bankruptcy protection and a stable position in the domestic market.

When developing a competitive range of footwear, manufacturers need to take into account many factors that affect consumer demand: compliance with the main fashion trends, economic, social and climatic features of the regions of the Southern Federal District.

Supply, demand and prices are elements of the market mechanism. The offer acts as a result of production activities and represents a batch of shoes intended for sale, while, as a rule, consumer laziness does not coincide with the volume of shoe production. This is a solvent need.

The nature and possibilities of mutual adjustment of supply and demand are determined by the ability of these factors of the market mechanism to influence the change in the price level of retail goods and commodity groups. The quantitative side

of this relationship is expressed by the concept of price elasticity of supply and demand at prices, which is understood as the degree of the corresponding response of supply and demand to relative change-raising the level of the market price.

The shoe industry is a material-intensive industry, therefore, a constant cost in the total cost of shoes small, therefore, the price elasticity of demand is high. This means that a decrease in the price of shoes must be accompanied by a significant increase in output.

The price of shoes should be sufficient to cover all costs of production, management, its implementation (fixed and variable), as well as provide an acceptable return on investment.

In the context of shoe production, one of the main factors in the need to create flexible production is multi-assortment production. It is necessary to ensure the minimization of the time and money spent in the search (development) of a competitive range of footwear and technology for its production. The effectiveness of the use of flexible technological processes for the production of a frequently changing assortment of products in small volumes (including single items) is possible if universal equipment and a higher level of qualifications of performers are used, which may roughly resemble the use of new forms of craft production.

So that shoe enterprises do not find themselves in a situation of unprofitable production, a serious approach is needed to justify the products produced in terms of the costs of their manufacture.

Consumer demand acts as the main factor influencing the formation of the assortment, which, in turn, is aimed at maximizing and meeting the demand of the population.

Consumer demand combines a whole group of indicators that will form their niche, namely:

-shoes, taking into account age characteristics and work activity:

- children's;
- footwear for the elderly;
- leisure footwear;
- footwear for special purposes;
- office footwear.

-shoes for a socially unprotected group of people:

- footwear for the unemployed receiving social benefits;
- footwear for retirees;
- footwear for people with chronic diseases.

-shoes, taking into account the peculiarities of the regions:

- national footwear;
- exclusive shoes;
- elite footwear.

The range of footwear for different groups of buyers is shown in Figure 6.

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Figure 6. - Assortment for the formation of a consumer niche, taking into account the peculiarities of the regions of the Southern Federal District and the North Caucasus Federal District

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Thus, the implementation of the requirements of the main parameters that form consumer demand allows the formation of distinctive features that a new range of footwear must satisfy.

The parameters that determine demand include:

-comparative competitive advantages; the product must have pronounced features or pronounced advantages in comparison with analogues existing on the market, products or services of competitors;

-social orientation; it is necessary that the product fits into the existing social conditions, so that the proposed product corresponds to the prevailing lifestyle and system of values of the consumer;

-the ability to satisfy the consumer; the product must fulfill all the functions to meet the key needs and requests of the buyer.

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

Long hoped for a worldwide ISO system. Alas, in Russian conditions it slipped into a crisis.

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

So now, you will say, and not to deal with quality? Let's agree on terms. What is quality? Compliance with standards, most will answer. Of course, where standards are possible, they are. Although the standards have tolerances. And the difference between the upper and lower divisions in these tolerances can be significant. And there are also limits to standardization. Let's say customer contact. Everyone knows that the quality of such contact is critically important for the success of a business, when prices, assortment, terms are aligned under the pressure of competition. A certain set of friendly words, dress code, etc. can be considered a standard. Although we know well what they cover

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

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

But this approach is also limited and stretches from the last century. Then the formula was considered indisputable: the buyer is always right. In

our time, another imperative is much more true: the buyer does not know our capabilities.

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

In practice, this means switching the quality assessment system to levels. For example:

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

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

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

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

Figure 7 shows a model of an integrated quality management process for products and services produced in the region.

The model is a closed control (regulation) system that implements the principle of "deviation" regulation. The quality of products in the consumer market can be characterized by a multidimensional quality indicator Q . In the process of conformity confirmation, testing and certification of products, a documented indicator of product quality Q_d is formed. The required high quality indicator Q_0 is set in technical documentation for the best world samples, in technical regulations, national GOST and international ISO standards. In the process of comparing these two values, carried out by the competition committee, the deviation of the actual quality indicator from the specified $\Delta Q = Q_0 - Q_d$. This deviation ΔQ (mismatch in control systems) in our case should always be positive ($\Delta Q \geq 0$), since the correctly selected preset high level Q_0 is always higher than or equal to the actual Q_d , which is practically extremely rare. In this case, we have a system with a non-zero static error, which is most typical for static systems with their inherent stability

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and speed, the accuracy of which is mainly determined by the gain and power of the "proportional" controller. In our case, the function of the regulator is performed by the link "Measures to ensure a given level of quality of products and services", which simulates the quality management system of the enterprise, the quality service in production, the actions of which take into account the assessment of the quality of products and the recommendations of the competition committee.

As can be seen from Figure 38, the quality Q of the products produced and supplied to the market is formed in the process of its production as a result of measures to improve production, improve the quality of products and services carried out by the quality service and quality management units, purposeful actions, which, in turn, are determined by the results of the assessment products in the process of its implementation.

Today, the problem of high-quality special-purpose shoes exists apart, where, in fact, both assessment and measurement go side by side, hand in hand. The potential demand of the domestic market for such footwear is growing from year to year, and an

increase in capacities for its production would be justified. Today its production in Russia is within the limits of 14 million pairs per year with a total demand of 50-60 million. steam.

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

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

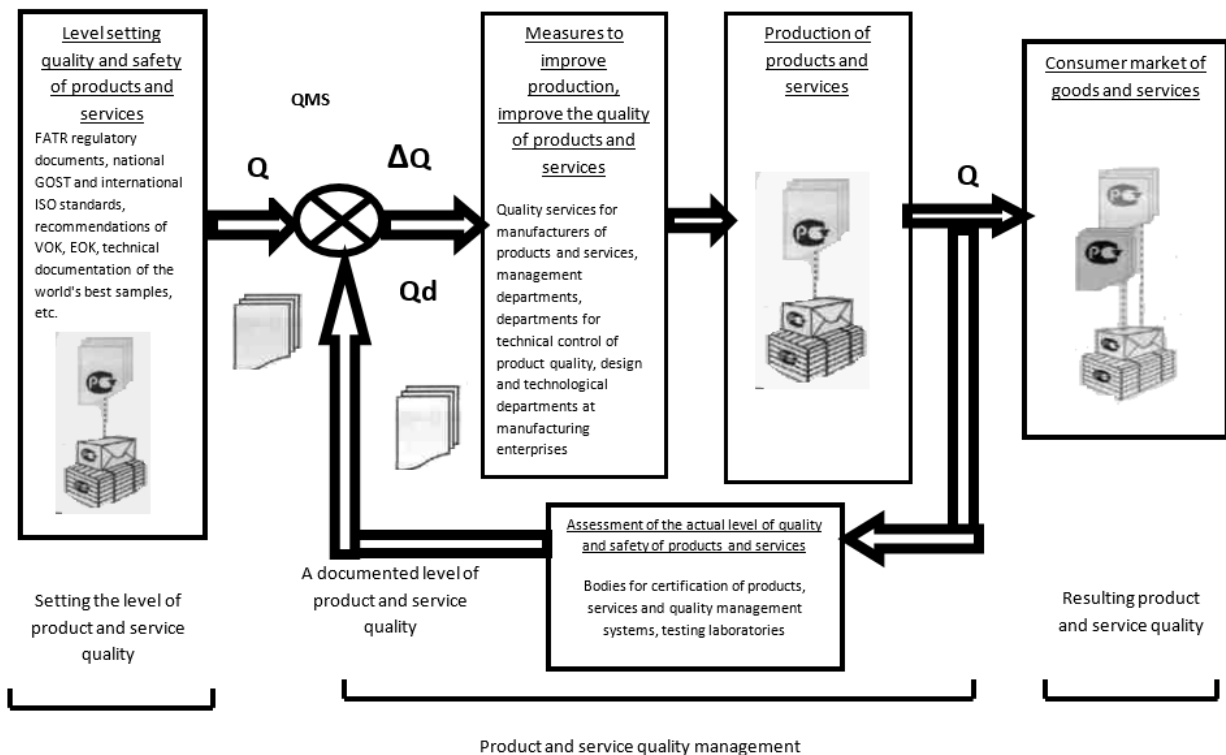


Figure 7 - Model of an integrated process for managing the quality of products and services in the region

To increase the specific advantages of domestic products in the Russian Federation, scientific developments should be carried out to create new and improved integration of existing types of footwear for special purposes based on modern changeable

materials, structures, technologies: for example, such as anti-static footwear: vibration-proof; for protection against aggressive media and exposure to low temperatures in extreme conditions, etc.

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In this regard, it would be advisable to include in the developed program of strategic development of light industry until 2020:

- development of the Technical Regulations "On the safety of footwear for special purposes";
- development, revision, amendments and additions to the normative documentation for safety footwear with their simultaneous harmonization with international standards;
- development of changes and additions to the normative documentation for test methods, measurements and assessment of the domestic assortment of footwear for special purposes;
- development of national standards for the entire range of footwear for special purposes;
- adjusting the legal framework in the field of standardization and certification of safety footwear in order to bring it in line with the Federal Law "On Technical Regulation" and the adopted amendments to it, as well as international norms and rules;
- Creation of an internationally accredited national center for certification and testing of special-purpose footwear;
- Carrying out R&D on the creation of new and improvement of existing technologies for the production of footwear for special purposes in order to ensure their competitiveness, both in the domestic and foreign sales markets;
- to develop a control system over the compliance of imported special-purpose footwear to the domestic market with domestic regulatory documents, declared in them indicators of properties and quality.

The need to develop technical regulations for special-purpose footwear is due to the fact that in the domestic market of funds personal protection, in particular special footwear, Russia is one of the largest consumers of products. Climatic and operational mustache. The quality of footwear in Russia differs significantly from the corresponding conditions in most foreign countries: low temperatures, high potency social injury risk of a number of industries with insufficient amount of financial financing of labor protection and safety measures.

An analysis of the operational and protective properties, as well as the results of laboratory tests, including certification tests, show that there is practically no state control over the fulfillment of technical requirements, materials used, and special footwear manufacturing technologies. In addition, the analysis of the "Norms of Free Issuance of Personal Protective Equipment" of a number of the largest enterprises showed that there are no well-formulated requirements for the protective properties of special footwear, which leads to the operation of this type of footwear, which is not appropriate for its intended purpose and does not provide the required level of protection. The same can be said about the comfort of safety shoes.

Simultaneously with the creation of technical regulations, the development of national standards for all types of footwear for special purposes should be carried out.

An integral part of the implementation of the technical regulation system ration is to carry out certification tests of both domestic and imported special-purpose footwear, which will allow to exclude step to consumers of low-quality products, to raise the overall technical level of products.

To this end, it is advisable to create a national "Center for Certification of Special Purpose Footwear" accredited in accordance with Russian and international requirements, equipped with modern devices and equipment.

The implementation of the proposed activities will create:

- a new regulatory framework for special footwear;
- to increase the competitiveness of products;
- will increase the volume of production of footwear for special purposes in the Russian Federation;
- provide workers with footwear with high protective properties;
- to improve the health and working conditions of workers of various professions and industries;
- to clarify the norms for the free issue of special footwear by adjusting requirements for it in accordance with modern conditions.

In the new economic conditions, only such production is progressive as it actively and dynamically responds to emerging tasks. The principle "to produce only what is needed, when needed, and as much as needed" requires shoe enterprises to adapt to the conditions of production in small batches with frequent changes in the assortment of shoes, ie. to the conditions of multi-assortment small-scale production. The efficiency of the footwear enterprise, and in many respects the ability to survive in the competition, depends on the ability in a short time and with minimal costs to readjust to the production of footwear in accordance with fluctuations in demand. The development and implementation of flexible production systems opens up great opportunities for this.

The technological and organizational flexibility of production systems determines the variable potential of enterprises, their ability to respond promptly and adequately to changes in market conditions and acts as a mechanism for optimizing the structure of the technological system in order to reduce the cost of footwear. Thus, the development of flexible technological processes for the production of leather goods will ensure high efficiency in the multi-assortment production of footwear and will provoke a sharp increase in demand for the products of footwear enterprises in the Southern Federal District.

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