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ON THE JUSTIFICATION OF MANUFACTURERS TO FORM THE PRIORITY OF THEIR PRODUCTS FOR CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: In the article, the authors consider the role of quality as a tool for promoting the philosophy of production quality of competitive and in-demand products at light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, the authors absolutely justifiably confirm the possibility of such an implementation. If innovation centers are implemented, saturated with universal and multifunctional equipment, creating the preconditions for the production of the entire assortment of footwear, namely: men's, women's and, most importantly, children's shoes, the demand for which in the regions of the Southern Federal District and the North Caucasus Federal District is quite high. And the use of software will provoke a significant reduction in the cost of its production and provide it with a steady demand in domestic markets with unstable demand. 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.

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Introduction

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To achieve this goal, namely, to ensure the priority of shoes made in the regions of the two districts, it is necessary for manufacturers to effectively use innovative technological processes, modern technologies, mathematical models, applied software packages, theories of synergy, and network

cooperation. This is possible if manufacturers ensure the demand for products based on assortment policies while socially protecting consumers' interests, guaranteeing them a stable financial position, price niche and a policy of effective cash flow, creating enterprises to obtain stable technical and economic indicators. Justified by the desire of manufacturers to draw the attention of federal, regional and municipal branches of government to revise the concept of the

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roadmap and the strategy for the development of light industry in Russia until 2025, approved by the government. Unfortunately, it lacks the main thing - the role and importance of participation in its implementation by the authorities of all levels, without whose support both the roadmap and the strategy for the development of light industry are only intentions and nothing more. The lack of promises and responsible persons deprived them of being obligatory, and without their interested participation it is simply impossible to achieve the declared results. Another weighty doubt about its inability to work and the inability to restore light industry enterprises in the regions and municipal formations as city-forming, in order to restore social stability and security to small and medium-sized cities of Russia, that is, to restore their role,

Forming the priority of the manufacture of products by manufacturers together with regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups of the population of these regions, they - these very authorities - will directly implement the expressed they also make their promises to voters and create confidence among the population of these regions about their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life and stop the migration of young people from these very small and medium-sized cities. The calculation of a complex indicator of the effectiveness of innovative technological processes of shoe production is proposed; the structure of the technological process for the production of the entire assortment of footwear was formed, taking into account the demand of consumers in the regions of the Southern Federal District and the North Caucasus Federal District; analyzed a software product that allows you to form a technological process for the production of shoes and determine the costs of its manufacture, taking into account the production program for newly formed shoe industries in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for shoes. It is proved that the interaction of the assortment policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will make it possible to formulate a price niche that guarantees the substitution of imported products in the sales markets in the regions of the Southern Federal District and the North Caucasus Federal District, and the population - jobs and social protection from the economic crisis. analyzed a software product that allows you to form a technological process for the production of shoes and determine the costs of its manufacture, taking into account the production program for newly formed shoe industries in the regions of the Southern Federal

District and the North Caucasus Federal District in order to meet the existing demand for shoes. It has been proved that the interaction of the assortment policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will make it possible to formulate a price niche that guarantees the substitution of imported products in the sales markets in the regions of the Southern Federal District and the North Caucasus Federal District, and the population - jobs and social protection from the economic crisis. analyzed a software product that allows you to form a technological process for the production of shoes and determine the costs of its manufacture, taking into account the production program for newly formed shoe industries in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for shoes. It has been proved that the interaction of the assortment policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will make it possible to formulate a price niche that guarantees the substitution of imported products in the sales markets in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for shoes. allowing to form a technological process for the production of footwear and determine the costs of its manufacture, taking into account the production program for newly formed footwear industries in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for footwear. It has been proved that the interaction of the assortment policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will make it possible to formulate a price niche that guarantees the substitution of imported products in the sales markets in the regions of the Southern Federal District and the North Caucasus Federal District, and the population - jobs and social protection from the economic crisis. allowing to form a technological process of shoe production and determine the costs of its manufacture, taking into account the production program for newly formed shoe industries in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for shoes. It is proved that the interaction of the assortment policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will make it possible to formulate a price niche that guarantees the substitution of imported products in the sales markets in the regions of the Southern Federal District and the North Caucasus Federal District, and the population - jobs and social protection from the economic crisis.

In modern conditions of market relations in a competitive environment and with direct interaction of

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Russian and foreign manufacturers, solving the problem in combination with the use of state and market mechanisms for managing competitiveness becomes a strategic resource for the economy of these regions. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which has increased its relevance in connection with Russia's accession to the WTO. An increase in the quality factor from the results of the production of domestic footwear in the strategy of competitive struggle in world markets is a long-term trend. The use of the results of the conducted research provides technologists in the production of footwear with available tools for conducting multivariate design of production flows,

The task of increasing competitiveness is especially urgent for those shoe enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensified, one of which is the union of commodity producers and the state. The economic efficiency from the introduction of innovative technological processes at the footwear enterprise will amount to 2,068,637.6 thousand rubles. in year.

Thus, the heads of enterprises have a weighty argument to the municipal and regional branches of government about the advisability of the formation of such innovation centers within the regions of the Southern Federal District and the North Caucasus Federal District, in order to implement the developments of scientists, provide them with a way out of the crisis, significantly improve their socio-economic situation by creating new jobs, including through the creation of new industries for the manufacture of domestic components, filling municipal and regional formations with budgetary funds that they need so much to provide the residents of these regions with decent living conditions. Of course, this cannot happen on its own; joint actions are required, which is what we offer only such solutions based on detailed calculations and specific proposals.

Main part

Since the beginning of 2020, consumer prices have increased by 3.9%, which is 5.5% lower than a year ago. The Russian Federation is losing about 1.1% of its GDP due to a high share of imports of light industry goods and an insignificant volume of exports of domestic light industry products.

Import substitution in Russia is the substitution of imports with goods produced in Russia.

Imports of goods in 2020 are estimated at \$ 99.9 billion (down 8.4% from 2019). Imports from non-CIS countries in 2020 decreased by 8.7% compared to 2019

and amounted to USD 74.2 billion, from CIS countries - by 145.3% to USD 9.4 billion. The share of non-CIS countries in the total volume of imports of Russia, according to estimates, in 2020 compared to 2019 increased by 0.8 percentage points to 88.8%, the share of CIS countries, respectively, decreased to 11.2%.

The main foreign trade partners involved in trade with Russia are China, Japan, and the Republic of Korea. In 2016, a significant negative balance was formed in trade with China (\$ 7.7 billion) as a result of an increase in imports from China by 6.55 y / y, while Russian supplies decreased by 9.1% y / y. Nevertheless, China is one of the most important foreign trade partners of Russia.

Today, the light industry has significant problems. It:

- technical and technological backwardness of light industry from foreign countries, expressed in high consumption of materials, energy consumption and labor intensity of production;

- low level of innovation and investment activity of the industry, expressed in the weak competitiveness of domestic goods, in a low share of "know-how" and innovative products in the volume of sales in the market;

- a high proportion of imports, which has become the reason for the strengthening of the strategic and commodity dependence of the state on foreign countries;

- the absence of a civilized market for consumer goods, expressed in the aggravation of competition in the domestic market between Russian and foreign producers;

- social and personnel problem, manifested in the shortage of highly qualified specialists, management personnel, main and auxiliary workers in all technological redistributions.

As can be seen from this list of problems, one of them is the problem of the absence of a civilized market for light industry goods. For the development of the industry, it is necessary to solve a number of problems:

- increasing the production potential of light industry on the basis of technological re-equipment and modernization of production, the introduction of breakthrough technologies and the creation of new high-performance industries that ensure the intensification of innovative activities of enterprises, import substitution, a decrease in the technological and commodity dependence of the industry on foreign countries, an increase in competitiveness and an increase in production volumes;

- strengthening the fight against shadow production and illegal imports in order to increase the economic and strategic security of the state;

- the formation of a civilized consumer market and market infrastructure, the development of an interregional and intersectoral distribution network, commercial relations with countries of near and far

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abroad;

- legislative support for the sustainable position of domestic producers in the domestic market, improvement of customs and credit policies, stimulation of the export of products;

- strengthening customs control, making amendments and additions to the legislation of the Russian Federation in those of its norms that are directly aimed at the legal regulation of foreign economic transactions for the sale and purchase of goods, in which the results of intellectual property rights are expressed;

- providing additional measures to support the development of easy industries that are aimed at ensuring the availability of financial resources for enterprises.

The implementation of these tasks will lead to an increase in the economic and strategic security of the state, to ensure the protection of the Russian manufacturer from imports, mainly from contraband and counterfeit products; an increase in sales of competitive Russian light industry goods in the domestic market by at least 30%, an increase in the share of Russian manufacturers by at least 50% by 2025; the creation of a civilized consumer market and market infrastructure, the development of a domestic interregional and intersectoral distribution network, etc.

The strategy for the development of light industry in the Russian Federation for the period up to 2025 includes the segments of textile, clothing, leather and footwear production. She also considers the development of related segments of related industries - the production of chemical and natural fibers and threads, the production of chemical materials, the development of agricultural industries: livestock, flax production, as well as retail trade in light industry products.

The strategy reflects the results of the analysis of the state and development of the industry in the world and in the Russian Federation, determines the strategic goals and objectives of the state and business for the long term, legal regulation tools, target indicators and a set of measures to achieve them, mechanisms for implementation and monitoring of its implementation.

The goal of the Strategy is to create a sustainable light industry in Russia, integrated into the global system of division of labor and based on the country's natural competitive advantages. Main strategic goals:

- an increase in GDP from 0.9% to 1.5% of light industry by substituting imports and developing domestic demand;

- provision of strategically important industries with technological domestic textile products with high added value;

- maintaining and supporting employment in the industry by creating jobs with high labor productivity and partial movement of labor from

segments with low productivity.

The priority areas for development are:

- building a technological chain of synthetic materials (from the production of polyester, viscose and polyamide fibers to the production of technical textiles and other synthetic fabrics);

- preservation and development of existing successful segments of the industry, as well as building a technological chain for the production of leather materials (from raw hides to finished leather for the garment, footwear, furniture industry);

- creation of conditions for partial localization of the production of clothing and footwear, as well as support for the development of domestic brands;

- minimization of "gray imports", as well as illegal production and turnover of industrial goods in the consumer market.

In addition, taking into account the socio-economic and foreign economic realities for the industry in the short term, additional opportunities for import substitution are opening up in many segments of the light industry. Import substitution in Russia can be realized if the price of domestic products is competitive.

The world system of division of labor in light industry has been taking shape for more than 20 years and tends to further strengthen specialization. Within the framework of this specialization, all countries can be roughly divided into 3 groups:

a) Global suppliers. Most of the developing countries with low GDP per capita are actively developing the textile, leather and shoe industries (China, India, Turkey, Bangladesh). In addition, the developed light industry in these countries is one of the drivers of economic growth as a whole.

b) Regional suppliers. Middle-income countries - usually partially provide themselves with textile products and the nearest regional markets (Bulgaria, Hungary, Czech Republic, Poland, Romania).

c) Importers. Developed countries have practically lost their light industry (with the exception of technical textiles and other highly productive industries that do not require a share of manual labor) and import consumer products (USA, Japan, France, Germany, Great Britain).

1) Providing the industry with raw materials

World consumption of raw hides is 6,522 thousand tons per year, including the EU countries process 750 thousand tons or 11.5%. The share of Russia in the world processing volume is less than 2.0%, or 120 thousand tons (with procurement, according to various estimates, 145–155 thousand tons).

According to the data on the development of world agriculture, the increase in world production of beef and veal in 2020 amounted to 10.9 million tons, or 16.6%. According to the forecast, the growth of more volumes will be provided by developing

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countries: China - 51.7%, Brazil - 31.7%, Argentina - 21.6%.

Raw-material countries impose restrictions on the export of raw hides and semi-finished products. Developing China does not export its leather raw materials, but imports it from Russia and other countries. The export duty on tanned semi-finished products in India is 60%, in China - 20%, Argentina - 15%, Pakistan - 20%, import quotas have been introduced in Morocco, in Bangladesh and Tunisia there is a ban on the import of semi-finished products. Therefore, the interest of Western European producer countries - traditional importers of Russian raw hides and semi-finished products - in domestic cattle skins will not only not weaken, but will increase, since RAW countries impose restrictions on the export of raw materials and semi-finished products from their countries. Therefore, within the framework of the implementation of the Strategy, it is necessary to envisage restrictive measures for the export of raw materials and semi-finished products from Russia.

A significant potential in the development of the production of raw materials for the light industry consists in import substitution, since 65% of the market is imported raw materials. Due to the lack of climatic opportunities for growing cotton on the territory of the Russian Federation, all cotton is imported (mainly from Uzbekistan). There is practically no import substitution potential in cotton, because the development of cotton production on a sufficient scale in Russia is not possible.

The largest producers of PE fibers are Belarusian Mogilev - chemical fiber and Svetlogorsk - chemical fiber. The largest Russian manufacturers are Komitek and Vladimirsky polyester.

The existing production of PE fibers does not meet the needs of textile companies due to poor quality and insufficient volume.

Here are the main strategic initiatives to enhance the development of the chemical and textile industries:

- formation of demand for modern textile materials through government orders (including in road construction, medicine, defense, agriculture).
- support of projects for the production of synthetic fabrics and technical textiles.
- support to ensure profitable access to raw materials in the development of the chemical industry.

Using the mechanisms laid down in the state program of the Russian Federation "Industrial development and increasing its competitiveness" (hereinafter referred to as the State Program), approved by the Order of the Government of the Russian Federation dated April 15, 2014 No. 328.

The volume of PE fibers produced in Russia can reach 950-970 thousand tons, or 80% of local consumption. Another 250-370 thousand tons can be exported to foreign markets - primarily to the CIS and Europe. This will provide an additional 0.08% of GDP

and 8-10 billion rubles in tax revenues by 2025.

2) Development of the production of leather materials, increasing the degree of processing and utilization of leather waste.

Between 2016 and 2020, global production of finished cattle skins grew by an average of 1.3% per year. The share of developing countries in their volume increased from 72 to 75%, while developed countries dropped to 25%. The volume of light skins of cattle (hereinafter referred to as cattle) during this period decreased annually by 0.5%. There are no official statistics on the harvesting of cattle skins in the Russian Federation.

The largest importers of finished leather were China, Hong Kong, Italy, Vietnam and Germany. Italy was the leader in the export of finished leather in 2016-2020.

99% of Russian leather industry enterprises operate on domestic raw materials, the volumes of which have been steadily decreasing in recent years due to a decrease in the livestock population and an increase in the export of leather raw materials.

According to Rosstat, the number of cattle in farms of all categories has decreased over the past five years, and 7%.

The volume of exports of raw hides is constantly growing, in 2019 compared to 2020 it increased by 73%, in 2021 it is planned by 60.5% and will amount to 1.5 thousand tons.

Currently, more than 50% of the production of cattle skins and about 40% of sheepskin and goats is used in the manufacture of footwear, and the rest of the raw hides is used in the manufacture of clothing, furniture and travel accessories.

According to the Russian Union of Leatherworkers and Shoemakers, according to a survey of Russian leather industry enterprises, in 2020 they processed 115 thousand tons (11% below the level of 2019). Taking into account the fact that Russian tanneries make up 220 thousand tons, the deficit of raw leather resources is 40%.

Import substitution of imported raw materials is practically impossible, since most countries actively protect the export of raw materials either by a ban or by high duties. A ban on the export of raw materials and semi-finished leather was introduced in India, Argentina, New Zealand, Egypt, Belarus, etc. High export duties - in Ukraine, China, Ethiopia, Thailand.

In Russia, in August 2014, a resolution of the Government of the Russian Federation of No. 826 "On the introduction of a temporary ban on the export of semi-finished leather products from the territory of the Russian Federation" was adopted. According to the estimates of enterprises in the leather and footwear sub-industry, the action of the Decree contributed to an increase in the volume of raw materials for domestic consumption, a balanced domestic market and an improvement in the economic situation in the industry.

The strategic task of the Ministry of Agriculture

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should be to increase the number of livestock, structural modernization of the livestock industry and reduce the loss of raw materials after the sale of livestock for slaughter.

The prospects for the development of this segment are:

- greening leather production and the use of chrome-free tanning methods.

- transition to a new technological base based on the development of low-waste technological processes, improvement of the organization of production and management.

- expansion of the range of leather and leather accessories for the production of leather goods and footwear.

- deepening integration and cooperation with consumer industries: incl. automobile, furniture, decorative leather.

- development of Russian footwear production and deepening of localization. The main directions of footwear production and the deepening of localization.

- stimulating the development of the domestic raw material base:

- Subsidizing an increase in livestock and an improvement in the quality of hides. Application of flexible customs and tariff policy.

- stimulating an increase in the degree of localization in the production of auto components;

- stimulation of the processing of leather waste and the introduction of new technologies to improve the environmental safety of production;

- preservation of the state order for domestic footwear, strengthening of work with the state. - by customers, including from the point of view of the introduction of new types of products and revision of technical specifications;

- the development of the production of leather materials and an increase in the degree of their processing for the light industry by the end of 2025 can create about 2 thousand new highly productive jobs and provide tax revenues in the amount of 0.8-2 billion rubles.

3) Creation of favorable conditions for the localization of the production of clothing and footwear. Asia is a region that supplies the whole world with garments, but China also remains the largest exporter of garments in the world, accounting for 42% of imports to the Russian Federation.

The share of imports in garment production is about 60% in producer prices. The growing clothing market is provided primarily by products manufactured outside of Russia. A slight increase in the share of local production over the past 2–3 years was ensured by the development of production of workwear.

Employment in the industry is declining by an average of 11% per year and currently stands at about 250 thousand people and continues to decline.

Competitiveness in the garment industry consists of three factors:

- access to a cheap and productive labor force;
- access to materials;
- access to sales markets.

Even with the economy slowing down and the ruble weakening, the cost of an efficient labor force in Russia has caught up with China, but is still not comparable to Southeast Asia. The main opportunity for competition in this segment is the development of production of products with a relatively low share of manual labor - knitwear, basic T-shirts, windbreakers, etc. By 2025, the volume of production of home textiles may increase by 40-50 billion rubles.

A significant limitation for the development of the Russian garment industry is the traditional orientation of the Russian light industry towards natural materials, the share of which is declining. The development of the production of synthetic textile materials, envisaged under the Strategy, will partially solve the problem of access to raw materials.

For international brands placing orders around the world, compliance with international product quality standards is another determining factor. Taking into account the presence of its own large market and proximity to the European market, while ensuring a sufficient level of quality in the Russian Federation, the market for contract garment production in Russia by 2025 may reach 80-100 billion rubles. at manufacturer's prices.

The development strategy of the sewing industry is the localization of products with a low share of manual labor from available materials. Main measures of state policy:

- Creation of favorable conditions for contract manufacturing of large foreign companies in the Russian Federation for the local market (creation of preferential terms for foreign and Russian brands that have partially localized production).

- Implementation of internationally recognized quality management systems.

- Reorientation of garment production to synthetic materials as a raw material base appears, modernization and development of the production base.

Thus, the total volume of domestic garment production in the Russian Federation by 2025 will amount to 540–560 billion rubles (in producer prices), which will correspond to 50% of localization. The estimated volume of required investments in the industry is 80–100 billion rubles; up to 150–170 thousand new jobs can be created. The development of the garment industry will add 0.06% to GDP and provide 80-100 billion rubles. tax revenues.

The world footwear market is estimated at 260 billion dollars. The growth rate over the past 5 years was 3.5%. China, USA and India are the largest footwear markets. The specific consumption of footwear in Russia is much lower than the level of

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developed countries. China is the largest footwear exporter and supplies all world markets.

The main drivers of growth in the Russian footwear market are an increase in the specific consumption of footwear per person and an increase in the average cost of a pair. Russia lags far behind developed countries in terms of footwear consumption (3 pairs of shoes per year in Russia versus 5-6 in Europe and 7-8 in the USA). By 2025, this figure may increase to 4 couples per person. The average price of a pair by 2025 may increase from 1200 to 1500 rubles at current prices.

By analogy with garment production, the main factors that determine the competitive advantage of a manufacturer are access to a cheap and productive labor force, access to materials and functional components of shoes (insoles, lasts, accessories, etc.), as well as access to sales markets.

The share of labor costs in the shoe industry is slightly lower than in the garment industry, but the main problem for Russian shoe manufacturers is the difficulty in accessing materials and functional components.

The cost of footwear production in Russia is 1.5 times higher than in China: the cost of components is 35% more expensive, since they are imported from China at inflated prices due to low order volumes. The effective cost of labor in Russia is 2 times more expensive than in China.

Opportunities to reduce the effective cost by reducing the delivery time in footwear production are possible only if you provide quick access to materials

and components - the need to import them from Asia does not allow Russian manufacturers to achieve an advantage in terms of time. One of the possible tools for solving the problem with components can also be the creation of purchasing alliances - the consolidation of orders for components can reduce their cost by 20%.

The Eurasian Economic Union (EAEU) is an association within the framework of international economic cooperation of several states - Russia, Kazakhstan, Kyrgyzstan, Belarus and Armenia. The EAEU includes two large districts of the Southern Federal District and the North Caucasus Federal District. Consider these two districts, which are in a deplorable state for light industry.

The Southern Federal District (SFD) is a federal district of the Russian Federation in the south of its European part. The federal district was formed by the decree of the President of Russia V.V. Putin dated May 13, 2000 No. 849 as part of 13 constituent entities of the Russian Federation - Adygea, Dagestan, Ingushetia, Kabardino-Balkaria, Kalmykia, Krasnodar and Stavropol Territories [5].

Initially, the district was called the North Caucasian Federal District, but already on June 21, 2000, by decree No. 1149, it was renamed into the Southern Federal District. The reasons for the renaming were geographic reasons.

By the decree of the President of Russia V.V. Putin dated July 28, 2016 No. 375, the Crimean Federal District was included in the Southern Federal District.



Figure 1 - Subjects of the Southern Federal District

At the moment, the region includes 3 republics, 3 oblasts, 1 krai and 1 federal city. Its area is 447,840 km². The population of the Okrug, according to Rosstat, is 16,367,949 people. this is 11.2% of the population of the Russian Federation as of January 1, 2017. The share of the urban population is 62.63%, the

share of the rural population is 37.37%. The population density as of January 1, 2017 is 39.04 people / km².

The subjects of the Southern Federal District are shown in Figure 1.









The Southern Federal District includes the following republics: Adygea, Kalmykia, Crimea;

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Krasnodar region; Astrakhan, Volgograd and Rostov regions; federal city of Sevastopol.

Table 1 shows the composition of the Southern Federal District.

Table 1. Composition of the Southern Federal District

| Flag | Subject of the federation | Area (km ²) | Population (people) | Administrative center |
|--|---------------------------|-------------------------|---------------------|-----------------------|
|  | Republic of Adygea | 7 792 | 451 480 | Maykop |
|  | Astrakhan region | 49,024 | 1,018,626 | Astrakhan |
|  | Volgograd region | 112,877 | 2 545 937 | Volgograd |
|  | Republic of Kalmykia | 74731 | 278,733 | Elista |
|  | Krasnodar region | 75485 | 5 513 804 | Krasnodar |
|  | Republic of Crimea | 26100 | 1 907 106 | Simferopol |
|  | Rostov region | 100967 | 4,236,000 | Rostov-on-Don |
|  | the city of Sevastopol | 864 | 416 263 | Sevastopol |
| | Southern Federal District | 447840 | 16 367 949 | Rostov-on-Don |

In the Southern Federal District, at the end of 2020, there is an excess of the mortality rate over the birth rate: the natural population decline rate was 2.4 ppm (in Russia - 1.5 ppm).

The natural increase in the population among the regions of the district has developed in the Republic of

Kalmykia and the Astrakhan region.

The number of children in the regions of the Southern Federal District with a population of more than 100 thousand people (as of 01.01.2021) is shown in Table 2.

Table 2. The number of children in the regions of the Southern Federal District

| Subject of the federation | Population | Children | Girls | Boys |
|---------------------------|------------|-----------|-----------|-----------|
| Krasnodar region | 5 513 804 | 1 102 761 | 661 657 | 441 104 |
| Rostov region | 4,236,000 | 847200 | 508 320 | 338 880 |
| Volgograd region | 2 545 937 | 509187 | 305 512 | 203675 |
| Republic of Crimea | 1 907 106 | 381,421 | 228 853 | 152,568 |
| Astrakhan region | 1,018,626 | 203725 | 122,235 | 81,490 |
| Republic of Adygea | 451 480 | 90 296 | 54,178 | 36118 |
| Sevastopol city | 416 263 | 83,253 | 49952 | 33301 |
| Republic of Kalmykia | 278,733 | 55747 | 33 448 | 22299 |
| Southern Federal District | 16 367 949 | 3 273 590 | 1 964 154 | 1,309,436 |

Thus, most of the children (76%) are concentrated in three regions of the Southern Federal District of eight - Krasnodar Territory, Rostov and Volgograd Regions.

In the Southern Federal District, the light industry is widely developed, represented by sewing, knitwear and textile factories: Donetsk Manufaktura - M OJSC (production of terry fabrics and products from them), Elegant CJSC (production of women's outerwear), the only company in Russia for the production of

workwear for the troops of the chemical, radiation and biological protection of the "Slavic Garment Factory" and many others.

One of the largest Russian cotton fabrics plant is located in Kamyshin. In Makhachkala and Krasnodar there are carpet-making factories. Leather and footwear industrythe region is also not very developed. As for children's shoes, this type of product is not available, and, therefore, all products are imported. Establishing production in our region is considered economically

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profitable and expedient.

The North Caucasian Federal District (NCFD) is a federal district of the Russian Federation, separated from the Southern Federal District by the decree of President D.A. Medvedev of January 19, 2010. The Okrug is located in the south of the European part of Russia, in the central and eastern parts of the North

Caucasus. The area of the district is 170,439 km², which is one percent of the territory of Russia.

According to Rosstat, the population of the Okrug is 9,540,758 people. The urban population is 49, 19%, the share of the rural population is 50.81%. Figure 2 shows the appearance of this district.



Figure 2 - Subjects of the North Caucasian Federal District

Table 3 shows the composition of the North Caucasian Federal District.

Table 3. Composition of the North Caucasian Federal District

| Flag | Subject of the federation | Area (km ²) | Population (people) | Administrative Centre |
|------|---------------------------------|-------------------------|---------------------|-----------------------|
| 1 | The Republic of Dagestan | 50270 | 3,015,660 | Makhachkala |
| 2 | Republic Ingushetia | 3628 | 472,776 | Magas |
| 3 | Kabardino-Balkarian Republic | 12 470 | 862 254 | Nalchik |
| 4 | Karachay-Cherkess Republic | 14,277 | 467 797 | Cherkessk |
| 5 | Republic North Ossetia Alania | 7987 | 703,745 | Vladikavkaz |
| 6 | Stavropol region | 66160 | 2 801 597 | Stavropol |
| 7 | Chechen Republic | 15647 | 1,394,172 | Grozny |
| 8 | North Caucasus Federal District | 170439 | 9718001 | Pyatigorsk |

The number of children in the regions of the North Caucasus Federal District with a population of more than 100 thousand people (as of 01.01.2021) are shown in Table 4.

Thus, most of the children (74%) are

concentrated in three out of seven regions of the North Caucasus Federal District - the Republics of Dagestan and the Chechen Republic and in the Stavropol Territory.

| | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------|
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Table 4. The number of children in the regions of the North Caucasus Federal District

| Subject of the federation | Population | Children | Girls | Boys |
|------------------------------------|------------|-----------|-----------|---------|
| The Republic of Dagestan | 3,015,660 | 603,132 | 361,879 | 241 253 |
| Stavropol region | 2 801 597 | 560 319 | 336 191 | 224128 |
| Chechen Republic | 1,394,172 | 278 834 | 167,300 | 111,534 |
| Kabardino-Balkarian Republic | 862 254 | 172,451 | 103 471 | 68980 |
| Republic of North Ossetia - Alania | 703,745 | 140749 | 84 449 | 56300 |
| The Republic of Ingushetia | 472,776 | 94,555 | 56733 | 37822 |
| Karachay-Cherkess Republic | 467 797 | 93,559 | 56135 | 37 424 |
| North Caucasus Federal District | 9 718 001 | 1 943 599 | 1 166 158 | 777 441 |

Despite the large share in the production of footwear in the Southern Federal District, the demand for footwear was satisfied only by 14.3%, and in the North Caucasus Federal District due to the absence of shoe enterprises - 0.1%. It is known that most of the shoe shops operating in the regions are not officially registered. It is also one of the industry's many economic problems.

The problem for the enterprises of the Southern Federal District and the North Caucasus Federal District is the lack of production of competitive high-quality products.

To create competitive high-quality products, footwear enterprises need to expand and update their assortment, ensure high dynamics of model turnover, increase volumes and improve the efficiency of model design studies, the quality and satisfaction of the population with footwear.

When developing or updating the assortment, a shoe company must take into account not only its capabilities, but also the presence of competing firms on the footwear market for a similar purpose, as well as the preferences of buyers in certain regions.

The state of affairs in the light industry in Russia is a special burning topic. Today, the total volume of the market for products of the light and textile industry takes the second place after the food market.

Light industry is considered an integral part of the development of the regional economy, making a significant contribution to the creation of jobs, primarily in the field of small and medium-sized businesses. The enterprises of the industry are located in 72 regions of our country. At the same time, about 70% of these enterprises are city-forming for their regions. In total, 400 thousand people work at these enterprises, respectively, 75% of them are women.

Thus, the formation of light industry is considered an important task, both from an economic and from a social point of view.

The Ministry of Industry and Trade, together with the Ministry of Finance, the Ministry of Economic Development of Defense and the regions of the two districts, supported the development of a state program for the development of light and textile industries. This primarily concerns subsidies. The amount of subsidies for repayment of interest rates on loans for the purchase

of raw materials in this industry has almost doubled. Next year the size of the subsidy will be increased to 640 million rubles. The amount of subsidies for repayment of interest rates for those re-equipment was also increased, the volume was increased to 225 million rubles and for the first time 275 million rubles were allocated for activities to promote products to the market. Such work will be carried out, inter alia, within the framework of thematic collective stands at exhibitions, fairs, which are supported by the Ministry of Industry and Trade. It also continues to support scientific developments aimed at improving the raw material base and the production of innovative finished products through the development and implementation of new technologies. Competent systematic use of these measures by business circles with the support of regional authorities will allow Russian manufacturers to compete quite successfully with imported counterparts.

This is confirmed by the experience accumulated by the "Donetsk Manufactory". Today, the company occupies 60% of meeting the needs of the Russian market in terry products, and this is despite the fact that in our market there is quite serious competition from our now WTO partners - China, Turkey and a number of other countries, whose products have successfully proven themselves in this market.

The development of the industry, including its technological modernization, is the task of private business. Currently, the issue of increasing the size of subsidies on loans for technical re-equipment to 90% of the refinancing rate and expanding the directions of subsidies for the construction of new enterprises is being worked out. For a long time, the Ministry of Industry and Trade, together with the Ministry of Finance, have been looking for a toolkit to help light and textile enterprises get support from the government in order to guarantee them to launch modern high-tech production faster. At present, the ministries have revised their attitude to the most serious problem - counterfeit. Today the share of Russian enterprises in the domestic market does not exceed 25%. With all this, the share of legal imports is within 40%. There are a lot of illegally imported and illegally produced products on the territory of the Russian Federation. Therefore, ousting illegal products from the market is

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the main reserve for the development of the industry. When there is such a situation on the market, it is impossible to adequately talk about the competitiveness of a Russian manufacturer, because the conditions of competition are very distorted by illegal products.

Well, a separate topic is the work of the industry within the framework of the Common Economic Space. The formation of the Eurasian Economic Commission makes it possible to take advantage of the natural advantages of each of the countries participating in this integration process.

The quality of training of specialists in almost everything is determined by the perfection of the equipment used by retraining, the introduction of modern technologies.

In the training of specialists for the light industry, the leading place belongs to the basic universities of the textile and light industry. The release of specialists who meet the requirements of advanced production, possessing modern means and methods of design, is considered one of the main tasks of training modern highly qualified personnel.

Due to the creation of new enterprises equipped with the latest equipment and technology, the need for specialists with CAD skills is increasing. Fluency in various computer tools and automated systems is a requirement of the present day for a graduate for any industry, including specialists for shoe and garment enterprises. Their mastering of applied and universal systems, as well as their use in their field of knowledge, is a more optimal way to achieve this goal.

This task must be solved and can give an effective result based on the use of advanced technologies and modern teaching aids, familiarization and mastering the experience of teaching similar disciplines abroad and the development of our own teaching methods.

The reforms of the 1990s were opened for floods of Chinese consumer goods. The purchasing power somehow got to its price. The shuttles trampled entire avenues on the border with the eastern neighbor, and in fact, together with them and thanks to them, the cultural perception of the goods was formed. At first they bought out of despair, then, because it was cheap. So they instilled a primitive taste bordering on bad taste. In modern times, it is necessary to thoroughly work on the culture of consumer demand - to educate the buyer. We have repeatedly emphasized in our publications that understanding the quality of natural and artificial phenomena is not the same. The consumer product is man-made and for man. It alienates the human essence, including the socio-cultural status of the individual. Hence, and the understanding of quality should include the subjective perception of the properties of the product through feelings and reflection. The perception of quality should not be allowed to "drift", be given to the sensual element or simplified thinking. It is important to learn not only the art of modern design, to sew shoes and

clothes of high quality, it is necessary to help the consumer understand all this, direct his aesthetic and hygienic ideas, make him empathize, feel satisfaction from the purchased product.

The wise Buddha laid down four key steps in the eightfold path: correct understanding; making the right decision; finding the right words and, finally, the right actions to implement the right decisions. The fate of the light industry now depends on what this last step will be. Its execution is the function of the Government. The political paradigm is extremely simple - we should not compete with anyone in the fight for the world market, especially with the Chinese. The Chinese rightfully want to shoe and dress the whole world. One fifth of the world's population lives in the PRC. Our task is completely different. We need to make sure that the Chinese do not put shoes or clothe us. To transfer purchasing demand to our own Russian production, to interest in goods produced in the country. We are quite capable of such a task, as the manufacturers say. And the Government needs to do its direct work consistently and in a timely manner to implement the right decisions. Analysis of the projected social and economic consequences of the implementation of the Strategy shows that the light industry is able to make a significant contribution to the achievement of the strategic goal of the Ministry of Industry and Trade of Russia "Ensuring the competitiveness of the Russian manufacturing industry" as a result of solving the tactical tasks "Strengthening the competitive position of Russian producers in the domestic market" and "Promotion of goods working in Russia companies to international markets".

The situation on the Russian market leads to the need to increase the production of popular and competitive footwear from domestic manufacturers, including children's footwear, in accordance with the anthropometric characteristics of the foot of children in a specific region. And this requires the introduction of new technologies and materials.

As before, imported footwear comes to the Russian markets, primarily from China. Despite the reduction, almost half of the total volume of imported shoes came from there.

According to Roslegprom, most of the imported shoes are shadow imports, which do not have a quality certificate, and now children are forced to wear shoes made of artificial and synthetic leather.

The manufacture of men's shoes is much easier than the manufacture of children's and women's shoes. Therefore, shoe enterprises in the Southern Federal District and the North Caucasus Federal District are mainly focused on the manufacture of men's shoes.

The purpose of these studies is to analyze the influence of the manufacturability of the top of children's shoes on the efficiency of using innovative processes for its production.

Thus, the restoration of the volume of production of children's shoes is a rather urgent task facing shoe

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manufacturers and is of great social and economic importance in the Eurasian space.

To revive the production of children's shoes in the Southern Federal District and the North Caucasus Federal District, first of all, organizational and financial support is needed for shoe enterprises at the level of the government of the Russian Federation, regional and local governments in the form of a VAT reduction, providing them with an irrevocable loan at a preferential interest with a delay of payments for 3 years, support in providing high-quality and affordable shoe materials.

It is also impossible to overlook the problem that affects the current situation in the footwear industry in the Southern Federal District and the North Caucasus Federal District, as a result of the inability of many managers of shoe enterprises in the Southern Federal District and the North Caucasus Federal District to quickly adapt to the new requirements put forward by the market, to the emerging competition with both Russian and foreign manufacturers.

In the development of the footwear industry, problems remain that negatively affect its economic growth and financial stability. The main problems requiring an early solution are:

–technical and technological backwardness of the footwear industry, expressed in high material consumption, energy consumption and labor intensity of production;

–the low level of innovation and investment activity of the industry, expressed in the weak competitiveness of domestic products, in the low share of new developments, improvement of production technologies and innovative products in the volume of sales in the Russian and world markets;

The reasons for the technical and technological backwardness of the footwear industry are the low potential of the equipment installed in the industry, most of which is morally and physically obsolete.

Worn out and obsolete equipment is not only incapable of producing a modern range of high-quality products, but also creates unsatisfactory working conditions. As a result of this factor, the specific labor intensity of production in the industry is 3-5 times higher than abroad; lack of modern technological redistribution and automated production control systems. The equipment renewal factor at Russian enterprises is carried out at the expense of credit and own funds, which is not associated with investment support from states interested in the development of the footwear industry. The low level of equipment renewal leads to a reduction in production capacity.

The second group of problems - the low level of innovation and investment activity is due to the following reasons: - lack of investment required to modernize the industry and implement innovative and investment projects that would remove the structural constraints on the development of the industry and

enter the production of completely new products in terms of consumer properties, demanded in the foreign and domestic markets.

According to the Strategy for the Development of the Children's Goods Industry until 2025, the share of domestic production in the children's goods market averages 10.7% for the children's shoes segment. The main share of the children's goods market belongs to imported goods. The further development of the Russian children's goods market will be influenced by such factors as the adoption of new technical regulations of the Customs Union in the children's goods industry, the preservation of a high share of counterfeit products on the market, the problem of Russians' perception of certain types of imported products, as well as the gradual development of state support for domestic manufacturers of children's goods. ...

The main reasons for seeking orthopedic care are diseases of the musculoskeletal system and injuries. According to the official data of the Federal State Statistics Service for the Rostov Region, in 2020 the number of registered patients with diseases of the musculoskeletal system and connective tissue was 169600 children, with congenital malformations, deformities and chromosomal abnormalities - 4300 children.

At different periods of a child's life, a child's foot has its own characteristics. Therefore, the produced children's footwear is divided into 8 gender and age groups in accordance with GOST 3927-88

“Shoe pads. General technical requirements”:

- booties for girls and boys under 1 year
- toddler shoes for girls and boys from 1 to 3 years old
- little children - for girls and boys from 3 to 5 years old
- to school - for girls and boys from 5 to 7 years old
- shoes for schoolchildren-girls from 7 to 13 years old
- shoes for schoolchildren-boys from 7 to 13 years old
- shoes for girls from 13 to 18 years old
- shoes for boys from 13 to 18 years old.

Often, parents are taught the wrong opinion about the need to wear orthopedic shoes for children. Orthopedic footwear is considered to be made taking into account the characteristics of the deformity and gender and age characteristics of the child's foot of a particular child. It must be worn in case of already formed deviations from the norm in the development of the foot, and healthy children who do not have pathological abnormalities of the foot need to buy high-quality preventive shoes, equipped with structural elements that protect children's feet from the development of pathologies.

Special requirements are imposed on footwear,

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which can be divided into three groups, namely: socio-economic expediency; requirements due to the anatomophysiological characteristics of a person and the characteristics of the environment. Essential requirements apply to children's shoes. It is associated with the development and formation of the feet in children. When designing shoe upper structures, internal shape, size, it is necessary to take into account



















the age-related morphological and functional characteristics of the lower limbs of a person. Only then can the shoes be comfortable, and conditions will be created for the normal development and formation of the foot of children and adolescents. A distinctive feature of children's shoes is their compliance with the shape of the child's foot, an extended toe, taking into account the fan-shaped arrangement of the toes.

Table 5. Characteristics of the distinguishing features of children's shoes from adults

| Age and sexgroup | Type of footwear | Features |
|------------------|--|---|
| Nursery | <p>Booties</p>  | <p>Requirements for booties: fit, booties must contain fixing parts (laces, soft elastic bands, Velcro) to ensure a good fit on the child's leg;</p> <p>Joining of parts in places where the foot is bent is not allowed, the seams should be as invisible as possible or turned outward. Use natural, hypoallergenic materials for the upper and lining parts.</p> |
| Nursery | <p>Sandals</p>  <p>Boots</p>  <p>Shoes</p>  <p>Boots</p>  <p>Low shoes</p>  | <p>Only genuine leather and natural textile materials are used for the parts of the upper, lining and insoles. In winter shoes, natural fur is used as a lining. The use of textile materials containing more than 20% chemical fibers, artificial and synthetic leather is not allowed. Open toe and heel parts, unfixed heel parts are not allowed. The toe of the shoe should be rounded and widened. Tapered toes are not allowed. It is not allowed to connect parts in places where the foot is bent. A hard back is required; heel - low, or just a heel. Shoes should be securely fastened to the foot with a fastener (buckle, button, laces), which should be quickly and easily fastened, in a convenient and visible place. Children's winter boots should keep you warm baby up to - 30 degrees. Shoes should be lightweight and comfortable. Cooling of children's feet is not allowed.</p> |
| Malodetskaya | <p>Sandals</p>  <p>Boots</p>  <p>Low shoes</p>  <p>Boots</p>  | <p>Only genuine leather and natural textile materials are used for the parts of the upper, lining and insoles. In winter shoes, natural fur is used as a lining. The use of textile materials containing more than 20% chemical fibers, artificial and synthetic leather is not allowed. Open toe and heel parts, unfixed heel parts are not allowed. The toe of the shoe should be rounded and widened. Tapered toes are not allowed. It is not allowed to connect parts in places where the foot is bent. A hard back is required; heel - low, or just a heel. Shoes should be securely fastened to the foot with a fastener (buckle, button, laces), which should be quickly and easily fastened, in a convenient and visible place. Children's winter boots should keep you warm baby up to -30 degrees. Shoes should be lightweight and comfortable. Cooling of children's feet is not allowed.</p> |

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| | | |
|------------------------|--|--|
| <p>Preschool</p> | <p>Sandals</p>  <p>Shoes</p>  <p>Low shoes</p>  <p>Boots</p>  <p>Boots</p>  | <p>Only genuine leather and natural textile materials are used for the parts of the upper, lining and insoles. In winter shoes, natural fur is used as a lining. The use of textile materials containing more than 20% chemical fibers, artificial and synthetic leather is not allowed. It is not allowed to connect parts in places where the foot is bent. Open toe and heel parts, unfixed heel parts are not allowed. The toe of the shoe should be rounded and widened. Tapered toes are not allowed. A hard back is required; heel - low, or just a heel. Shoes should be securely fastened to the foot with a fastener (buckle, button, laces), which should be quickly and easily fastened, in a convenient and visible place. Children's winter boots should keep the baby warm up to -30 degrees. Shoes should be lightweight and comfortable. Cooling of children's feet is not allowed.</p> |
| <p>School for boys</p> | <p>Sandals</p>  <p>Low shoes</p>  <p>Boots</p>  <p>Boots</p>  | <p>Only a low heel or heel is used, simplified designs, a minimum of finishes. Since the child is in these shoes for a long time, they must be hygienic and light, therefore the use of artificial and synthetic materials is limited. It is not allowed to connect parts in places where the foot is bent.</p> |
| <p>Maiden</p> | <p>Sandals</p>  <p>Shoes</p>  <p>Low shoes</p>  <p>Boots</p>  <p>Boots</p>  | <p>Girls' shoes are designed for teenage girls 11-16 years old. Shoes of this subgroup resemble women's shoes, but are characterized by simplicity of styles and models; the heel should be low; average allowed.</p> <p>For the top of girls' shoes, in contrast to boys' shoes, a much wider range of chrome leathers, textile materials, artificial and synthetic leathers is used. Most often they use materials of light and bright colors, various finishes.</p> <p>It is not allowed to connect parts in places where the foot is bent.</p> |
| <p>Boy</p> | <p>Summer shoes</p>  <p>Low shoes</p>  <p>Boots</p>  <p>Winter boots</p>  | <p>Boys' shoes, in comparison with men's, are less diverse in design, used materials and finishes and are intended for children aged 11 to 14 years. It is not allowed to connect parts in places where the foot is bent. It is important to ensure high reliability in shoes of this subgroup, since, as a rule, adolescents use them in harsh conditions.</p> |

The production of comfortable, ergonomic and orthopedic footwear, which determines the normal natural development of a child's foot, depends on the

design of the upper of the shoe, the material packages used for the external and internal parts of the upper, the style of the shoe that meets the requirements of the

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anatomical and physiological characteristics of the child's musculoskeletal system. This is what characterizes rational footwear.

There are two main patterns that determine the rationality of shoes:

– the conditions for the functioning of the human musculoskeletal system;

– protection of the lower limbs from adverse environmental influences. The first pattern is characterized by:

– the correct ratio of the size of the feet and the inside dimensions of the shoe;

– conformity of the inner shape of the shoe to the main morphological types and subtypes of feet, ensuring the natural development of the foot in children;

– correct distribution of static-dynamic loads on the supporting surface of the foot in shoes, providing a biomechanical balanced state of the lower extremities and the human body;

– supplying the structure with elements that prevent the development of pathological abnormalities in the foot;

– the state inside the shoe environment, contributing to the normal manifestation of the biophysiological functions of the foot (heat, gas exchange, sweating);

– firm fixation of the shoe on the foot, contributing to the normal movement of the foot without additional expenditure of muscle energy;

– the correct location of the fastening seams of the workpiece, reinforcing parts and other structural elements (not allowed in places where the foot is bent).

The second regularity is characterized by the operational properties of shoes, taking into account the climatic features of the zones of its operation:

– protection of the foot from irregularities, low and high temperatures, moisture, dirt on the supporting surface;

– protection of the back surface of the foot from high and low temperatures, snow, dust, sand, moisture, from active radiation;

– protection of the foot, especially the toes, from mechanical injury.

In addition to meeting the requirements of the anatomical and physiological features of the musculoskeletal system, compliance with

anthropometric data, footwear must have a set of properties that determine the rational cost of resources in the design, production, operation and repair for a certain volume of output, the required quality indicators and work conditions. The achievement of this goal characterizes the manufacturability of the design of the manufactured product. Ensuring the manufacturability of the structure belongs to the designer, who must be able to solve technical and economic problems in the design, have engineering solutions to achieve the necessary technical indicators at the optimal cost of resources.

For an enterprise that produces children's shoes, it is important to produce high-quality, popular footwear, while with minimal labor and material costs. To highlight the criteria of manufacturability, the assortment of modern children's footwear was investigated, taking into account the requirements for it. The variety of footwear assortment depends on the construction of the shoe upper (SHO). Taking into account the design features of children's shoes, we have highlighted the criteria for the manufacturability of the structures, namely: a package of materials for the outer and inner parts of the top, the division of the structure and configuration of the top parts, the type of decoration of the ZVO, the method of fixing on the foot, the method of processing the edges of the outer parts of the top, and indicators of the significance of the influence of each criterion for the assembly of ZVO.

Indicators of manufacturability of product design are reduced to five groups of indicators:

- labor intensity of manufacturing the product;
- material consumption;
- product cost;
- applicability of unified and standardized solutions;
- repeatability of design solutions.

The repeatability of design solutions for the entire assortment of footwear for children is shown in Figures 3 - 9. Of course, this does not imply that there cannot be other solutions, their completeness depends on the demand for such footwear and the talent of fashion designers involved in the development of an assortment of footwear for children taking into account the basic requirements of GOSTs and technical regulations.



Figure 3 - Popular types and designs of sandals this year

Impact Factor:

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



Figure 4 - Popular types and designs of this year's sandal



Figure 5 - Popular types and designs of shoes this year



Figure 6 - Popular types and designs of sleepers this year.



Figure 7 - Popular types and designs of sneakers this year.



Figure 8 - Popular types and designs of sneakers this year



Figure 9 - Popular types and designs of low shoes this year



Figure 10 - Popular types and designs of boots this year

Impact Factor:

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



Figure 11 - Trend of 2018 "Metallic and not only"



Figure 12 - Trend of 2018 "It's all about the straps"



Figure 13 - Trend of 2018 "Velcro is among the favorites"



Figure 14 - Trend of 2018 "In shades of delicate pastels" for girls



Figure 15 - Trend of 2018 "Velcro is among the favorites"



Figure 16 - Trend of 2018 "In shades of delicate pastels"


Impact Factor:

| | | |
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Таблица 1.2

Характеристики критериев, влияющих на технологичность конструкции верха детской обуви

| Модель (типичная конструкция) | Показатели технологичности | | | | | |
|-------------------------------|--|--|---|--|--|--|
| | Характер-ка влияния пакета материалов для наружных деталей верха | Характер-ка влияния пакета материалов для внутренних деталей верха | Характер-ка влияния членения зва и конфигурация деталей | Характер-ка влияния вида отделки деталей верха | Характер-ка влияния способа закрепления на стопе | Характер-ка влияния способа обработки краев наружных деталей верха |
| | Натуральная кожа хромо-вого дубления K=0,03 | Натуральная кожа K=0,03 | Союзка прямолинейная с язычком K=0,02 | Без декоративных деталей K=0 | Ремень с велькро K=0,02 | Загибка K=0,01 |
| | Лакированная кожа K=0,05 | Искусственная кожа K=0,2 | Гладкая союзка K=0,01 | Декоративная строчка K=0,01 | | Окрашивание + загибка K=0,02 |
| | Замша K=0,04 | Текстильный материал K=0,1 | W-образная союзка K=0,04 | Перфорация K=0,03 | | Отсечение + окрашивание + загибка K=0,04 |
| | Текстильный материал K=0,01 | | Круговая союзка K=0,03 | Перфорация + декоративная строчка K=0,04 | | Загибка + горячее формование K=0,045 |
| | Искусственная кожа K=0,02 | | Фигурная союзка K=0,05 | Продержка K=0,035 | | Обработка окантовочной деталью K=0,03 |
| | Синтетическая кожа K=0,015 | | Боковинки округлённые K=0,01 | Продержка + перфорация K=0,05 | | Окрашивание K=0,015 |
| | Натуральная кожа + искусственная кожа K=0,035 | | Фигурные боковинки K=0,02 | Тиснение K=0,02 | | |
| | Натуральная кожа + текстильный материал K=0,03 | | G-образный берез K=0,01 | Накладные детали K=0,045 | | |
| | Искусственная кожа + текстильный материал K=0,025 | | Округлённый берез K=0,015 | Фурнитура K=0,04 | | |
| | Натуральная кожа + замша K = 0,06 | | Фигурный берез K=0,04 | | | |
| | | | Округлённый носок K=0,01 | | | |
| | | | Носок с крыльями K=0,03 | | | |
| | | | W-образный носок K=0,04 | | | |
| | | | Круговой подблочник K=0,01 | | | |
| | | | G-образный подблочник K=0,02 | | | |
| | | | Прямолинейная задинка K=0,01 | | | |
| | | | Округлённая задинка K=0,015 | | | |
| | | Фигурная задинка K=0,02 | | | | |
| | | Язычок K=0,01 | | | | |

| Модель (типичная конструкция) | Показатели технологичности | | | | | |
|---|--|--|---|--|--|--|
| | Характер-ка влияния пакета материалов для наружных деталей верха | Характер-ка влияния пакета материалов для внутренних деталей верха | Характер-ка влияния членения зва и конфигурация деталей | Характер-ка влияния вида отделки деталей верха | Характер-ка влияния способа закрепления на стопе | Характер-ка влияния способа обработки краев наружных деталей верха |
|  | Натуральная кожа хромо-вого дубления K=0,03 | Натуральная кожа K=0,03 | Союзка прямолинейная с язычком K=0,02 | Без декоративных деталей K=0 | Ремень с велькро K=0,02 | Загибка K=0,01 |
| | Лакированная кожа K=0,05 | Искусственная кожа K=0,2 | Гладкая союзка K=0,01 | Декоративная строчка K=0,01 | | Окрашивание + загибка K=0,02 |
| | Замша K=0,04 | Текстильный материал K=0,1 | Круговая союзка K=0,03 | Перфорация K=0,03 | | Отсечение + окрашивание + загибка K=0,04 |
| | Текстильный материал K=0,01 | | C T-образным ремнем K=0,035 | Перфорация + декоративная строчка K=0,04 | | Загибка + горячее формование K=0,045 |
| | Искусственная кожа K=0,02 | | Фигурная союзка K=0,04 | Продержка K=0,035 | | Обработка окантовочной деталью K=0,03 |
| | Синтетическая кожа K=0,015 | | Фигурная союзка с язычком K=0,05 | Продержка + перфорация K=0,05 | | Окрашивание K=0,015 |
| | Натуральная кожа + искусственная кожа K=0,035 | | Трапецевидный носок K=0,02 | Тиснение K=0,02 | | |
| | Натуральная кожа + текстильный материал K=0,03 | | Носок с крыльями K=0,03 | Накладные детали K=0,045 | | |
| | Искусственная кожа + текстильный материал K=0,025 | | Носок с длинными крыльями K=0,035 | Фурнитура K=0,04 | | |
| | Натуральная кожа + замша K = 0,06 | | W-образный носок K=0,04 | | | |
| | | | Прямолинейный берез K=0,01 | | | |
| | | | Берез с T-образным перегибом K=0,02 | | | |
| | | | Фигурный берез K = 0,03 | | | |
| | | | Прямолинейная задинка K=0,01 | | | |
| | | | Криволинейная задинка K=0,03 | | | |
| | | | Фигурная задинка K=0,04 | | | |
| | | | Задинка с T-обр. перегибом K=0,03 | | | |
| | | Прямолинейный ремень K=0,01 | | | | |
| | | Расширенный ремень K=0,03 | | | | |
| | | Задний наружный ремень K=0,01 | | | | |
| | | Мягкий кант K=0,02 | | | | |

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GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

| Модель (типовая конструкция) | Показатели технологичности | | | | | |
|---|--|--|---|--|--|--|
| | Характер-ка влияния пакета материалов для наружных деталей верха | Характер-ка влияния пакета материалов для внутренних деталей верха | Характер-ка влияния членения зва и конфигурация деталей | Характер-ка влияния вида отделки деталей верха | Характер-ка влияния способа закрепления на стопе | Характер-ка влияния способа обработки краев наружных деталей верха |
|  | Натуральная кожа хромового дубления K=0,03 | Натуральная кожа K=0,03 | Гладкая союзка K=0,02 | Без декоративных деталей K=0 | Шнуровка K=0,02 | Загибка K=0,01 |
| | Лакированная кожа K=0,05 | Искусственная кожа K=0,2 | Мокасиновая вставка K=0,01 | Декоративная строчка K=0,01 | Ремень с велкро K=0,03 | Окрашивание + загибка K=0,02 |
| | Замша K=0,04 | Текстильный материал K=0,1 | Союзка с язычком K=0,025 | Перфорация K=0,03 | | Отсекание + окрашивание + загибка K=0,04 |
| | Текстильный материал K=0,01 | | Круговая союзка K=0,03 | Перфорация + декоративная сторочка K=0,04 | | Загибка + горячее формование K=0,045 |
| | Искусственная кожа K=0,02 | | Обсоюзка K=0,01 | Продержка K=0,035 | | Обработка окантовочной деталью K=0,03 |
| | Синтетическая кожа K=0,015 | | Округленный носок K=0,01 | Продержка + перфорация K=0,05 | | Окрашивание K=0,015 |
| | Натуральная кожа + искусственная кожа K=0,035 | | Фигурный носок K=0,04 | Тиснение K=0,02 | | |
| | Натуральная кожа + текстильный материал K=0,03 | | Носок с крыльями K=0,02 | Накладные детали K=0,045 | | |
| | Искусственная кожа + текстильный материал K=0,025 | | Трапециевидный носок K=0,03 | Фурнитура K=0,04 | | |
| | Натуральная кожа + замша K = 0,06 | | Язычок K=0,01 | | | |
| | | | Округленный берец K=0,02 | | | |
| | | | Прямолинейный берец K=0,03 | | | |
| | | | Фигурный берец K=0,04 | | | |
| | | | Прямолинейный подблочник K=0,01 | | | |
| | | | Г-обр. подблочник K=0,03 | | | |
| | | Круговой подблочник K=0,02 | | | | |
| | | Фигурный подблочник K=0,04 | | | | |
| | | Мягкий кант K=0,02 | | | | |
| | | Прямолинейная задинка K=0,02 | | | | |
| | | Округленная задинка K=0,025 | | | | |
| | | Фигурная задинка K=0,03 | | | | |
| | | Прямолинейный задний наружный ремень (ЗНР) K=0,01 | | | | |
| | | Расширенный ЗНР K=0,02 | | | | |
|  | Натуральная кожа хромового дубления K=0,03 | Натуральная кожа K=0,03 | Перед гладкий K=0,01 | Без декоративных деталей K=0 | Застежка-молния K=0,02 | Загибка K=0,01 |
| | Лакированная кожа K=0,05 | Искусственная кожа K=0,2 | Перед гладкий внутренний и наружный K=0,03 | Декоративная строчка K=0,01 | | Окрашивание + загибка K=0,02 |
| | Замша K=0,04 | Текстильный материал K=0,1 | Перед с язычком K=0,04 | Перфорация K=0,03 | | Отсекание + окрашивание + загибка K=0,04 |
| | Текстильный материал K=0,01 | | Носок с крыльями K=0,02 | Перфорация + декоративная сторочка K=0,04 | | Загибка + горячее формование K=0,045 |
| | Искусственная кожа K=0,02 | | Фигурный носок K=0,03 | Продержка K=0,035 | | Обработка окантовочной деталью K=0,03 |
| | Синтетическая кожа K=0,015 | | Прямолинейная задинка K=0,02 | Продержка + перфорация K=0,05 | | Окрашивание K=0,015 |
| | Натуральная кожа + искусственная кожа K=0,035 | | Округленная задинка K=0,03 | Тиснение K=0,02 | | |
| | Натуральная кожа + текстильный материал K=0,03 | | T-образная задинка K=0,04 | Накладные детали K=0,045 | | |
| | Искусственная кожа + текстильный материал K=0,025 | | Фигурная задинка K=0,05 | Фурнитура K=0,04 | | |
| | Натуральная кожа + замша K = 0,06 | | Прямолинейное голенище внутреннее и наружное K=0,02 | | | |
| | | Фигурное голенище наружное и прямолинейное внутреннее K=0,04 | | | | |
|  | Натуральная кожа хромового дубления K=0,03 | Натуральная кожа K=0,03 | Союзка гладкая круговая K=0,02 | Без декоративных деталей K=0 | Без дополнительных закреплений на ноге K=0 | Загибка K=0,01 |
| | Лакированная кожа K=0,05 | Искусственная кожа K=0,2 | Мокасиновая вставка K=0,01 | Декоративная строчка K=0,01 | Резинка K=0,02 | Окрашивание + загибка K=0,02 |
| | Замша K=0,04 | Текстильный материал K=0,1 | Союзка с язычком круговая K=0,03 | Перфорация K=0,03 | Ремень с велкро K=0,03 | Отсекание + окрашивание + загибка K=0,04 |
| | Текстильный материал K=0,01 | | Союзка с язычком составная K=0,04 | Перфорация + декоративная сторочка K=0,04 | | Загибка + горячее формование K=0,045 |
| | Искусственная кожа K=0,02 | | Союзка круговая K=0,035 | Продержка K=0,035 | | Обработка окантовочной деталью K=0,03 |
| | Синтетическая кожа K=0,015 | | Язычок K=0,02 | Продержка + перфорация K=0,05 | | Окрашивание K=0,015 |
| | Натуральная кожа + искусственная кожа K=0,035 | | Прямолинейный берец K=0,035 | Тиснение K=0,02 | | |
| | Натуральная кожа + текстильный материал K=0,03 | | Прямолинейная задинка K=0,02 | Накладные детали K=0,045 | | |
| | Искусственная кожа + текстильный материал K=0,025 | | Задний наружный ремень прямолинейный K=0,01 | Фурнитура K=0,04 | | |
| | Натуральная кожа + замша K = 0,06 | | | | | |
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| | | | | | | |

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JIF = 1.500

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Such a system of indicators of manufacturability predetermined the need to concretize and objectivity of indicators of design and technological solutions of the ZVO, that is, to highlight clear criteria for the manufacturability of the structure of the upper of the shoe.

The construction of the upper of the shoe is regarded as an object of production. The technological process of its assembly depends on the constructive and technological solutions. Therefore, in order to ensure the manufacturability of the assembly of the ZVO, the design and technology must have such properties that it is possible to easily manufacture, transport, store, operate the product. Shoe upper designs are divided into three degrees of complexity: smooth, trimmed, curly cut. The complexity category is characterized by the configuration of the cut of the parts, the number of parts and the type of finish. The complexity of the model affects the labor costs associated with the manufacturability of the air supply.

Manufacturing processability determines the scope of work on the preparation of production, the complexity of manufacturing and ease of assembly. Operational manufacturability determines the amount of work and costs to maintain the appearance of the product.

To highlight the criterion of manufacturability, the assortment of modern children's footwear was studied. Let us present in table 11 the characteristics of the criteria influencing the manufacturability of the design of the upper of children's shoes.

The most investigated is to determine the assessment of labor intensity and material consumption directly at the stage of designing and manufacturing shoes, thereby assessing the manufacturability of the shoe upper design. A difficult and less studied stage is to determine the assessment of manufacturability at the stage of preliminary design. It requires the development of a methodology for assessing the manufacturability of the upper design based on specific indicators. In this regard, the manufacturability of the ZVO design can be considered as a "complex system". A systematic approach to the assembly of air cooling systems allows us to consider ensuring the manufacturability of a design as a complex of interconnected subsystems.

The latest technologies, methods of leading European companies and modern equipment make it possible to produce reliable and comfortable footwear in accordance with the requirements of GOST 26165-2003, TR TS 007/2011, 017/2011. The characteristics of the criteria affecting the manufacturability of the design of the upper of children's shoes are given in Table 11.

Is it permissible, within the framework of scientific analysis, to compare a real object with a phenomenon from folklore classics, for example, a market with the fairytale cave of Aladdin? It is not easy to answer this question, since thinking is quite

specialized, and specialization is fixed in certain traditions that formalize the approach. Scientific editing requires compliance with the requirements of a scientific way of presenting the content of thoughts. In general, neopositivists tried to construct a special language of scientific communication, albeit unsuccessfully. Collisions were resolved practically by scientists themselves, most of whom actively involved figurative thinking in scientific publications, rightly believing that thinking is a single flow of movement of concepts and images, logical and biological, real and fantastic imaginary. A position in any expression is a progressive process, it connects the continuous with the discrete. Normalized thinking is relatively, conventionally, artificially organized. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of cognition, is natural.

Thinking cannot exist outside of culture, it is a product of cultural progress. The multidirectional development of culture is the basis of its wealth, and the contradictions of cultural thinking are dialectically united. Comparing the riches of a fairytale cave with the riches of a developed modern market, a lot can be done, both in economic knowledge and the dynamics of transformation of economic theory, in particular, to explain why modern scientists, economists stubbornly distance themselves from the political nature of economic science, opposing the economic theory to classical political economy.

Will, perseverance, resourcefulness provided Aladdin with access to the cave riches. No amount of intricacies can stop a purposeful person. There is no unknowable, there is still the unknown. The market is a complex economic mechanism, but it can also be taken into control. The riches of the cave belong to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to curb the market elements, which serves as a fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers were not going to add anything else and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and along with it problems, the main one of which is the realization of commodity receipts. What should be the product for the customer to sweep it off the shelves? What buyer would you like to see on the market?

If the "buyer" is considered outside the socio-economic context, then the answer to the second question looks very clear. The market is waiting for a buyer with high solvency. There are also buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the lucrative market for the masses, rather by chance than by necessity. The mass consumer is extremely economical and it is difficult to "shake" it for purchase. It requires a certain type of product that can charm, and the presentation of the product,

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“cultural packaging”. It is necessary to attract the buyer, to bewitch. As a reflection of the desire to comprehend the specifics of the status of demand for a product on the market, one should consider the revival of interest in the concept of “product attractiveness”. It is much more specific in its content in comparison with the close and more pseudo-scientific concept of “demand for a product by the market”. It has less economic statistics, formal signs that allow you to measure pressure, but the “human factor” is present in full, which determines market dynamics. The concept of "attractiveness of a product" concretizes in the characteristics of a product at the same time its use value - the degree of "exchangeability" and the realism of the price set by the seller. Both the manufacturer and the seller have to be on friendly terms with the concept of “attractiveness”, which is vector towards the buyer. It knots the interests of all the main subjects of the economically free market. This “attractiveness” function explains the active advancement of the concept into the group of those economic categories that reveal the potential of the product's competitiveness in the market. Some authors are inclined to interpret this advance as traditional actions in the interests of advertising production, which is inappropriate to do due to one-sidedness that prevents the achievement of a systemic understanding of the value of the attractiveness of a product in the reproduction process. Advertising production is indeed present here, but as an accompanying factor, that is, the usual place of advertising on the market is confirmed.

Increasing interest in research and economic policy in the concept

“Product attractiveness”, in our opinion, shows the regularity of the restructuring of mass production from the existing simplified type to a new, sometimes opposing to it, method of organization - lean production (lean production), focused not on the abstract diversity of the needs of indicators, but on the specific architectonics of consumer requests and solvency of potential buyers. Economic science is called, through the study of the architecture of the market, to become a direct productive force, objectified in this way, the main consequence of the scientific and technological revolution of the middle of the 20th century.

The history of the allocation of the market for goods to the area of special attention of scientific sociologists is associated with the birth and development of mass production. The time of mass factory production is reckoned with the Industrial Revolution, which laid the scientific, technical and organizational prerequisites for such a development of production labor, which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the bulk of the population through the provision and stable payment for labor. It was this combination of production and consumption that launched the development of reproduction on a national and then

transnational scale.

The subsistence economy that preceded the industrial stage does not fully correspond to the concept of "reproduction", it was determined by the local demand for the product produced and was essentially closed on the producer, not contributing to this extent to national progress. Hence the cult of wars of conquest aimed at plundering near and far neighbors, feudal fragmentation, and constant redistribution of property. Wars and violent actions performed the functions of the market. The market worked in addition to politics, it was not permanent.

It is also appropriate to emphasize that the development of the market and the formation of the image of reproduction that has become a classic, are due not only to scientific and technological progress, a change in the method of organizing production, but also to the competition of production products in the market, and the differentiation of the market structure. The history of the market shows the dialectical law of the relationship between quantitative and qualitative changes. When the manufacturer entered the market, the product became a commodity. The status of the product has changed, and the requirements for it have also changed. In order for a product to be realized as intended, it had to attract the attention of the buyer. A product is not a product for sale, but a product that can interest you. The term "hot commodity" reflects just the movement of the goods, its demand by the buyer. "Running goods" are the locomotives of the market.

The sign of "attractiveness" belongs to the basic characteristics of the product, and is a "relic" property that has lost its position. An unattractive product is produced unprofessionally, absurdly. Households could be forced, taught to consume what they grew or produced, while buyers always have their own reason and vote with a coin that is so necessary to continue production.

In modern times, the term "presentation" is used as a synonym for "attractiveness". From here, perhaps, the expression “prominent product” came from, that is, the one that accumulates attention to itself, “catches” the eye. The ability to make a product “visible” and “attractive” requires both the manufacturer and the seller of high qualifications, professional imagination, and presentation skills. This is a costly business, but the costs are paid off by the result. Demand

"Attractive", "prominent" product is high, accelerates the receipt of working capital, stimulates the increase in production, consolidates the relationship between the seller and the manufacturer, gives an increase in its production, stability, which serves as a good advertisement for the manufacturer on the market, eliminates some of the direct payments for advertising services that cost everything more expensive because of its pretentiousness.

Even a panoramic-historical review of the systemic position of the concept of “attractiveness” testifies to its versatility and complexity of

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manifestation. The fact that the term "attractiveness" is not so often found in journal publications should not enter the mind into a state of question regarding the actual significance of this mark of marketability in the ongoing economic restructuring at the level of lean production. Not accidentally answering the question of the Levada Center, asked in April 2017:

"What makes you proud of Russia in the first place?" 1600 citizens of the country from 137 settlements of 48 regions of the Russian Federation "economic successes" put in the penultimate place, giving the last "relative" - "health care system".

K. Marx began his study of the bourgeois mode of production with an analysis of the contradictory nature of the commodity. The commodity is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second - the measure of such demand. Cost objectifies labor costs - the quantity and quality of labor produced. Labor also manifests itself through a contradiction born of the commodity essence of capitalist reproduction. On the one hand, he is the creative, creative force of man - the facet of his essence, on the other, he necessarily alienates this human essence, because the product of labor, which has absorbed the creative force, is produced for someone else's consumption. Marxism deduces from the theory of alienation the social impasse in the development of bourgeois society. In his main work, K. Marx developed not only the theory of the development of capitalism, it was important for him to bring the dialectical and mathematical method of scientific analysis to a working form. Hegel's dialectic was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he thoroughly traced the dialectics of production, focusing on the materiality of the nature of the commodity created by labor. The quality of a product is created by the contradictory nature of the product and manifests itself through its relationship in the form of essential features. Dialectical materialism is based on the recognition of the materiality of a commodity. Intangible goods are a kind of semi-finished commodity, a "transitional form" to the practical expression of materialization. it was important for him to bring the dialectical-mathematical method of scientific analysis to a working form. Hegel's dialectic was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he thoroughly traced the dialectics of production, focusing on the materiality of the nature of the commodity created by labor. The quality of a product is created by the contradictory nature of the product and manifests itself through its relationship in the form of essential features. Dialectical materialism is based on the recognition of the materiality of a commodity. Intangible goods are a kind of semi-finished

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The quality of natural phenomena is indeed identical to their material nature, but a commodity, even in its final form, materiality, is something different from what was created outside and does not depend on the existence of man. Labor in a commodity materializes the rational essence of man - feelings, thoughts, ideals. The rationality of human reality is expressed in the product, therefore, the concept of "quality of the product" should capture the spirituality of a person, confirming that the product is created by a person for a person. In our opinion, the market quality of a product is designed to reveal the unity of values by combining the natural nature of the material and its artificial transformation by human creative activity. The quality of a product, along with functionality, is determined by its attractiveness.

Attractiveness is a highly significant pricing sector. The attractiveness part of the price can be considered the economic equivalent of attractiveness. This part is measured by the size of demand. Receiving goods with new functions is costly and limited in physical nature. This way of surprising the consumer is

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fraught with the risk of lower competitiveness due to the high cost price. It is easier and more promising to manipulate consciousness. There are ready-made mechanisms and necessary knowledge for this. If the product in its form did not make the proper impression, did not attract, it can be made attractive by modulating in a certain context, for example, acting on the psyche of subcultural perception. How many pop "stars" we have without voice data and vocal culture. Not only do they attract with their performing "skill", they try to copy clothes, accessories, shoes from them. They shape the taste of certain social groups, indirectly influencing the market position of goods.

"Attractiveness" has such reserves that we still have a very unprofessional idea. There is no doubt that in the future, marketers will go beyond the spectrum of knowledge currently defined by education and will squeeze out those managed by production and assortment. Market management will not demand the same as it is today, the doctrine of Z. Freud about

"Wow", "ego" and the conditions for achieving the "super ego"; K. Jung's theory of the "collective unconscious"; E. Fromm's ideas about the meaning for consciousness of the ability to be surprised and the role of dreams in real life.

Market and production prospects are related to the activity that managers will show in relation to the concept of "product attractiveness." The most difficult for them will be the process of restructuring their thinking from a utilitarian, pragmatic warehouse, formed on various minimization of costs to obtain the final margin, to a new principle: obtaining the maximum margin legally. With more and more energetic involvement in mathematical methodology, economists are losing the specifics of political economic analysis, which requires action against the background of perspective. More often it is necessary to return to the works of the classics - C. Petty, A. Smith, D. Ricardo. The "classics" analyze the present, think about the future, correctly believing that science, limited by the current course of events, resembles an anchored ship built as a means of propulsion ... The "fathers" of economics were philosophers,

Economists are understandable. In conditions of instability of world development, looking ahead beyond the nearest corner is extremely dangerous. The crisis of 2008, the consequences of which are still causing storms in the world economy, is a man-made work. The path was paved by the Nobel laureates, they wanted the best. It turned out as always. It is time for economics to return to thinking scales - not only spatial, but also temporal. Researches of the present, to be carried out in a reasonably foreseeable future, compensating them with related sciences, including the teachings of V.I. Vernadsky about the noosphere. E. Deming back in the 1950s developed the philosophical foundations of the quality of management. In the section "Seven Deadly Diseases", he put in the first place planning that is not focused on the production of

such goods and services that the market requires, at the same time, the American specialist was aware of the complexity of the situation. [26]

The lack of sufficient development of the concept of "product attractiveness" for management makes it necessary to fulfill its philological roots, the interpretation of attractiveness in classical sources. IN AND. Dahl identified "to attract" with "to attract", emphasized the physical meaning of the term, pushing the physiological and psychological aspects of attraction into the background: "to attract moral, sensual, by the force of persuasion, to attract, to attract, to carry away". F. Brokeauz and I. Efran did not include this term in their collection. Britannica also bypassed him, which is difficult to justify, taking into account the publication's desire to make changes to the text taking place in the world.

A detailed analysis of the content of the concept can be found in the four-volume Academic Dictionary of the Russian language. "Attractive, tempting, interesting, which disposes to itself, excites, awakens curiosity." Continuing the discussion of attractiveness, we arrive at the sign of "originality." Usually, it is with originality, its concreteness, arousing interest in a phenomenon, that the attractiveness of the product is obligatory, which in general corresponds to ideas. At the same time, we must try not to absolutize the position of "attractiveness" on the product market.

The fate of a product on the market is determined by its demand. "Demand" is a concept of the social and humanitarian level. It is conditioned, on the one hand, by the degree of development of society and the solvency of the mass consumer, on the other, by the structure of the buyer's needs. Epicurus differentiated needs based on two characteristics

– naturalness and necessity. According to the view of the ancient thinker, needs are divided into three types: "natural and necessary", "natural and unnecessary" and "unnatural and unnecessary".

In the judgments of Epicurus there is a clue to understanding the status of the goods. If goods are necessary, their need is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the consumer's "basket of existence" are not only useful, but also pleasant to the senses, but such goods are not allowed to be purchased only in two cases, when there is nothing to pay with and nothing to exchange for.

Naturally necessary goods are always "popular" on the market. If they linger in warehouses or in places of sale, then there is only one reason - price unavailability, greed of speculators who have occupied the market. Shoes are a typical representative of the group of naturally essential goods along with clothing and household utensils. The main function of the shoe lies in its ability to protect the lower limbs from mechanical and thermal damage. The design of the shoe is primarily governed by its functional accessory.

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The aesthetic side of the design is built on top of the basic function. A characteristic feature of the shoe halls of modern stores are various kinds of promotions aimed at reducing prices. When the third pair is promised to be handed over free of charge at a trading institution, this means that the price of the first and the second allows you to painlessly compensate for the losses, associated with the "gift". They pay for the "gift" with their own price. There is no clearer argument in favor of defining the pricing situation as one-sided. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach that a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design, scientific and technical support, the need for risky actions, significantly soften the critical reaction. There is no clearer argument in favor of defining the pricing situation as one-sided. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach that a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design, scientific and technical support, the need for risky actions, significantly mitigate the critical reaction. There is no clearer argument in favor of defining the pricing situation as one-sided. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach that a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design, scientific and technical support, the need for risky actions, significantly mitigate the critical reaction. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach that a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design, scientific and technical support, the need for risky actions, significantly mitigate the critical reaction. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach that a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design, scientific and technical support, the need for risky actions, significantly mitigate the critical reaction.

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"In war, as in war", the front-line writer, who was burning in a self-propelled gun, called his famous story, extrapolating his campaign, repeating after: "In the market as in the market." By releasing free market relations between the producer of the goods, the consumer, the buyer and the seller-intermediary, the authorities will make life easier for themselves and, possibly, make it comfortable at the expense of the producer and the consumer. Pricing in the market economy involves the participation of such factors as the cost of goods, consumer interest in it of the buyer, the solvency of demand and payment for the participation of the seller. But we are talking about proportional complicity. The strength of market factors cannot be calculated by the formulas describing the forces in mechanical movement, the parallelogram of forces cannot be obtained here, however, the proportionality of participation in the formation of the final price can be obtained with a given degree of accuracy. And it was high time to carry out this operation in order to determine politically and economically where the border of the civilized market and the bazaar, built "according to concepts", lies.

For what and whose market freedom are liberal politicians fighting for, why are distortions in market pricing treated as natural costs of development that are normal for democratic governance? Why don't they combine empty Soviet-era store shelves with queues? So that there is no contrast with the clogged shelves of the current stores and the lack of customers? There was

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indeed a shortage until the 1990s, but it was primarily associated with a high level of purchasing power and affordability of most goods. Demand outstripped production. Now, on the contrary, the offers of sellers clearly exceed the real possibilities of buyers, which hurts domestic producers as well, since they sell imported goods.

As a result, lending is flourishing in yet another political and economic imbalance, creating the illusion of purchasing power. The Russian consumer is driven into a financial trap by economic policy. The essence of the situation is not in economic illiteracy, but in ideological primitivism, implanted everywhere and aggressively. Schoolchildren are taught to memorize, students are not taught to think scientifically, calling it modernization of education. Life is the ability to act based on real possibilities. The substitution of a really existing, earned reality for a virtual and objective life on loan inevitably leads to spiritual nihilism, moral decay and a personality crisis.

The primary reasons for the consumer's one-dimensionality of the personality must be singled out in the anarchy of a non-civilized commodity market. What's next? The answer must be sought in the same place, that is, where everyone meets with necessity - on the market. The economic priorities of politics are designed to determine the role of the market: will it become a fraternal burial of native producers or a trigger for the rise of domestic production? But producers should not contemplate what is happening, criticize politicians and demand favorable development conditions for themselves. By their status in society, they are confronted with the vital necessity of looking for new factors of advancement, thinking about reserves that have not yet been involved in the process.

In O. Kant's idea that every science must be philosophical, far from everything is false. Philosophers who adhere to classical ideas about philosophy argued with Kant, considering it wrong to give methodology and, especially, worldview to the mercy of private scientific reflection. The dissolution of philosophical reflections in scientific knowledge leads the latter to a dead end, since it will provoke absolutization in solving the problems of scientific knowledge. Making generalizing and guiding decisions in cognition is the lot of a judge independent of the specifics of private judgments. At the same time, O. Kant was indisputably right, believing that only thinking that is not clogged with stereotypes is capable of acting productively, being innovative, innovative, and creative. Anyone who has taken the path of business development, like prayer number 1 "Our Father", must know and repeat: only dialectical thinking will help me to be successful, will save the enterprise. But who in our years will teach you to think dialectically? The Russian democrats, who ruled the politics of the late 20th century, identified dialectics with the directives and slogans of the Soviet era and

deliberately cut off its democratic roots, just as M.S.'s henchmen uprooted the Massandra vineyards. Gorbachev, and even earlier they raised virgin soil where it should not have been done, according to the voluntaristic instructions of N.S. Khrushchev. and even earlier, they raised virgin soil where it should not have been done, according to the voluntarist instructions of N.S. Khrushchev. and even earlier, they raised virgin soil where it should not have been done, according to the voluntarist instructions of N.S. Khrushchev.

The entrepreneur's initiative is determined in decision-making by the state and trends of the existing market. But dialectically organized thinking will not allow him to find himself in the grip of market conditions when developing a business plan for the foreseeable future. No matter how arbitrarily formed, anarchically free the market is, it is regulated by the movement of production. Everything in production is connected by a common knot. "Everything is one", the ancient dialecticians argued, and they were looking for something that makes everything one. The market today demands one thing, tomorrow the situation on it will be different, however, it is impossible to exclude a repetition of today. Therefore, we need a preliminary, comprehensive, better systematic approach. The systemic one is better, because it allows you to get involved in the essence of what is happening, it presupposes the allocation of a system-forming factor. The system-forming factor of the economic analysis of market production has been and will be the commodity. It is no accident that K. Marx in Capital began with a commodity, called it a cell of the economic organism of capitalism, and built contradictions in the movement of the bourgeois mode of production out of the contradictory nature of the commodity.

It is not the goods themselves that compete in the market, but the minds and will of the producers, of course, equipped with capital. Goods are the visible side of the market, which objectifies the power of the entrepreneurial spirit in specific physical forms and actions. Here we are forced to turn again to dialectics, its requirement to look for the source of development in contradictions and not be surprised at the transformation of opposites, spirit into material, material into spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth explains: what is true now will become a delusion later. When does the question naturally arise? The answer must be sought in the tendencies of movement. It is imperative to start with a comprehensive study of what everything is from. For us, this is a product, its necessary and additional (superstructure) features.

The production of a product is market driven. Once the market was formed at the expense of a surplus product, now the product is made to meet the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusual new appears on the market. Theoretically, taking into account the rationality of

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human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, we can assume the conclusion that all goods will find their consumer. If the market accumulates unsold goods, it will lose its function and die as a market - a place for buying and selling. This is practically how it happens. Only the market is not something abstract that exists outside of time. It represents a form of concrete temporal reality. The time factor is important in the market.

The market is the most important link ensuring the timely reproduction of goods. Stocks were not born out of fantasy. Sellers agree to bear certain costs of sequestering their expectations precisely because of the need to do everything on time. Otherwise, losses will increase, status costs will join the financial costs. The authority of the market entities themselves will be at risk. In the context of these considerations, the idea is ripening that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized organized market is designed not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly can this be done?

The paradox of the market is that the future of the market is cloudless, all the problems of the market are always modern, they become modern as some are resolved and others grow. Where such confidence? From the analysis of the objectively real foundations of the market history. The basic market product is the one that provides the natural needs of a person. Outside the market, it is impossible to satisfy that without which social and individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. According to this purpose, the market is supposed to be a developing reality, and society is to take care of the development of the market. Not freedom to give "as much as he can swallow" (BN Yeltsin),

Let's return to the generic structure of the commodity market and continue its analysis, starting from the initial idea of the basic commodity. Satisfaction of basic human needs with its help requires decoding with the involvement of worldview achievements. You can do it in another way, simplified, only simplification will lead to a warning of common sense: "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything. Human reality is dualistic, absorbing the biological and the social. To a first approximation, it is not difficult to separate the biological and the social in a person.

Biological - satisfying the body's needs for nutrition, maintaining water-salt balance and metabolism, normal gas exchange, protecting the temperature conditions of life, reproduction of offspring, movement in space through self-movement.

Social - Satisfaction of working conditions,

development of thinking, consciousness, speech, cultural progress.

The biological and social are combined on the basis of the need for communication and are realized in communication through activities. Public and interpersonal communication also requires its market expression. The biological and social characteristics of human reality are multifaceted. They are not given once and for all, they grow, synthetic forms of manifestation arise. So that the prospects for naturally necessary goods and services are ensured, as well as market competition, following in the wake of its function to promote the mass availability of buyers to the offered products.

The development of the market is in line with the development of a person, his personal expression, new trends in the social movement. The XX century added sports, scientific activities, space, cinema, international tourism to the traditional market sectors. Terror has morphed into terrorism largely thanks to market penetration. The United States and regional states actively use the services of terrorists to strengthen their political position. Especially when such actions have the desired effect on traditional market and exchange trading, for example, hydrocarbons.

The market is developing in the direction of increasing its autonomy. This vector is paid special attention to by representatives of financial capital, who are well aware that the market represents the optimal preconditions for speculative stocks. Finally, the market in the twentieth century has become a favorite subject of economics, seeking to prove that the forces of economic movement are concentrated in the market. The market has become a symbol of the new economy, its leaders are not against giving this symbol a scale of public historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way.

The market is not only a place where speculation has acquired the size of a mass phenomenon, it has itself become the subject of speculation over time. Market speculation and speculation on the phenomenon of the market is an objective reality, which sometimes necessarily makes the market, so to speak, its downside, development costs.

No matter how important they are for the history of the market naturally - the necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of the product line indicates the nature, characterizes the essence of the object. The nature or essence of a commodity does not appear directly, it is mediated by a phenomenon transformed by the production form of existence.

Low temperatures, high humidity, the need to protect themselves from injury, correspond to the workplace and the specifics of the performance of official duties, will bring a person to the store and make

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him a potential buyer of goods that he lacks, but forces him to purchase only in one case, if nothing else is found anywhere ...

This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 are chosen primarily based on the price, based on the contents of the complex, and then focusing on satisfying aesthetic claims.

Sellers need not panic, no crisis will deprive the market of customers. Their problem is: who exactly will the consumer buy from? He will buy what he sees as a combination of the need to acquire the goods, free funds, more precisely, the prices on the price tags, and the appearance of the goods, including the art of service. The purchase formula is simple - "the relevance of the need after the charm of the offer." The terms should be filled with specific content by specialists, relying on the experience of market relations. Let us remind ourselves that the demand for a non-ordinary, non-exclusive, copyright, market is of two types: natural and artificial, provoked by the promises of manufacturers and the advertising process.

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

A specific picture is emerging on the market, which is difficult to understand. The state is not seriously interested in the culture of the buyer. The previous experience of cultural education and upbringing has been lost. A holy place is never empty, and instead of the state, organizations came from the structure of civil society, which have neither special provisions, nor mechanisms, nor the required special means. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly involved in production, reducing costs, increasing profitability. By doing so, entrepreneurs are driving themselves into the trap of the spontaneity and whims of the market element, abandoning the levers of demand management.

The "prudent housekeeper" replacing the current irrational organized mass production, focused on the absolute freedom of choice of goods by the consumer, when the assortment must satisfy the demand here and now, otherwise the seller will lose customers and question the continuation of his business, is "tied" to knowing the needs of the buyer ... Of course, such knowledge is specific, it is indicative, relative conditional, more like knowledge of a proposal, but still knowledge, in contrast to an abstract setting of the type: the buyer came for the product and he must buy it, we are obliged to help him. How exactly? We do not know, so we initiate his desire with an assortment. A

certain logic and ethics in such reflections is encouraged. The price of this logic is holding back from support - the high level of costs and load on the natural environment. They will not be written off, they will be distributed among consumers, increasing the purchase price.

The attractiveness of the product can become a magnet that initiates the interest of the buyer. It was not for nothing that V.I. Dal interpreted attractiveness as attractiveness, magnetism. The economic system is formed by production relations, therefore, there will not be radical transformations of the existing system of the economy, there will be a restructuring, a reboot, which changes not the system, but the order of functioning of the system, the vector evolution of economic policy. The economic system will be optimized by realizing the costs of minimizing the costs of the assortment.

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

The transition from good to better in any field of activity is associated with an increase in implementation costs, including risk financing. In our view, the analyzed transition to the new economic policy should justify the expectations - lead to a reduction in costs, losses, environmental burden, but the result will largely be determined by the construction of scientific, technical and educational educational policy. Good intentions, often due to poor management, result in worse results.

The bad experience of the past is described even in the sacred books. The modification of environmentally mass production of lean production involves the mobilization of scientific and technical initiative, the maximum connection of cultural assets and the implementation of the Soviet experience of educational work in the environment of the immediate needs of the final product. It is illogical to improve the principles and forms of organizing production designed for mass consumption without appropriate preparation for consumption. The adjective "mass", regardless of desires, indicates the inclusion of activities in the political process, which also requires a political scale of participation. Changing course within the economic system is a political process with the specificity that it begins in the economy.

The time has come again to temporarily disconnect from the production of goods and, following the example of Karl Marx, focus on the cell of the modern economic organism - the commodity, but, unlike the author of "Capital", place the

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commodity not in production, but try to fit it into the subsystem of market relations. Capital without circulation is not capital. Capital is a process. The process of capital reproduction is a characteristic way of its implementation. The market ensures the reproduction of capital, creating conditions for the sale of marketable products. For production, initial capital in a financial form is required, for implementation, as a condition for reproduction, demand for a commodity is required, which the market must provide - the conditions that link the producer with the consumer. Everything, as we can see, rests not even on the characteristics of the product, but on the organization of the market. Of course and the properties of the product are important here. The doctor is able to revive the dying, but he is not able to revive the corpse. The same can be said for the market.

As for the cultural - not in terms of - the organization of the market, then its core is rational to work with the indicator and the manufacturer, the real object (object), the relation of which is the commodity, as a set of properties that can satisfy all market participants. The commodity will pass from one property to another only if there is a consensus. Consensus is intended to provide the market. Consensus is a measure of market culture.

When the market moves from the concept of consensus to the understanding of consensus, the market will acquire the status of a "cultural organization". Can this process be accelerated? Undoubtedly. We need to organize work on both fronts. Both the buyer and the seller must be culturally prepared for the meeting in the market. The fulfillment of the market mission is determined by quality and its information and scientific equipment.

The social function of the market is to satisfy the socio-cultural and naturally necessary needs of the mass buyer, thereby contributing to national development and political progress. The economic task of the commodity market is to involve in production the financial reserves of the country's population, and they are considerable, actually comparable to the annual budget of Russia.

It is possible to manage the market. Japan and China are economically different, however, in spite of this, they successfully manage both the production and the market. Market management is different from production management. The market is more complex and reacts in different directions to the desire to put things in order. The orders are also not uniform. In the theater, one order, at the races - another, in the barracks - the third. It is possible (and desirable) to manage the market economically.

The final stage of market relations is the sale of goods, therefore, the market should be managed through the goods, creating favorable conditions for the demand for the goods. Such management is effective both in relation to the consumer and the producer. The construction of the market according to

the principle: "here and now the buyer must satisfy his request" saves time and possibly insignificant financial means of the consumer, but it is unnatural because it is wasteful for society and nature. This is "foolishness" due to political myopia.

Do not deviate from it, society will place the next generations of people in a responsible position, the future of the country and the people will be called into question.

The transition to market-oriented production based on the structure of concretized consumption can be viewed as a way to resolve the growing contradiction between growing socio-cultural needs and natural sources. And in this sense there is sufficient reason to speak about the objective completeness of the development of reproduction. The center of concentration of activity is shifting to the territory of the market, its scientific potential is being updated. Question # 1 lean production - is the market ready to increase allocations for researching the structure of the needs of the mass buyer? It is not difficult to find individual examples. At the end of June 2020, Google conducted a survey of the culinary preferences of Russians in order to make a rating of the base 20 products and the same number of dishes. The taste of Russian consumers has encouraged marketers and terrified nutritionists. Nevertheless, experts are convinced that there will be no changes in two or three years. Manufacturing providing the food market received the necessary information for thinking about the directions of investments in manufacturing. Now it is important to avoid a rush of restructuring, to agree on quotas within the corresponding unions, banknotes and other associations of producers.

We are interested in the study of a well-known firm in the context of general problems, since they provide several characteristic reasons for thinking. The first and, probably, the most important one leads to the conclusion that economists-theoreticians are late again and instead of forecast they have disguised the real fact of the existing reality. The market that meets the needs of the mass consumer has not been and will hardly ever match the models of marketers. He shapes himself, adapting to the realities of production.

The domestic buyer put a chicken egg in the first place, moving pork in the middle and milk even further. The production of chicken and eggs was established back in the 1970s and 1980s, later moving to their own farm, market farmers in the 1990s, later returned to their own farm, and quickly restored in the required volumes. The market is reliably provided with this assortment of products. The manufacturer keeps the prices, sellers cannot overestimate them too much - there is no deficit, a network of stores has been created by manufacturers. A varied assortment, its timely replenishment, quality, affordability of products forms the buyer's interest in them. Pork production also began to increase in the pre-reform times, a kind of raising a pig herd allows you to solve problems relatively

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quickly.

The hardest part is with milk. Market liberalism hit the weakest link in agricultural production - the dairy herd - the hardest. Until the nineties, it was largely in disrepair. Collective farms were abolished, farming, designed to raise production, did not take place as planned. The biomass of cattle is such that the required volume of a herd of animals with satisfied characteristics should be waited for at least 10 years. The investment was huge! The West was not interested in us as a competitor. All of the above are conditions of instability and scarcity. The market was also oriented by the new price order in cooperation with dairies. Milk, available and of high quality during the difficult Soviet years, has become both low-quality and inaccessible for the average mass buyer. Especially milk products. The market has weaned the consumer off milk. The question arises. Why? The market must be interested in the buyer. That's right, that's right, but in production and in the market, useless people work. They believe that the herd of cattle will be formed for a long time. The indefinite time for obtaining the result is enough to take the greatest margin, and it is not necessary to count on the mass consumer.

Second, natural and sociocultural needs are formed spontaneously, only in the most general, abstract form. They concretize, however, in the real conditions of national reproduction, on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, in accordance with the laws of economics.

If you do not manage the proper requirements of this concept, then at least it is quite possible to know the product rationality and the assortment architecture of the market through the study of consumer preferences. Economic, sociological and psychological tools make it possible to do this. You just need to be able to "look into the soul" of a potential client of the market to force him to open up. A common environment that builds trust is required. The public is pretty tired of the questioning, which is understandable. Efficiency is not visible, the questions are not clear, the questioning technique is primitive, without application to the process. On the other hand, ongoing "sale" actions are not used for questionnaires. Questioning the indicator in specific conditions of sale, depending on the ability to reduce your costs, by specialists, and not by random counterparts, naturally inclined towards reciprocity. You should try to make the questionnaire part of a promotion. Why not spend "buyer's days" in specialized stores with broad privileges for representatives of interested organizations. The constituent question for questioning and interviewing should also be dealt with by non-random

"Scientific departments" working under any order. The necessary permanent, specialized in the main sectors of the consumer market, research centers,

periodically conducted analysis of the state of consumer interests. Moreover, a very high analytical and methodological qualification of the employees of such centers is required. There is no doubt that the reduction of losses, the acceleration of trade turnover will significantly exceed the costs of the activities of these divisions.

The current state of the study of consumer demand is proportional to the cost of its implementation. If statistical methods, as a rule, are in a satisfactory state, they are borrowed from mathematics, then the methodology for developing questionnaires and questionnaires raises many questions. The wording of the questions testifies to a poor understanding of the structure and specificity of the thinking activity of homo sapiens. How, for example, can one understand the "perceptibility of the need to purchase a product," in what units can this feeling be measured. The feeling of pain tells the enemy about a possible illness. It is different in character, and in strength, and in the course of time. The perceptibility of the need should first be differentiated and only, having received a concrete picture of the options for the saturation of feelings, should it be introduced into the information circulation, and interrogated. Lack of prior, prepared for the assessment of the feeling of working with a client will result in a poor-quality answer in which the respondent is least to blame, - you need to be able to ask. There is an oversight in leaving interviewing - in the formulation of the question, it can be corrected, there is no such possibility with leading additional questions in the questionnaire.

Content questions overlap, repeat each other. So the questions: "Manufacturer's responsibility for the quality of the goods" (by the way, asking for changes, because it is clearly spelled out in the terms of purchase and sale) and "impressive warranty period" duplicate one another. The latter is really important. In the general questionnaire, there are frequent questions that help to assess the state of consumer attitudes and synthesizing ones, which are often not in the questionnaire, but in the analysis of who will evaluate the answers and make an expert opinion. For example, the question "Cultural services" should not have been entered into the questionnaire in this way. It is usually divided into questions so that the respondent does not know and is not engaged in advance. The one who ordered the research will have to judge the culture.

Quite often questions drive the consciousness into a dead end and for a long time. How to understand the question: "The level of interest of the manufacturer in the formation of the attractiveness of the product"? What does it have to do with the buyer? The question "Completeness of the goods"? Two or three such questions are enough to turn off the buyer, alerting him.

The questionnaires are poorly structured, it seems that the questions are arranged as they come up. For example, often questions whose purpose is to unfold

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the customer's willingness to make a purchase, the degree of "customer maturity," stand side by side in the general section with questions aimed at establishing a rating of information sources. The question of the possibility of subsequent exchange (regulated in the legal order and clearly superfluous in the questionnaire) coexists in the general group with the question of modern design. He puts in a stupor a question like: "The needs of the consumer to buy an attractive, original product." It combines meaningfulness with uselessness.

Drawing up a questionnaire is an art that is not available to every specialist. The best is when teams of specialists and consultants and advisers work on the development of the questionnaire. We can only assume a variant of the structure of the questionnaire, aimed at highlighting the place and role in the indication of the consumer's consciousness for the purchase of a product of its attractiveness. It seems to us that such a questionnaire should consist of 3 sections:

- the first forms questions designed to reveal the degree of readiness of the consumer's consciousness to purchase a product of this group;
- the second is to determine the attractiveness of the one in the product that leads the consumer to the state of the buyer, specifies the subject mood of his consciousness, determines the choice;
- the third is to understand what can prevent a consumer from becoming a buyer, eliminating factors of negative impact on a potential buyer.

A rare product is capable of zombifying a consumer, making him not think or feel anything except what he holds in his hands. Such a product must combine all the signs of an ideal degree, be perfect in everything. The main danger for abandoning a seemingly advertising question about a purchase is usually created by the behavior of the seller, violation of order - signs of the operator's lack of interest in selling the goods. A potential purchase decision is subjective and, as such, does not need to be objectified - to make a purchase - under certain conditions that show the reciprocity of the interests of the parties to the transaction. Customer service culture is sometimes more important than attractive product attributes. Unfortunately, we have not yet rooted in the minds of sellers of the understanding that their action is an integral part of the attractiveness of the product. They think,

In the context of the philosophical characterization of the attractiveness of a product, the first group of questions is interesting, which makes it possible to monitor the movement of consciousness. Here, apparently, it is necessary to distinguish four phases:

- the need for a product at the level of feeling (wanting);
- interest at the level of a systematic assessment of the purchase opportunity;

- maturation of the relevance of the acquisition;
- super maturity, forcing to attract a loan.

The ideal solution to the problem of attractiveness was the co-ordinated interaction of three subjects, like Gogol's "bird - three" - the manufacturer of the goods, he would play the role of "root", and "attached" - the buyer with the seller. This could be the case if each of the trio worked autonomously in their own interests, and the manufacturer and the seller showed all the signs of a high professional culture. We use the definition of "ideal solution" in its basic practical sense, as a perfect way to implement an ideal consideration, that is, what is objectively realistically achievable. The system-forming feature of the philosophy of organization of reproduction was and will be the position: "the consumer (buyer) is always right." It is in it that prevention is laid,

Contradictions in reality are holding back the movement along the ideal route. In social life, the movement proceeds in the conditions of the intersection of objective prerequisites and their realization in human interests. Human interests are determined by the place of a person's position in the structure of social architectonics. Even L. Feuerbach concluded:

"People think differently in huts than in palaces." A.K. Marx and his supporters argued that it was useless to wait for a consensus among the inhabitants of huts and palaces. Everyone will fight for their truth, regardless of the objective failure to the end. This is not only about extreme forms of political struggle. Their extreme shows that they are exclusive. In ordinary life, society has many ordinary ways to achieve its class, national, political and economic goals. Ideology is designed to protect the interests of those who finance it in different ways.

The thesis "The buyer is always right" is a reliable cover designed to create an impression of the humanity of the democratic structure of the social organism. In practice, the market is dominated by sellers in allied relations with manufacturers. Manufacturers do not produce what they can, but mainly what is especially cost-effective. Do they take market conditions into account? Undoubtedly, but not as a consumer's interests as a measure of their activities. Manufacturers know that market orders, again, are not driven by the needs of the metrics. The market is ruled by the seller in the person of the organizer - the owner - of the market. The owner of the market, in turn, is well aware of the importance of cooperation with the manufacturer for its well-being. So it turns out that from a market "deity" the buyer turns into an extreme subject of the market, whose thinking and wallet is manipulated by everyone, including government services. The market order in the "culture of the market" does not take shape in a quarter of a century of demonstrating the search for civilized mechanisms in conditions of economic instability.

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The market, taken in the abstract as a necessary link in commodity reproduction, is a clear and important concept for political and economic thinking, indicating the role of the market in ensuring the sustainability of social progress. This market significance is speculated by those who objectify, materialize the concept, transform it into socio-economic reality. The concepts of economic theory have cultural design within the framework of general requirements, ensuring reproduction in its fundamental expression. This is the level of cultural abstraction.

The real market is determined by scientific cultural equipment, here culture is concretized historically in time and space. What we grow up is what we get on the market. Let's add to what has been said also the meaning of the relationship to culture. It is one thing to understand culture as one of the factors; it is quite another thing to see culture as a source of social development.

Prophetic Oleg at A.S. Pushkin was surprised at the prophecy of the Magi regarding the cause of his death. Someone, for sure, read the following, remember the surprise of the Grand Duke of the Russians. The ability to be surprised is a sign of active thinking, an argument in favor of the creativity of consciousness, but it requires caution and knowledge, not opinion. In an effort to find out what does not make the product attractive, it was logical to come up with the originality of the product. Dealing with the concept of "originality", remember the pretentiousness. Progress is carried out in a spiral, so a return to the forgotten past is natural. At one time, the concept of "pretentiousness" was commonplace, the term was often used by Russian classics. V.G. Belinsky, N.V. Gogol, I.S., Turgenev, F.M. Dostoevsky. Interestingly, none of them used pretentiousness in a positive way. Pretentiousness was understood as a dangerous deviation from the cultural norm, emphasized the need for delicate handling of this word. VI Dal also, it seems, did not come to a common attitude to the content of the concept of "pretentious", preferring to let the readers think for themselves how they will operate with the term. Dahl was only fully determined with the origin of the word. "Pretentious" from the verb "to fake it out", but initially from "chur" ("in games: to get out what from what, to protect yourself (or a thing) with a conspiracy"). "Pretentious according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange." Dahl was only fully determined with the origin of the word. "Pretentious" from the verb "to fake it out", but initially from "chur" ("in games: to get out what from what, to protect yourself (or a thing) with a conspiracy"). "Pretentious according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange." Dahl was only fully determined with the origin of the word. "Pretentious" from the verb "to fake it out", and initially from "chur" ("in games: to get rid of what from what, to protect yourself (or a thing) with a conspiracy"). "Pretentious according to Dal,

patterned, sharp, variegated, with embellishments; exquisite, strange."

The content of concepts and the attitude to concepts change over time, sometimes even to the opposite point. We compared V.I. Dahl with explanations in the dictionary of the Russian language, published by the Academy of Sciences of the USSR, is "pretentious" - intricate, overly intricate, overly decorated. Literary examples, taken from Belinsky, Dostoevsky and Nikulin, are selected in such a way as to emphasize the negativity of the presence of this excess in the pretentiousness. Over a century and a half, as we can see, there have been no special changes in the understanding of "pretentiousness" for the cultural status of the concept "pretentious".

Pretentiousness is the lot of experienced, artisan artists. One thing is for sure, pretentiousness implies product exclusivity. The mass product excludes pretentiousness, as it is designed for a consumer of standard cultural taste. The mass consumer will not understand pretentiousness without a preliminary explanation, but then pretentiousness loses its meaning as something beyond what is. Boutique managers hope for the effect of pretentiousness. They have a specific customer. Pretentiousness is the element of stylists, established fashion designers, and not all, but only those who have not crossed the threshold of measure, only feel the border of the allowed intrusion of personal fantasy into the formed variety of tastes. And again on our way is the philosophical position of the artist, who is faced with the choice to do for what? Because his future depends on who is in it, connoisseurs or consumers of creativity. History has pronounced its verdict of pretentiousness at the beginning of the Enlightenment. Pretentiousness is associated with the past, leaving a place in the future of pretentiousness not as a product, but as a creative method of searching for "productive" thinking. Pretentiousness is normal for fantasy, in test terms for the purpose of determining for innovation, avant-garde detail. The inclination to pretentiousness should be viewed through the prism of the fate of avant-garde movements.

They left behind ideas, technical tools. The demand for avant-garde products was aesthetically pretentious, determined by the size of free finances, and remained an exclusive phenomenon. The demand for fanciful products on a mass scale can be counted on for a short time, and after the total processing of the mass consumer by the mass media. It is clear that the consumer here is also specific with an unformed culture of thinking, looking not for answers to questions, but for hints of what exactly and how to do. Judging by the paradigm of the domestic modification of the modernization of education, manufacturers of artsy products can hope for the near future if they correctly orient prices. The logic of thinking "iron" seems to be consciousness and is easily broken against practical cliffs. One of them is the size of the margin of the "producer-seller" union.

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The market, both in demand and in the range of offers, is actively used by politicians, mainly during periods of public uncertainty. In particular, today, the rulers and their ideological support in Ukraine. Shirts embroidered with a national pattern before the Maidan events of 2014, provoked with the participation of radical nationalists of the Nazi regiment, were kept in chests, and in some places hung in the form of relics on the lips. When it became necessary to activate the national spirit of the freedom-loving Ukrainian people, the Rada blossomed with embroidery. And democratic Europe, which long ago determined for itself a normal business suit for official presence in government bodies, became blind and did not see such an obvious nationalist action. Coordination with the Council of Europe is not ruled out.

Let's remember the birth of Nazism in Germany. German extreme radicalism was born in a brown uniform. Politicians seeking coups often need pretentiousness. Firstly, to achieve uniformity of the ranks, their cohesion, and secondly, to oppose the essential order with which they are going to fight.

Along with negative examples of the use of "pretentiousness" in clothing, equipment, there is also a positive experience - the scout movement in the USA, the pioneer movement in the USSR. What conclusion can be drawn from the analysis of the political perspectives of design creativity in the form of creating a pretentious product? One conclusion suggests itself: there is a "dialectic" of the individual and the general, usually it is formed through the "special". The primate controversy

"Singular" and "common" long-standing. Goes back to Plato and Aristotle, was the main medieval scholastic ideology, dividing it into "nominalisms" and "realisms". Hegel at the level of philosophical - mathematical thinking, considered what is what and how they are connected in development, natural science confirmed the dialectical understanding of the unity of the individual and the general. But, one thing is speculation, another practically oriented awareness, called "common sense". Common sense is a pre-scientific form of knowledge production. It attracts with the simplicity of obtaining them, ease of use, but its downside is the danger of getting lost as you immerse yourself in the process of cognition, substitution of knowledge for opinion. Unscrupulous politicians use all this in their private interests. Pretentiousness in creativity is a normal phenomenon, indicating the working state of thoughts. What is needed, however, is creative vigilance to avoid a "pretentious boom." Everything should have its new place. Manufacturers are called upon to go beyond satisfying the practical demand of the mass buyer brought up by advertising pressure. By their socio-cultural status, they are called upon to shape the tastes and aesthetic priorities of consumers in the context of national and universal traditions.

The attractiveness of a product is a relatively new

concept both for production and for science. It requires a systematic study, which implies an appeal to the theory of conceptual thinking. Economic activity is carried out on two levels, relying on common sense, derived from many years of experience, and on the generalization of practice in scientific terms. Scientific knowledge grows with concepts! Common sense deserves a high mark, but it orientates only within the limits limited by direct experience. Theoretical comprehension at the level of scientific methodology expands the existing framework, opens up prospects. It is more reliable and versatile.

Reliability and versatility are signs of the quality of knowledge. Reliability allows you to minimize risks, versatility relieves stress from the search for new solutions to the problem - "they do not seek good from good". Quality comes at a price. Fees are generally considered to be financially dependent, but this does not always look straightforward. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly did not receive an equivalent assessment, namely:

- the discovery of the price of knowledge, comparable to the price for a person of things, "knowledge is power";

- awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thinking - judgments, inferences. This naturally led to the need to develop a specific technology for their production - a methodology for understanding the essence of the relationship of existing phenomena. The visible part of the world is "designed" for the consumer, the invisible part for the manufacturer. Competition between manufacturers can be formalized in the form of a simple technical problem - to penetrate through the chaotic multitude of phenomena of the visible part of the world into its hidden part, to understand it, so that, upon returning, we can understand chaos as an order of coexistence and development of phenomena. Orderliness is regularity. Laws only in textbooks exist by themselves, separately. In reality, the law is stability, community and the necessity of the order of

Economics in the XX century found itself in a difficult position, which by the end of the century became critical. The theory of A. Smith and the method of K. Marx did not fit into the contours of the ideology of developed capitalism. In Europe and North America, the very idea of the historicity of capitalism was perceived as heresy. The history of capitalism has a beginning, but the presence of a beginning cannot be the basis for the conclusion about finitude. Mathematics is an exact science, it allows infinity in one direction. The dialectical interpretation of infinity is metaphysical, abstracted from real history. The salvation of economic science must be sought not in the historical, but in the formal-logical understanding of reality, that is, in mathematical calculus and statistics.

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We will stop the immersion in the philosophical, or, more correctly, in the methodological foundations of science, but not because it is necessary to plunge into practical matters more quickly, but because of the importance for the successful understanding of the production of a commodity of the understanding that all production involves the reproduction, along with a commodity, of relations. Production begins with the achievement of certain relationships and leads to the development of these relationships - between producers and consumers. It is possible to understand such a complexly built production only with the involvement of scientific analysis based on conceptual thinking.

This is why to start analyzing the comparative new concept of "attractiveness" in its applied concrete expression "the attractiveness of the product", we have to deal with theory, logical doctrine. There is an alternative way, but without a light source, by touch, in the dark.

Modern knowledge of the concept; his ascent from the abstract to the concrete, with the subsequent prospect of the birth of new concepts as products of the development of content, was laid by G. Hegel. Conceptual thinking, according to Hegel, is a dialectical process. The doctrine of the world famous philosopher was based on a fundamentally new interpretation of development, which was based on the idea of an internal source of movement, represented by the relationship of opposites in unity. The predecessor of G. Hegel, Aristotle, built the logic of thinking on the principle of the identity of the concept to itself, its immutability. In mechanical theory, this approach is reflected in the section "statics", and the specialist knows that in this way the situation is artificially simplified in private interests. However, the following sections are the most interesting in practical terms: "dynamics" and "kinematics". They no longer describe the moment of movement - generally interpreted as something that does not change, resting in its state, but the movement itself as a change in the broadest sense. Aristotle did not get to the dynamics and even more the kinematics of thinking in the context of the meaningfulness of the movement of concepts; he was primarily interested in the technology of abstraction and generalization in the forms of knowledge. Therefore, Aristotle's logic is often called "formal".

From Hegel's point of view, Aristotle's logic was just a special case, which has value in the fact that in order for knowledge to integrate into the process and conduct a general reconnaissance, it is important, albeit conditionally, to stop change. Aristotle sacrificed the content of concepts in the name of achieving the regularity of formal relations. Simply put, looking at the logic of Aristotle is akin to the expression "general plan" for a given time. The past and the future of the concept of Aristotle was not interested, which, again, in general, corresponded to the nature of historical time. K. Jaspers named the described era "Axial time",

emphasizing the role of culture as an axis around which ancient civilization began to spin, but it is hardly necessary to see in its assessment the actual historical scale of the changes that took place, and the very understanding of time by the Greeks was cyclical. In a word, Aristotle in his logic reproduced the spirit of the era in which he lived and worked. Another thing is G. Hegel, who worked in the heyday of the modern era with its political, scientific, technical, industrial and cultural revolutions. G. Hegel needed to understand the spirit of the times in the context of radical social changes, to fill the content of concepts with movement.

After himself, G. Hegel left many questions, therefore, giving credit to his dialectical discovery, one should also remember that Hegelian legacy that slowed down the spread of dialectics.

Having limited dialectics to the sphere of spiritual activity, he recognized the self-sufficiency of the being of the spirit and perceived everything else in the form of the other being of the spirit, of course, outside of dialectical development. G. Hegel's triad "thesis - antithesis - synthesis" turned out to be not a universal formula for development. Existence outside the spiritual forms of being - the physical reality of man, nature, society, he explained by the objectification of the spirit, referring to the derivatives of the development of the spirit. The merit of K. Marx and F. Engels consisted precisely in the fact that, relying on natural - scientific discoveries and movements of the bourgeois mode of production, they first turned the understanding of dialectics "from head to feet", and then removed restrictions from it and made it a universal way development.

Both positivism and irrationalism were reactions to Hegel's rationalism, but they suffered from the same "disease" as the "patient" - a one-sided approach. Positivism clearly experienced the limitations inherent in empiricism, irrationalism was closer to the time of bourgeois activity, not burdened by intellectual reflection, the idea of willpower, the desire for power, received some support in a developing society, despite a number of challenging inferences from the point of view of cultural traditions.

This is confirmed by another surge of interest in Europe in the economic research of Karl Marx at the end of the 2000s in connection with the financial crisis. Europeans are unaware that there is another serious monograph by V.I. Lenin's "Imperialism as the Highest Stage of Capitalism", in which the author for the first time analyzed the outstripping dynamics of finance capital and noted its frank desire for political influence on social life.

Dialectical thinking did not come into economics immediately, it started with individual ideas, mainly the idea of development. The Italian economist A. Serra was the first to draw attention to the division of labor (RT) and looked at this feature of economic activity in dynamics. Statistically, he proved that the country's wealth grows depending on the depth and

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spread of Tajikistan. W. Petty and A. Smith expanded the perspective of A. Serre's conclusion on a transnational scale. As a result, A. Smith found himself in a dead end of non-dialectical reflections - when the Republic of Tatarstan embraces the economy of the whole world, will development stop? A. Smith and D. Ricardo perceived capitalism identically to world history, they were sure that capitalism arose to be infinite. Economic thought buried itself within its limits, because it could not acquire a political principle equal to the economic one. K. Marx predicted

It is no accident that in the 20th century the political component of economic science was vigorously squeezed out, naively believing that it would be possible to limit ourselves to purely economic analysis. The very "purified" economic science was divided into macro and microeconomics, and by the 21st century it was generally presented as economics. "New economic" science "writes M.L. Khazin, was created precisely as an ideological alternative to political economy ... For this, it was necessary to turn the construction of science upside down: if political economy is built from macroeconomics (i.e., general economic laws, which include the deepening of Tajikistan, and the scale of markets, and the volume of aggregate demand) to microeconomics (i.e., the behavior of an individual and an enterprise), then in economicsism the opposite is true, i.e. the specificity of economics is an attempt to derive global macroeconomic laws from microeconomics".

Now let's imagine a picture - specialists manipulate historically established science, instead of improving its methodology, carrying out new theoretical research, completing and rebuilding tested ideas within the framework of a systematic approach. The question is, why? Who needs it? In the theory of knowledge, answers to these questions are not provided. The absurdity of denying the logical path of movement is obvious, although there are precedents. Famous scientists have repeatedly noted the illogicality of achieving the discoveries made, but they talked about the final heuristic link of the logically and methodically built chain of cognition. The illogicalness or, more precisely, the illogicality of the final results only confirmed the rational prospects of logically organized thinking in both versions - Aristotelian and Hegelian.

Scientific concepts have a huge development potential. Systemic relations of concepts contribute to the emergence and actualization of new concepts. New concepts may well grow into systemic ones. On the other hand, G. Hegel considered it important for correct orientation in the real world to distinguish between what is really necessary and what is really unnecessary. The first contains a source of functioning and development, therefore he called such phenomena "reasonable" or "real", while the second has served and either slows down the movement or counteracts it.

One gets the impression that economic science both in the West and in Russia, under the influence of the authority of the Nobel laureates, decided that political economy also died with the death of Hegel and Karl Marx. But this impression is false. Noticing the priority of production in the construction of the economic system as a factor of the market, modern economists changed owners. F. Taylor, A. Fayole, G. Ford, A. Sloan were replaced by market speculators such as Soros, while economic theory retained its political orientations.

Capitalism must be placed above history as the ideal model for organizing production. Formally, the combination of a developed form of political democracy, its legal support by the state, and freedom of entrepreneurship gives rise to a claim to ideality. But let's not forget that all of the above looks ideal in comparison with political and legal models of absolutism, dictatorship and other anachronisms. The story does not end with financial-oligarchic capitalism with its showcase demonstration of a mass consumer society. The "casting" of exemplary socio-economic models continues and will continue as long as the current model is available to a seventh of humanity. Six and a half billion of the same homo sapiens can still afford, at best, to buy a ticket to the cinema and watch the sweet life of their own kind.

The World Conference of the Elite of the Academic World in Rio strongly recommended changing the course from business greed to sustainable development, warning that a global conflict with nature would join the exacerbation of human contrasts. Instead of the noosphere, the future generation, born now, will receive gas masks and protective suits, and light industry will have to change directions in order to provide an endangered species of mammals with personal protective equipment.

The features of the dominant mode of production are clearly manifested in the development of economic science, but they do not cancel its political status. Moreover, economic science, before making the next round of progress, is objectively obliged to determine the political prerequisites for raising the mode of production to a new level. Try to figure out what more was left to the heirs of A. Smith, D. Hume, R. Owen, J. Sisoni, K. Marx, J. Mill, G. Spencer, T. Malthus - socio-political philosophy or economic knowledge. In their writings, social history turned into political, and they left politics as a means and goal of economic promotion programs in solving problems of social development. The communist alternative to the bourgeois mode of production has not objectively matured yet. The desire to divide the history of communism politically economically into two stages and start from the socialist one was blocked, on the one hand, by the politicization of the capitalist economy in the direction of strengthening socially significant milestones, on the other, by aggressive economic policies called upon by protectionist collusion, and by

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ordinary political deception beyond the measure of trusting leaders, to convince the communists of the economic failure of socialism. The truth has remained concrete - the political resources of economic science are determined by the objectively historical time of the mode of production by which it was born. Economic science is unified in its objectivity, but its objectivity reflects historical epochs and therefore has the form of a chain made up of separate concrete historical links that are naturally interconnected. Perhaps, temporarily such links coexist. A similar experience was calculated by V.I. Lenin's NEP, which he defended in the fight against his comrades-in-arms and caused the rise of the country's economy, and the official political doctrine of the PRC: one state - two structures.

The modern history of economic science, in spite of the numerous tricks of opponents, is following the same political course, the depoliticization of economic theory looks absurd in economic practice. It is enough to look at the movement of exchange rates, follow the stock market news to assess the strength of political influence on economic activity.

Along with the evolution of economic science, economic concepts are also changing, some are rebooted, filling with new content, others are expanding the area of application, others are moving to new positions, the fourth are losing their former significance, while the fifth appear, demonstrating the modernization of economic reality. Moving from concept to concept, it is possible to repeat the historical logic of the ascent of production, to determine the qualitative historical leaps.

K. Marx developed the dialectics of capitalist production from the initial concept of "commodity", seeing in the contradictions of the commodity the embryos of the contradictions of the mode of production. But the commodity was not and could not be the initial phenomenon of economic history. The product itself is a historical product. The commodity and the corresponding concept in the political economy are due to the previous stage of economic development. The history of material production started with the manufacture of products that were necessarily related to the life of the manufacturer in the form and quantity in which they were received. The problem of alienation was born and became one of the basic ones in the characteristics of the mode of production later in connection with the possibility of obtaining products in excess of the need to reproduce the conditions for the continuation of labor.

If the manufactured shoes are not fully sold, the enterprise loses part of the profit, which is necessary for the further development of production. To reduce losses, the manufacturer must have daily information on product sales and make decisions on timely changes in prices for specific shoe models, which will ensure economic stability.

Thus, the software has been developed that allows the heads of shoe enterprises to make timely

management decisions related to cash flow. Optimization and planning of cash flow with the help of the developed software allows to comprehensively solve organizational, production and financial and economic problems associated with maximizing their inflow and minimizing their outflow.

The on-farm reserves identified with the help of the developed software on the basis of calculations of the assessment of the degree of fulfillment and the dynamics of production and sales of products guarantee a reduction in losses, which will ensure economic stability for shoe enterprises.

Conclusion

The transition to a market economy and the associated radical changes in economic relations inevitably put domestic shoe enterprises in front of the need to work in a new way, according to the laws and requirements of the market, adapting all aspects of their production, economic and sales activities to the changing market situation and consumer demands, competing at the same time with competitors. The given conditions for shoe enterprises are relevant to the problem of forming a competitive assortment of shoes based on marketing information and studying regional characteristics of consumer demand.

The management of the competitiveness of footwear at the shoe enterprises of the South and North Caucasian Federal Districts is associated with a frequent change in the 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 while maintaining or increasing the efficiency of the production system.

I must say that manufacturers have already appeared on the Rostov market who are striving to live according to the laws of the fashion industry. This, for example, is evidenced by their desire to differentiate. Some shoe makers already divide their collections into classics, business style, club style, sports style, etc. True, some formulations, for example "summer shoes with classic business design", are a little alarming, but they already testify to the thought process.

The production of men's footwear has been rapidly developing in the Rostov region for several years. There are already more than a thousand factories and shoe shops, the demand for shoe specialists has long exceeded supply, and their salaries are the highest in the industry. The capacities of the majority of footwear factories in Rostov-on-Don are growing from year to year: "In our company, over the past three years, production has grown by about thirty percent a year," says Andrei Grekov, co-owner of the Rostov company Legrae. production of footwear grows at least ten to fifteen percent a year. " In general, in Russia in

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2014, the growth in the footwear industry was about 4%.

In recent years, actively developing Rostov manufacturers have "tightened up" the local market for raw materials and components - today, soles and heels in Rostov are made better than in China. The Rostov region is already called the Russian shoe province. However, it is still very far from the Chinese Guangzhou or the Italian Mark.

There are several explanations for the Rostov "shoe miracle". The Rostov region is one of the southernmost Russian regions, the Armenian diaspora is quite strong there, and the Armenians are famous for their shoe traditions. "The shoe trade has always been developed in the south," says Vladimir Kazaryan, general director of the Dvin company.

I must say that the footwear industry in the Rostov region was actively developing back in Soviet times. Only in Rostov-on-Don itself, before perestroika, there were six large shoe factories, among them the well-known Mikoyanovsk factory, but in general there were more than a dozen factories in the region.

The unemployed Rostov shoe makers began to return to the shoe business and small shops began to develop rapidly. "I started my business with one sewing machine, but today, depending on the season, from thirty to fifty people work at my enterprise. In four years my company has reached such volumes that we have already begun to participate in exhibitions," says Tatyana Kokurina, CEO and owner of the Astrum shoe company. There are hundreds of enterprises like Astrum in the Rostov region.

And yet, one should not forget that Rostov footwear producers achieved their successes at the expense of small workshops, where a technologically simple product is produced, adequate to the market in terms of "price-quality". Increasing competition today requires manufacturers to move to a new technological level. If this does not happen, the rapid growth of the shoe province will end quickly.

The fact is that Rostovites sew exclusively men's shoes, the products of different factories are practically indistinguishable, and they compete with each other only due to price dumping. Thus, in April at the Mosshoes exhibition, the stands of Rostov companies practically did not differ from each other. By relying on price competition, manufacturers have brought prices to the bottom, and this no longer allows them to earn. As a result, players begin to choke themselves. Only today they began to think about brands that would make it possible to somehow distinguish shoes from the general mass in Rostov.

In addition, virtually none of the footwear producers track the further marketing of their products. And often the same model appears in neighboring retail stores, and they also begin to compete with each other by lowering prices.

The management at factories is extremely primitive - with rare exceptions, the head of the

company combines the functions of the general director, designer, and head of the sales department. With small production volumes, such a system justified itself, but today, in conditions of growth, it becomes a brake.

In order for Rostovites to have a second wind, according to experts, they need to move away from price competition. This means that you need to make more diverse collections, use better materials and expand sales markets.

In the work, technical developments of an expert system for managing a multi-assortment production of footwear at an enterprise and software for designing and evaluating the effectiveness of technological processes for assembling footwear, taking into account the production program for a particular enterprise, have been carried out.

The use of research results provides shoe production technologists with an affordable tool for conducting multivariate design of production flows, allows an enterprise to form a competitive assortment and predict the maximum profit from shoe production with a profitability of at least 15%.

1. The analysis of the forms of flexibility and their relationship with the dynamic system of production in the conditions of modern market relations. The requirements for competitive production have been determined: reduction of the preparation time for production; life cycle extension; increasing the scientific and technical level of production, the implementation of which is carried out on the basis of the flexibility of production.

2. The calculation of the optimal structure of the assortment of footwear and the total production cost of the entire assortment of models has been made.

3. The analysis of the influence of the forms of organization of production and manufacturing technology on the cost of footwear on the example of the technological process of manufacturing children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies have been obtained to assess the influence of the factor "organization of production" on individual calculation items as a whole and other technical and economic indicators in order to prevent enterprises from bankruptcy.

4. Recommendations are given for varying the proportion of costs of items of calculation of multi-assortment footwear production to predict the cost and sales of products, taking into account the demand for footwear in this region of two districts - the Southern Federal District and the North Caucasus Federal District.

5. Functional and simulation models of shoe manufacturing business processes have been developed, a formal description of the organization of the current technological process and initial data for assessing the effectiveness of shoe manufacturing technological processes have been obtained.

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6. The methodology of multicriteria optimization of technological processes of footwear production based on the application of the target programming methodology has been developed.

7. Software has been developed for forming the technological process of assembling footwear and determining the cost of producing an assortment of footwear. A computer simulation model has been implemented that describes the dynamics of the shoe assembly process. The proposed methodology and the software implemented on this basis can reduce the duration of the technological preparation of production and increase, due to the rationalization of the technological process, the specific consumer effect of shoes.

8. Comprehensive indicators of the effectiveness of innovative technological processes of shoe manufacturing have been calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective has been selected; the possibilities of streamlining the flow are revealed, allowing to exclude "bottlenecks", to minimize equipment downtime, which is one of the conditions for designing flexible

technological processes. The reliability of the calculations for assessing the efficiency of technological processes by methods of target programming for various technological and organizational solutions is confirmed by calculations of indicators of economic efficiency: cost, profit and profitability, etc.

9. The proposed technique allows to reduce the duration of technological preparation of production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the research is expressed in the intellectualization of the technologist's labor with a reduction in the time spent on developing the range of manufactured shoes and assessing the effectiveness of technological processes in comparison with a typical economic calculation of the total cost of making shoes.

10. The costs of organizing the production of footwear with a shift production of 550-600 pairs will be from 1.5 to 2.0 million Euros, depending on the filling of the most innovative production process with modern imported equipment.

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