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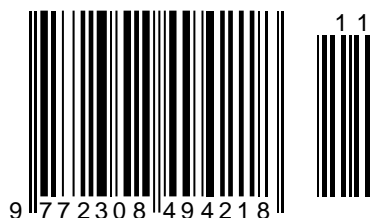
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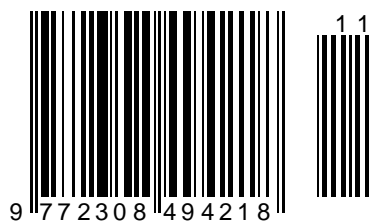
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## ON THE IMPORTANCE OF A SYNERGISTIC ASSESSMENT OF THE APPLIED INNOVATIVE TECHNOLOGIES TO ENSURE THE PRODUCTION OF DEMANDED AND COMPETITIVE PRODUCTS

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

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

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### Introduction

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

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

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

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

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

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

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

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

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

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

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

*organization* and implementation of software projects;

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

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

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

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

*the rise* competitiveness of light industry enterprises;

*development* industry information services; continued modernization of fixed assets;

*mitigation* lack of working capital;

*the rise* efficiency of public administration;

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*jointing* non-payments.

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

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

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

expansion of business opportunities for light industry enterprises;

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

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

### Main part

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

*expert council* considering various projects as they prepare for implementation;

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

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

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

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

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

improvement of the territorial distribution of industrial enterprises.

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

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

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

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

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

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

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

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

technological process and an algorithm for its selection;

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

3. Get products to market faster than competitors.

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

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

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

establishing clear and understandable interaction between processes;

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

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

planning the resources needed to achieve the goals;

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

measuring results and comparing them with the set goals;

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

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

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

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

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

the image of a socially oriented enterprise is formed;

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

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

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

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

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

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

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

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

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

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

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

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

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

- to develop and legislatively consolidate the foundations of an effective state industrial policy as a system of agreed goals, priorities and actions of state bodies, business and science to improve the efficiency

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of industry, ensure high competitiveness of products, goods and services and a steady growth in production. In its formation, provide for outrunning growth in all sectors of high-tech products with an increase in its share in the total volume of industrial production by 2025 at least 50%, equality of subjects of industrial policy, guarantees of property rights;

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

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

- to legislatively consolidate the foundations of the national innovation system in the Russian Federation; to establish a multiplier for R&D expenses included in the cost price; reduce VAT to 12%; to exempt from taxation the profits of enterprises invested in production; to create institutions for long-term crediting of modernization and technical re-equipment of industry at a low interest rate; to improve the system of VAT administration, to change the procedure and terms for paying taxes to replenish their own working capital by industrial enterprises; make the transition to a differentiated tax rate for the extraction of minerals depending on natural conditions, the degree of depletion of deposits, etc. ;

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

- take into account that mechanical engineering is a backbone complex, for which to provide in a short time its modernization and restoration of the technological basis of the national mechanical engineering complex - machine tool industry. To this end, use both domestic developments and the purchase of foreign equipment and technologies, using the international division of labor, and use the leasing mechanism more broadly. In addition to general measures to support industry, it is necessary to additionally prepare and adopt a state strategy for the development of the machine tool industry for the period up to 2025, including the implementation of special targeted programs aimed at financing promising scientific developments;

- modify the size and procedure for levying customs duties to stimulate the import of the latest technological equipment while promoting the revival of the domestic production of such equipment, in particular, to abolish customs duties and VAT on the import of new imported technological equipment not produced in the country;

- to develop and adopt a set of special measures to provide mechanical engineering and machine-tool industry with scientific and engineering personnel, highly qualified workers, especially in the field of scientific research and applied developments, to form a system of employment of young specialists; to develop and adopt amendments to the Tax Code (Chapter 25), establishing the regimes of accelerated depreciation and preferences (premiums), allowing the amortization of the active part of fixed assets in an amount exceeding their book value;

- to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-equipment of machine building and machine tool building;

- to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises;

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

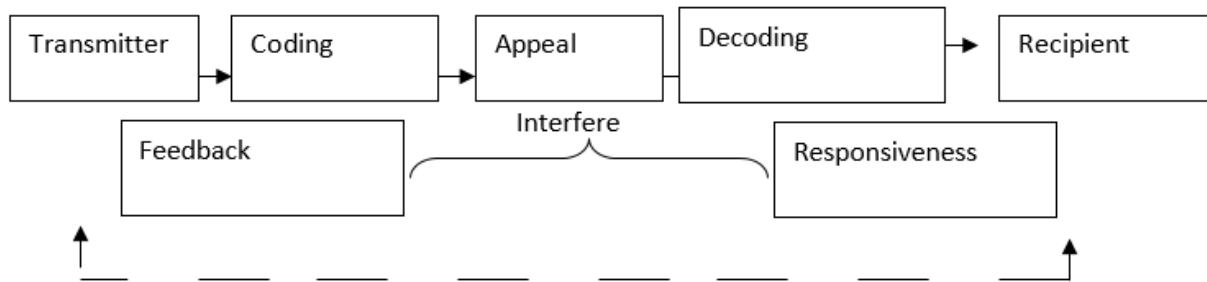
Marketing communication of a company is a complex impact of a company on the internal and external environment in order to create favorable conditions for stable profitable activity in the market.

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

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

**Impact Factor:**

<b>ISRA (India)</b> = 6.317	<b>SIS (USA)</b> = 0.912	<b>ICV (Poland)</b> = 6.630
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<b>JIF</b> = 1.500	<b>SJIF (Morocco)</b> = 7.184	<b>OAJI (USA)</b> = 0.350



**Figure 1. - Marketing communication process**

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

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

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

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

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

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

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

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

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

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

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

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

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

**Table 1. - Features of various types of communication**

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

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

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

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

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

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

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

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

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

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

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

There are three main principles of BCI:

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

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

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

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

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

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

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

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

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

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

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

### Synergism

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

### Openness

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

### Promptness

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

### Personalization

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

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

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

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

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

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

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necessary to conduct a thorough analysis of the target audience.

Definition and analysis of the target audience

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

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

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

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

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

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

win the sympathy of the target audience of voters;

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

to achieve the preferences of the target audience of voters.

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

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

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

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

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

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

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

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

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



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

The fundamental conceptual difference between advertising communications and sales promotion is

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

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

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

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

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

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

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

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

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

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

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

methods that are optimal for a particular advertising campaign.

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

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

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

There are four main types of purchase incentives:

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

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

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

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

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

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

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

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

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

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

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

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



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

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

**Table 6 - Means of marketing communications**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Table 9 - Choice of means of corporate image advertising**

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

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

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

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

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

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

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

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

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

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

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

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**Figure 3 - Structure of light industry**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

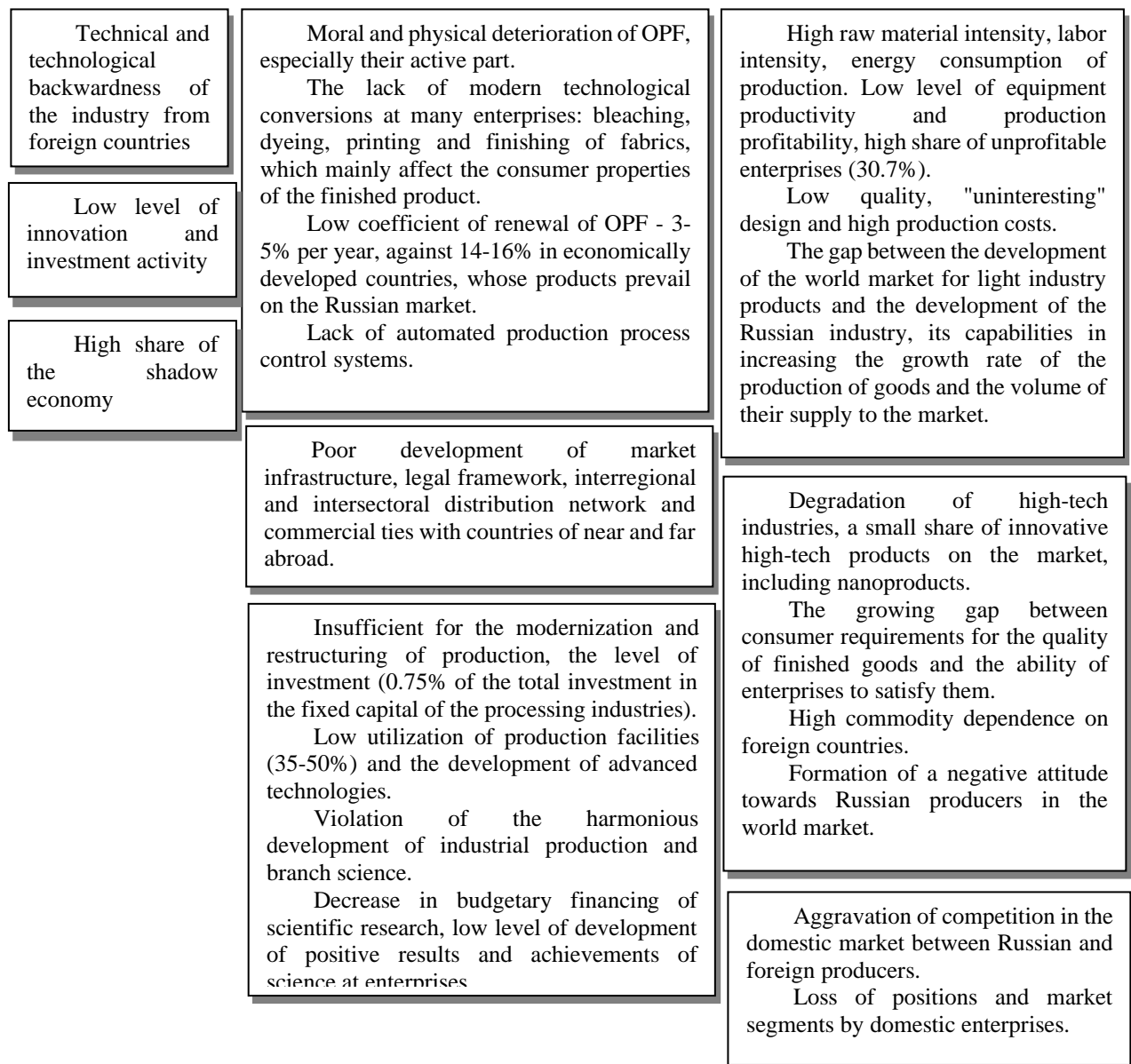
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number of interethnic conflicts that have occurred over the past decades in the regions.

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

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



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

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

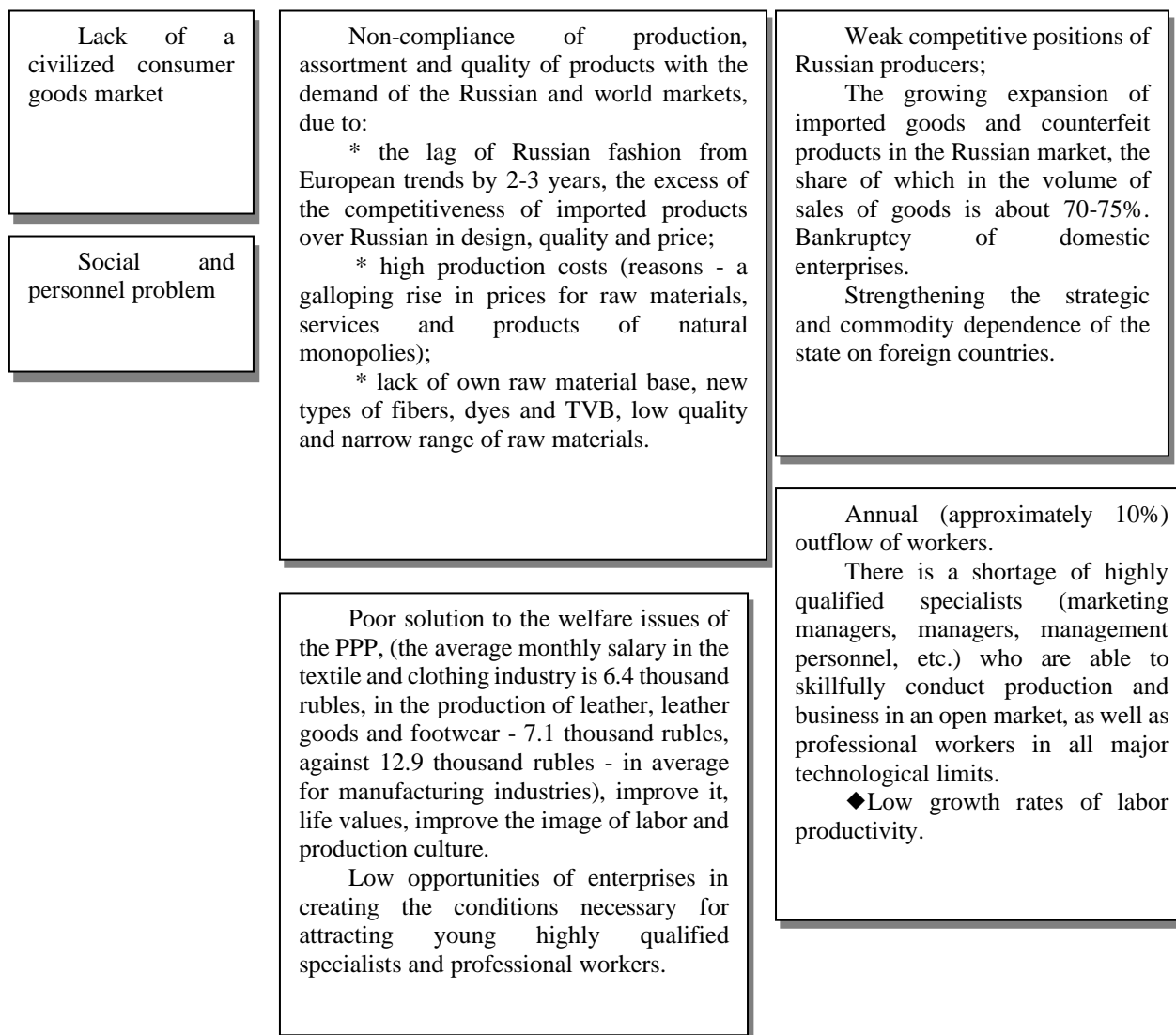
when the producer and the consumer find each other. For the production of competitive products, footwear manufacturers need to focus on regional climate

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

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



**Continuation of Figure 4.**

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The responsibilities of marketing services or departments include:

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

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

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

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

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

**Table 12 - Basic strategies for packaging design**

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

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

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

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

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

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

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

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

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

**Table 14 - Causes of discomfort when perceived packaging**

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

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

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

When perceiving packaging, the following preferences were revealed:

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

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

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

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

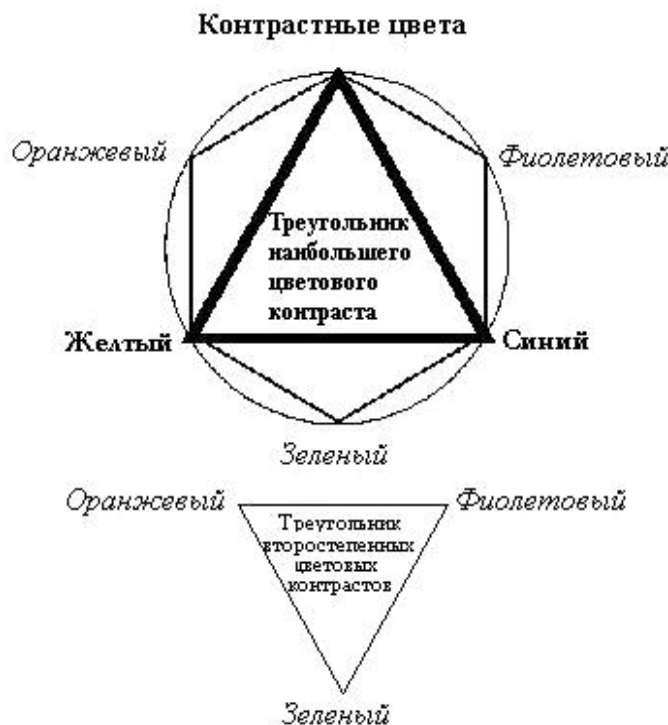


Figure 5 - Major and minor color contrasts

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

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

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

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

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

**Table 15 - Information and pictorial elements on the product packaging**

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

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

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

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

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

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

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

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

A trademark can be implemented in three main forms:

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

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

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

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

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



**Figure 6 - Types of a trademark**

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

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

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

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

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

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

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

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

- risks of loss of time: the inability of the product to satisfy the need forces the consumer to look for a replacement, and therefore incur additional costs for finding and purchasing a new product.

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

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

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

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

### Conclusion

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

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

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

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



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

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

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

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

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## FEATURES OF THE THEORETICAL PREREQUISITES FOR THE FORMATION OF THE PRIORITY AND THE PRESENCE OF PREFERENCES AMONG CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

**Abstract:** in the article the authors consider analysis of the results of a survey of respondents on the impact of the criterion "Attractiveness of goods", confirming the importance of the rehabilitation of this criterion in marketing activities to form sustainable demand not only for light industry products, but also for all consumer goods. Thus, the criterion of product attractiveness has a right to life and is more significant for both the manufacturer and the buyers to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish in the search for its consumer.

**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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Reanimating the concept of "Product attractiveness", we seem to return the domestic consumer to the market, although the market is

waiting for a buyer with a high paying capacity. But today there are only 7% of such consumers in Russia, and they are not frequent guests of those markets where the mass consumer makes purchases. The mass consumer differs from the solvent consumer in that he is extremely economical and it is difficult to "shake"

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him for purchase. This is where the main criterion for making a decision to purchase by a mass consumer will be the concept of "Product attractiveness", which requires a certain type of product that can charm him, and the presentation of this very product. And an equally important factor is "cultural packaging", that is, the very criteria laid down in the "Product attractiveness" status.

Agreeing that today manufacturers do not produce what they can, but mainly what is especially profitable, because needs in the market are not determined by buyers. The markets are ruled by the seller in all persons and as the organizer - the owner of the market. And, of course, the owner of the market, in turn, is well aware of the importance of cooperation with the manufacturer for his well-being. Such a vicious circle provokes a situation that the concept of "quality" has become a bargaining chip, dependent on the understanding and taste of the seller, who, unfortunately, does not have such criteria, he simply does not own them. In this regard, the status "Product Attractiveness" is a litmus test for the consumer, if the manufacturer again turns to him through an alliance with the designer, making artsy products, that is, original, ultra-fashionable and modern,

### Main part

In modern conditions of market relations, a competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. The

increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend.

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

The basis for the formation of criteria for assessing the competitiveness of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District is the content of the concept of "competitiveness of an enterprise", which is understood as its advantages over other enterprises in ensuring the economic development of the region, as well as in the innovative and investment potential of international cooperation. The content of the concept is transformed into a general model for determining the competitiveness of an enterprise (formula 1).

$$Kpk-f(Zreg; Pinw; Pinnov), (1)$$

where  $Kpk$ - assessment of the competitiveness of the enterprise;  $Zreg$  - a criterion for assessing the importance of an enterprise for the economic development of a region;  $Pinw$  is a criterion for assessing the investment potential of an enterprise;  $Pinnov$  is a criterion for assessing the innovative potential of an enterprise. Thus, on the basis of these criteria of competitiveness, we have proposed a system of indicators for assessing the value of any enterprise for the development of the regions of the Southern Federal District and the North Caucasus Federal District, which is presented in Table 1.

**Table 1. Indicators for assessing the importance of the enterprise for the development of the regions of the Southern Federal District and the North Caucasus Federal District**

Directions for assessing the value of the enterprise for regional economies	Indicators for assessing the importance of the enterprise for the development of regions
1. Promoting the growth of budget revenues	Added value created by the enterprise
2. Promotion of general employment	Number of employees at the enterprise
3. Promoting the formation of a positive foreign trade balance	The volume of export of products by the enterprise
4. The contribution of the enterprise to the economy of the regions of the Southern Federal District and the North Caucasus Federal District	The share of the enterprise in the structure of production of the regions of the Southern Federal District and the North Caucasus Federal District

Assessment of the innovation and investment potential of the enterprise. The innovative potential is determined by the number of branches included in the enterprise. The larger the number of branches, the higher the level of competition, and competition is an incentive for innovation. In addition, the more

innovatively active branches within an enterprise, the higher the innovative potential of the enterprise itself.

*Investment potential* characterized by the number of levels of product processing in the value chain. The level of processing is the number of types of products that are created at the enterprise along the

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production chain, determined on the basis of the OKONKh code in accordance with the Classifier of the branches of the national economy. The higher the degree of processing of the product, the more investment is required in such an enterprise.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if we use the efficiency coefficient for such an assessment, the value of which is considered as the value of the concordance coefficient for assessing the results of a priori ranking (W), which changes (Kef) from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result, and ways to eliminate the mistakes are required.

The authors managed to develop software, with the help of which such a search will be justified and effective and will allow finding the best solution. At the same time, as criteria for a reasonable choice of the optimal power when forming

the algorithm justifiably selected exactly those criteria that provide the greatest

impact on the cost of finished products, namely:

- percentage of workload of workers, %;
- labor productivity of one worker, a couple;
- losses on wages per unit of production, rubles;
- unit reduced costs per 100 pairs of shoes, rubles;
- shoe production, 1 m2;
- the cost of equipment per unit of flow assignment (C)
  - total price (Stotal);
  - financial strength margin (Zfp);
  - break-even point (TB.y);
  - unit profit (Ex);
  - product profitability (R);
  - expenses for 1 rub. marketable products (31p etc.);
  - conditional variables costs (Zusl. per.units);
  - conditionally permanent costs (Zusl. settlement units).

From the above criteria, in our opinion, the manufacturer can give preference to those that, from his point of view, would guarantee him the production of competitive and demanded products, namely:

- labor productivity of 1 worker is the most important labor indicator. All the main indicators of production efficiency and all labor indicators, to one degree or another, depend on the level and dynamics of labor productivity: production, the number of

employees, wage expenditure, the level of wages, etc., to increase labor productivity, the introduction of a new techniques and technologies, extensive mechanization of labor-intensive work, automation of production processes, advanced training of workers and employees, especially when introducing innovative technological processes based on universal and multifunctional equipment;

- unit reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best option for solving technological problems;

- reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments;

- the financial strength margin (Zfp) shows how many percent the company can reduce the volume of sales without incurring losses;

- the break-even point allows (Tb.y) to determine the minimum required volumesales of products, in which the company covers its costs and works at break-even, not giving profit, but also does not suffer losses, that is, this is the minimum size of product output, at which the equality of sales income and production costs is achieved;

- profit (loss) from the sale of products (Pr) is determined as the difference between the proceeds from the sale of products in the current prices of VAT and excise taxes and the costs of its production and sale;

- profitability of production (R) reflects the relationship between profit from the sale of a unit of production and its cost;

- conditionally fixed costs (total fixed costs of production of a unit of production) (Zusl.pos.units), which change proportionally or almost proportionally to the change in the volume of production (1st - costs of raw materials and materials; 2st - costs of auxiliary materials; 3st - costs of fuel and energy for technological needs; 4st - the cost of additional and basic wages of production workers with insurance contributions to extra-budgetary funds);

- conditionally variable costs (total variable costs of production of a unit of output) (Zusl.trans.units), which do not depend or almost do not depend on changes in the volume of production (5st - costs of preparation and development of production; 6 st - costs of expenses for maintenance and operation of equipment; 7st - costs for general production needs; 8st - costs of general operating expenses, they, together with conditionally fixed costs, constitute the production cost; 9 st - costs of commercial expenses. All these items are forming conditionally variable and expenses and the conditionally fixed costs make up the full cost, that is,

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the conditionally variable costs can be determined as the full cost - conditionally fixed costs, and vice versa, conditionally fixed costs can be defined as the full cost - conditionally variable costs);

– costs for 1 rub. commercial products show the relative amount of profit per ruble of operating costs, that is, this is the ratio of the unit cost to the wholesale price, which characterizes the effectiveness of measures taken to increase the competitiveness and demand for products in demand markets.

The maximum values of indicators for assessing the competitiveness of an enterprise are determined on the basis of their comparison between identical enterprises in the regions of the Southern Federal District and the North Caucasus Federal District. If only one enterprise of this direction operates in the regions, then to assess its competitiveness, the maximum values of the indicators for evaluating an identical enterprise in other regions of the Southern Federal District and the North Caucasus Federal District can be used. The values of the coefficients for assessing the competitiveness of an enterprise can theoretically vary from 0 to 1 (ratio 2).

$$TO_{NS} = 0 \div 1. \quad (2)$$

Consequently, enterprises that have received a comprehensive assessment, the value of which is close to one, will be competitive. In fact, the value of the coefficient will be less than one. To select the most promising enterprise for government incentives within the framework of PPP projects, attracting foreign investment, or receiving donor assistance, it is advisable to use the selection criterion, which is determined by function (3).

$$KP = \max... \quad (3)$$

The importance of increasing the competitiveness of an enterprise lies in the mutual influence enterprise and the competitiveness of its branches: on the one hand (competitive enterprises contribute to the increase of the competitiveness of all enterprises in general (cumulative effect), and on the other hand, a competitive enterprise creates conditions for the development of the competitive advantages of its participants (synergistic effect).

The methodology is intended to identify promising potential enterprises for foreign investment within the framework of programs for creating innovation centers, as well as to organize state support for identical enterprises identified in the region within the framework of public-private programs, which makes it possible to compare the results of the work of different industry enterprises.

To identify the prerequisites for determining its effectiveness, it is necessary to assess the level of competitiveness of enterprises - subjects of the regions of the Southern Federal District and the North Caucasus Federal District, therefore the next task of the study is to develop a methodology for analyzing and assessing the competitiveness of enterprises in the regions of the Southern Federal District and the North

Caucasus Federal District.

The methodology for researching the competitiveness of an enterprise made it possible to formulate the following system-forming signs of the concept of "enterprise competitiveness":

- 1) comparison with competitors;
- 2) a combination of consumer interests (product competitiveness) and producers' interests (effective use of the enterprise's competitive potential).

*Competitive potential of the enterprise* is a set of internal factors of the competitive advantages of enterprises that ensure its competitive position in the market. The elements of competitive potential were determined on the basis of M. Porter's value chain concept, which he considers from the point of view of the source of competitive advantages of enterprises. The value chain allows you to divide all activities of the enterprise into several categories: primary types (logistics, operations, outbound logistics (MTO), marketing and sales, after-sales service) and supporting types (infrastructure, human resource management, technology development, logistics supply). Following this theoretical foundation, the competitive potential of an enterprise includes such components as marketing, management, finance, logistics,

On the basis of the theoretical study, the competitiveness of an enterprise can be defined as the property of an object to produce competitive products due to a more efficient use of its competitive potential in comparison with competitors.

The development of a methodology for analyzing and assessing the competitiveness of enterprises involves solving the following methodological problems.

The most adequate to the content of the concept of enterprise competitiveness is the method of the total weighted assessment of the factors of competitiveness, which consists in calculating the sum of the products of the assessments of the factors by their significance. Its advantages are that it allows:

- get a comprehensive assessment and compare it with the assessment of competitors;
- make a quantitative assessment of the main factors of the enterprise's competitive advantages and, on the basis of it, identify the competitive advantages and competitive problems of the enterprise in order to develop an effective strategy for increasing competitiveness;

– monitor the competitiveness plan and take proactive control measures, flexibly responding to changes in the factors of the external and internal environment of the enterprise.

Since in the work the competitiveness of an enterprise is considered as a property of an object to produce competitive products due to a more efficient use of its competitive potential in comparison with competitors, the following criteria are proposed as

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factors for assessing competitiveness: the competitiveness of a product (considered as a result) and competitive potential (considered as a resource of an enterprise). The competitiveness of an enterprise is assessed in a specific market. The environmental factors for the regions of the same market will be the same, therefore they are not involved in the assessment. However, in planning the competitiveness of enterprises, environmental factors must be taken into account.

To assess the competitiveness of an enterprise, a system of dimensional (with different units of measurement) indicators is proposed. The index method was used to bring them to comparable (dimensionless) units of measurement.

To convert the dimensional units of measurement of competitiveness indicators into dimensionless, the index is calculated as the ratio of the dimensional indicator of the assessment of the competitiveness factor to the maximum value of the indicator in the given market. It seems that this method of comparing indicators for assessing the competitiveness of an enterprise has the following advantages: first, it allows you to compare the analyzed indicators with the indicators of the industry

leader, which corresponds to the essence of the category "competitiveness" as a comparison with a competitor; secondly, it is less laborious and easily algorithmic; third, it is more suitable for comparing quantitative rather than qualitative indicators.

Thus, a methodology is proposed for analyzing and assessing the competitiveness of an enterprise based on measuring competitive potential, which includes the following stages:

- selection of indicators for assessing the factors of enterprise competitiveness;
- determining the importance of indicators in the overall assessment of competitiveness;
- calculation of dimensionless estimates of the indicators of the competitiveness of the enterprise;
- assessment of the competitiveness of the product;
- calculation of the generalized indicator of the competitiveness of the enterprise;
- analysis of the competitiveness of the enterprise.

Table 2 shows a system of indicators for assessing the competitive potential of enterprises.

**Table 2. The system of indicators for assessing the competitive potential of an enterprise**

Factors of the competitive potential of the enterprise	Indicators for assessing the competitive potential of an enterprise
1. Efficiency marketing	The ratio of the quality of the product and the costs of its production and marketing
	Growth rate of marketable products
	Growth in sales and profits
	Profitability
2. Efficiency management	Market share, image
	Return on total assets, return on equity; return on investment
3. The financial condition of the enterprise	Net profit for 1 rub. sales volume; profit from product sales per 1 rub. sales volume; profit ex. period for 1 rub. sales volume
	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments
	The share of certified products in accordance with international standards of the ISO 9000 series
	Depreciation of OPF, growth of labor productivity
5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of goods receipt; profitability of transaction costs; profitability of purchasing goods
6. Activity of innovation activity	Annual expenditure on R&D, number of patents for inventions
	The share of innovative products, the share of product exports, the number of advanced technologies created

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	The volume of shipped innovative products (services), the number of patented technologies, the number of patented technologies, the cost of innovation, the number of acquired and transferred new technologies, software
7 competitiveness staff	Personnel turnover rate, performance lead rate labor in relation to wages, educational level of the labor force, level of professional qualifications of workers

For each factor of the competitive potential of enterprises, indicators of enterprise competitiveness and their significance were selected (Table 3).

**Table 3. The system of indicators for assessing the competitiveness of the enterprise and their significance**

Competitive factors enterprises	Indicators for assessing the competitiveness of the enterprise	Significance of indicators %
1. Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	50
2. Efficiency marketing	Exceeding the permissible level of stocks of finished goods	5
	Sales growth rate	5
	Total	10
3. Efficiency management	Return on investment	3
	Costs per 1 rub. products sold	3
	Total	6
4. The financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Total	6
5. The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	5
	Cost of innovation	5
	Total	10
8. Competitiveness nstaff	The coefficient of the outstripping growth of labor productivity in relation to the growth of wages	3
	Employee turnover rate	3
	Total	6
	Total importance of competitive potential	50
	Maximum significance score	100

Determination of the importance of indicators in the overall assessment of competitiveness. The economic meaning, embedded in the content of the concept of "enterprise competitiveness" (as the ability of an enterprise to produce competitive goods due to the higher value of its competitive potential in comparison with competitors), should be formed in such a way that the importance of the terms of enterprise competitiveness is equal, i.e. 50% is the "contribution" of the competitiveness of the product and 50% is the "contribution" of the competitive

potential, and then the economic and mathematical model for assessing the competitiveness of the enterprise will have the form (function 4):

$$Kp = f(50\% \text{ CT}, 50\% \text{ PC}), \quad (4)$$

where  $Kp$  is the competitiveness of the enterprise;  
CT - the competitiveness of the product;  
PC- the competitive potential of the enterprise.

It is proposed to determine the significance of particular indicators for assessing competitive potential as follows. The greatest importance (10%) in the assessment is occupied by such factors as the

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activity of innovation and marketing efficiency, which is justified by the specifics of the industry: high importance for consumers of such product properties as compliance with the fashion direction; frequent changes in fashion and its impact on changing consumer preferences; the choice of "fashion products" is dictated by aesthetic considerations and public acceptance; high differentiation of consumer preferences by market segments; a wide range and lack of a reference sample with which to compare to assess the competitiveness of a product.

The significance of the other five factors of competitive potential (management efficiency, the financial condition of the enterprise, the level of production organization, the efficiency of the material supply chain, the competitiveness of personnel) is taken to be equal to each other and is determined by mathematical calculations:

$$(50\% - 20\%) / 5 = 6\%.$$

The significance of particular indicators for assessing each factor of competitive potential is determined by dividing the significance for each factor by the number of indicators for assessing this factor. As a result, the following estimates of the significance were obtained, which are presented in Table 3. Probably, another solution is possible, but the authors came to the conclusion that such an approach would be more reasonable and more effective. Indices of dimensionless indicators are determined for positive indicators that have a positive trend - growth (for example, profitability of products sold, labor productivity) and for negative indicators that have a positive trend - decrease (for example, depreciation of fixed assets, excess of finished goods in the warehouse compared with the norm, the rate of turnover):

For the maximum (minimum) value for each index of the dimensionless indicator, the value of the indicator of an enterprise-leader in the industry is taken. The proposed methodological approach is a method for constructing a model of an industry-leading enterprise. It can be a conditional enterprise, which is formed according to the highest indicators of the analyzed enterprises of the industry. This approach to the formation of a model of an enterprise-leader is acceptable, since it will provoke each enterprise to improve its performance in a competitive environment.

We believe that the more effective way to translate indicators that have a "negative value", that is, the lower the level of material consumption, the more effective the competitiveness of the goods, consider it as "+1", and with an increase in the level of material consumption, the indicator of the competitiveness of the goods will decrease in this case. the level of material consumption will tend to

zero. Thus, the value of the coefficient of efficiency of the technological process will always have a positive value and strive for unity, thus confirming the most reasonable choice of innovative technological solutions that guarantee the enterprise and products competitive advantages in demand markets with similar enterprises and their products.

Assessment of the competitiveness of the product. Light industry products, due to their diversified nature, are diverse in their consumer and technical properties and have a wide assortment. In order to reduce the complexity of calculations, it is proposed to assess the competitiveness of the assortment group of goods. An assortment group is understood as an assortment of goods, united by common characteristics into certain sets of goods.

Light industry goods have different properties due to their industry affiliation (garments, knitwear, footwear, fabrics, etc.). The parameters for assessing the consumer properties of light industry goods are subdivided into the following groups: aesthetic, functional and cost. Each group of parameters is characterized by a system of single indicators. To determine them, it is proposed to use a priori ranking using the developed questionnaires, in which a list of assessment indicators by type of goods has been prepared for the respondents. Respondents can supplement this list by including indicators that, in their opinion, are important in assessing the competitiveness of a product. The developed questionnaires make it possible to assess the significance of individual consumer parameters of goods for various market segments.

The final set of product parameters by which competitiveness will be assessed is carried out according to the value of the assessment of the importance of consumer parameters.

The values for assessing the competitiveness of an enterprise can theoretically vary from 0 to 100:

$$TO_{NS} = 0 \div 100. \quad (5)$$

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum score): 4 (number of levels) = 25. As a result of the calculation, the following scale was obtained (Table 4).



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**Table 4. Scale for assessing the quality level of competitiveness of an enterprise**

Percentage score	Quality level
from 0 to 24.9	very low
from 25.0 to 49.9	short
from 50.0 to 74.9	average
from 75.0 to 100	high

The economic meaning of the obtained generalized assessment of competitiveness is that it shows the degree of satisfaction with the product and the degree of use of the competitive potential of the enterprise.

We will assess the competitiveness of the enterprise using a priori ranking, for which we compiled a questionnaire and conducted a survey with the participation of respondents (Tables 5-8; Figures 1 and 2).

**Table 5. Criteria for assessing the competitiveness of light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District**

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	The ratio of the quality of the product and the costs of its production and marketing	
2	Sales growth rate	
3	Exceeding the permissible level of stocks of finished goods	
4	Assessment of the level of partnerships with stakeholders of the enterprise	
5	Market share of the enterprise	
6	Return on investment	
7	Return on Total Assets	
8	Cost of innovation	
9	Equity ratio	
10	Capacity utilization rate	
11	Labor productivity	
12	Material efficiency	
13	The share of certified products in accordance with international standards of the ISO series	
14	Reducing the level of material consumption	
15	Share of innovative products	
16	Trade turnover allowing direct links	
17	Coefficient of advancing labor productivity in relation to wage growth	
18	Coefficient of uniform supply of goods to sales markets	
19	Depreciation of fixed assets	
20	Employee turnover rate	
21	Costs per 1 ruble of products sold	
22	Weighted average for the product range of competitiveness of the goods	

**Table 6. The results of the questionnaire survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the impact of competitive potential on the performance of light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District**

Experts	Factors																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1
2	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7
3	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9
4	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12
5	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15

**Impact Factor:**

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

9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3
22	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15

**Table 7. Results of processing the a priori ranking of bachelors, masters, teachers and specialists - university graduates, on the impact of competitive potential on the performance of light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District**

Expert	Factor																						K
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
1	5	8	6	2	7	9	10	4	11	16	18	12,5	15	14	3	19	20	21,5	17	12,5	21,5	1	0,33
2	3	2	15	14	8	9	16	5	17	10,5	13	18	1	19	4	20	6	10,5	21	22	12	7	0,44
3	8	16	22	5	2	10	6	7	11	17,5	12	14	1	21	3	13	15	17,5	20	19	4	9	0,57
4	11	14	22	15	2	6	12	4	5	7,5	10	20	1	19	3	16	17	7,5	18	21	9	13	0,35
5	16	2,5	17	15	18	4	2,5	6	7	14	8	11	1	9	19	22	10	21	20	12	5	13	0,28
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18	0,34
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4	0,29
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15	0,26
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	0,49
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2	0,30
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	0,33
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	0,37
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	0,27
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	0,21
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	0,24
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	0,39
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	0,24
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	0,37
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	0,43
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	0,23
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	0,35
22	10	1	19	11	5	12	21	20	6	15,5	7	8	2	9	4	13	18	15,5	17	22	3	14	0,54
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	0,38
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	0,69
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	0,28
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	0,69
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	0,69
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	0,69

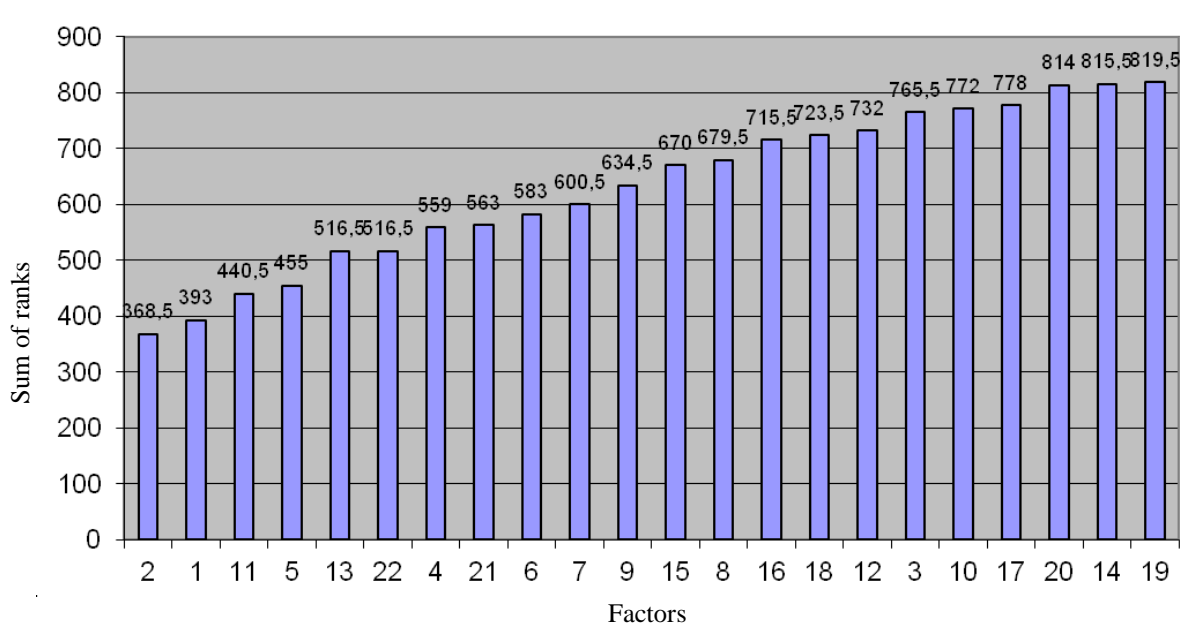
**Impact Factor:**

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

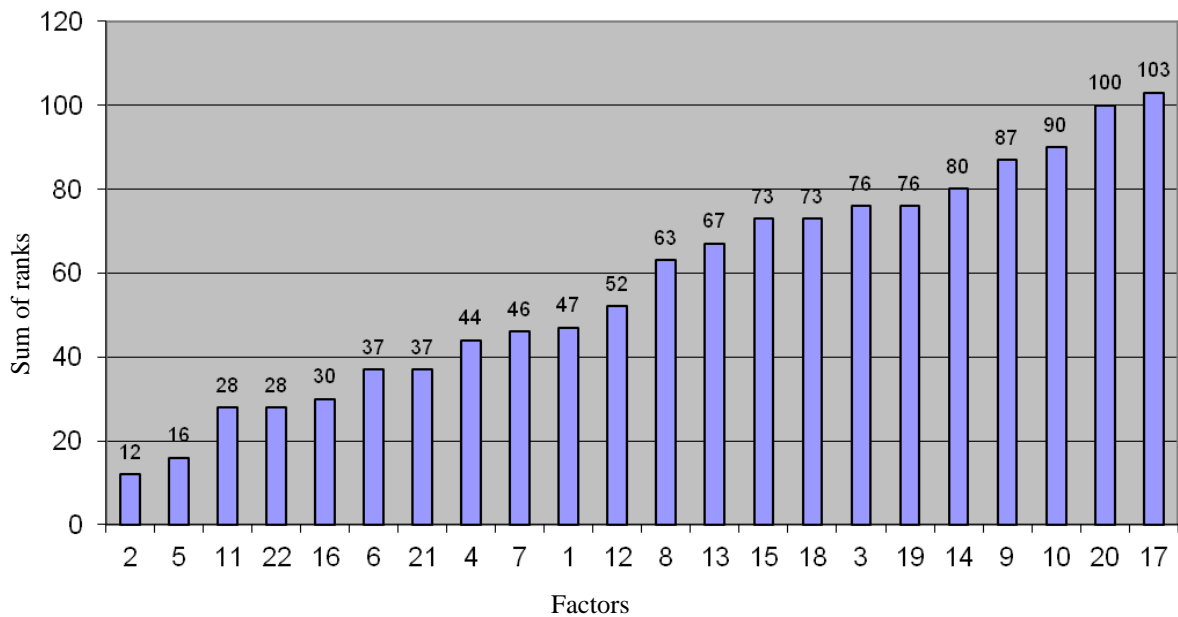
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	0,41
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	0,63
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	0,26
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	0,46
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	0,42
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	0,69
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	0,36
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	0,23
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	0,20
38	1	8	9	7	5	15	12	11	14	13	5	10	2	16	18	5	17	20	19	21	3	22	0,48
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	0,45
40	1	2	17	14	15	16	8	18	3,5	3,5	5,5	9	7	5,5	10	11	12	13	20	19	22	21	0,25
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	0,40
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	0,20
43	21	17,5	8,5	15	16	19	21	21	2,5	11	2,5	8,5	2,5	13	8,5	8,5	5,5	2,5	5,5	17,5	13	13	0,17
44	21,5	8,5	12	21,5	17	18	19	8,5	4	20	4	4	4	12	4	4	15	4	10	15	15	12	0,19
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8	
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3	0,32
47	3	13	18	9	14	1	2	4	6,5	21,5	10,5	5	15	10,5	8	21,5	6,5	16	20	19	17	12	0,27
48	8	5	17	6	3,5	18	9,5	9,5	7	12	11	14	2	13	3,5	22	21	15	16	20	19	1	0,51
49	6,5	5	16	6,5	19,5	8	21,5	3	9	21,5	10	15	2	14	17	19,5	4	11	13	18	12	1	0,32
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4	0,21
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3	0,30
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2	0,60
53	15	18	19	13	6	7	3	20,5	8	17	1,5	12	16	11	22	5	20,5	4	9	14	10	1,5	0,22
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11	0,31
55	10	11	16	17	12	21	14	22	13	1,5	1,5	15	18	3,5	19	20	3,5	7,5	6	5	7,5	9	0,18
Amounts ranks	393	368,5	765,5	559	455	583	600,5	679,5	634,5	772	440,5	732	516,5	815,5	670	715,5	778	723,5	819,5	814	563	516,5	
Without heretics	7	2	6	4	6	7	6	3	7	0	8	2	7	0	3	0	03	3	6	00	7	8	
Coef. concord.		0.16	0.69																				
Criterion Pearson		183.2	6.55																				

**Impact Factor:**

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



**Figure 1 - The results of the questionnaire survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the impact of competitive potential on the performance of light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District**



**Figure 2 - The results of a survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the impact of competitive potential on the performance of a light industry enterprise located in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without those respondents, opinion which does not agree with the majority of survey participants**

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

**Table 8. Results of a survey of bachelors, masters, teachers and specialists - university graduates working in light industry enterprises, on the impact of competitive potential on the results of the activities of light industry enterprises in the Southern Federal District and the North Caucasus Federal District to assess their competence**

No.	Experts	Factors																									Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	54	55		
1	1st	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1			0,50	
2	2nd	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7			0,63	
3	3rd	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9			0,63	
4	4th	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12			0,61	
5	6th	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18			0,43	
6	7th	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4			0,73	
7	8th	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15			0,61	
8	9th	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7			0,66	
9	10th	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2			0,63	
10	11th	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15			0,56	
11	12th	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7			0,57	
12	13th	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11			0,47	
13	14th	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8			0,45	
14	15th	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10			0,60	
15	16th	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9			0,65	
16	17th	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5			0,51	
17	18th	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9			0,57	
18	19th	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4			0,46	
19	20th	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3			0,54	
20	21st	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3			0,48	
21	22nd	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14			0,62	
22	23rd	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22			0,59	
23	24th	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6			0,61	
24	25th	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19			0,69	
25	26th	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11			0,64	
26	27th	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4			0,48	
27	28th	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5			0,47	
28	29th	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15			0,64	
29	30th	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4			0,56	
30	31st	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19			0,64	
31	32nd	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8			0,56	
32	33rd	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2			0,54	
33	34th	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5			0,55	
34	35th	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19			0,45	
35	36th	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16			0,27	
36	37th	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21			0,40	
37	38th	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20			0,60	
38	39th	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13			0,60	
39	40th	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19			0,60	
40	41st	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14			0,53	
41	42nd	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3			0,38	
42	43rd	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5			0,38	
43	44th	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4			0,48	
44	45th	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8			0,64	
45	46th	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3			0,56	
46	47th	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10			0,72	
47	48th	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1			0,58	
48	49th	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1			0,51	
49	50th	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4			0,68	

## Impact Factor:

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

<b>50</b>	<b>51st</b>	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3			0,59
<b>51</b>	<b>52nd</b>	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2			0,56
<b>52</b>	<b>53rd</b>	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1			0,47
<b>53</b>	<b>54th</b>	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11			0,65
<b>54</b>	<b>55th</b>	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6			0,47
<b>55</b>	<b>5th</b>	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12			0,73

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors made it possible for the first time to formalize the role of experts - respondents on the basis of their competence to the problem under consideration. The need for such an approach is due to the desire to have an objective assessment of competence, taking into account not only the opinion of the invited party of expert respondents to participate in the survey, but also using the assessment criterion - the coefficient of concordance - the value of which varies from 0 to 1. And if  $W = 0-0,5$  - this is their lack of agreement with the opinion of those experts whose value of the coefficient of concordance ( $W$ ) tends to 1, which confirms their high competence and the possibility of their further participation as expert respondents. The results of a survey of experts on assessing the competitive potential of light industry enterprises, although they received the value of the coefficient of concordance ( $W$ ) in the range of 0.4-0.6, but excluding heretics, that is, those respondents whose opinion does not coincide with the opinion of most other experts, we found it is a pleasant fact that the opinion of those respondents whose authority is beyond doubt, and those whom the program classified as heretics, have an unambiguous or close opinion that the factors characterizing the influence of competitive potential on the competitiveness of an enterprise are identical, and they can be used in further research in assessing this very competitiveness of enterprises, assuming that he is able to manufacture import-substituting products for consumers in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, manufacturers have every reason for these criteria,

- the ratio of the quality of the product and the costs of its production and marketing;
- sales growth rates;
- costs of innovation;
- labor productivity;
- the level of partnerships with interested participants in the production of import-substituting products;
- costs per ruble of products sold, and the main criterion;
- the weighted average of the product range of the competitiveness of the goods.

But at the same time, all the responding experts were unanimous that the company's competitiveness will be more stable over time if the company's share

in the demand market is stable. In any case, it will not decrease over time if it is guaranteed a return on investment and, of course, a stable profitability of the total assets of the light industry, engaged in the production of import-substituting products, is ensured. The opinion of all experts is justified that the competitiveness of an enterprise is also affected by a stable trade turnover on the basis of direct contractual relations with the sellers of the products of these same enterprises.

Agree we are with them on the issue of the role of highly qualified personnel, which of course, although it was reflected in the questionnaire in the form of one criterion - the employee turnover rate - but did not cause the experts, with regret, concern about the liquidation of lyceums, colleges, on the basis of which they trained highly qualified workers and middle managers - foremen, technicians, mechanics, technologists, engaged in servicing not only an innovative technological process, but also innovative equipment. And it is completely sad that the training of engineering and technical personnel has practically ceased, explaining all this by the lack of their demand, although the heads of the enterprises themselves are at a loss. There is also a downside to this situation, namely, that managers have withdrawn from training these highly qualified specialists through targeted training in colleges and universities, not wanting to bear the costs of this very training, forgetting the Russian proverb: "A miser pays twice." It is also disappointing that the majority of enterprise managers believe that it will be resolved by itself, but if a shoemaker, a seamstress-minder, a furrier can be trained in the workplace, then it is unlikely to prepare a leading engineer for a production manager and organizer for filled technological processes with an effective innovative solution.

Once again I want to recall one more Russian proverb: "That until the thunder breaks out, the peasant does not cross himself." Is it really necessary to step on a rake, get a tangible blow on the forehead and shout - "Ugh, I remembered the name of what this tool is, that it is a rake." It's funny and sad, and yet we believe in common sense that the truth is more expensive and the truth will triumph - we will be able to revive this very light industry, which was confirmed by the experts - respondents, showing unanimity on the main criteria for assessing the competitiveness of light industry enterprises.

Dear respondent!

What priorities would you give preference in assessing the high performance properties and quality

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	<b>ISI (Dubai, UAE) = 1.582</b>	<b>ПИИИ (Russia) = 3.939</b>	<b>PIF (India) = 1.940</b>
	<b>GIF (Australia) = 0.564</b>	<b>ESJI (KZ) = 9.035</b>	<b>IBI (India) = 4.260</b>
	<b>JIF = 1.500</b>	<b>SJIF (Morocco) = 7.184</b>	<b>OAJI (USA) = 0.350</b>

of fur products, taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series - preferable starting from 1, and not non-preferred - a higher figure, ensuring that the requirements of the arithmetic series are met, namely,

not allowing missing numbers. If you have difficulties in choosing preferences, you can use the "linked ranks", but here, too, it is necessary to satisfy the requirements of the arithmetic series (tables 9-12, figures 3 and 4).

**Table 9. Criteria for assessing the impact on the quality of domestic fur products, formed based on the results of a survey of leading experts**

No.	The list of high performance indicators and quality of fur products	Rank
1	Lightfastness to fur dyeing	
2	Fur resistance to moisture	
3	Dry cleaning resistance	
4	Lack of color variation in the product	
5	Absence of intravital diseases and injuries, confirmation by sanitary and ecological certificates	
6	Fur type	
7	Resistance to low temperatures, heat-shielding properties	
8	Price	
9	Duration of the warranty period	
10	Weight (product weight)	
11	Wrinkle resistance	
12	Shine of the hairline of the fur product	
13	Hairline height (length)	
14	Hair density	
15	Hair softness	
16	The elasticity of the hairline in wet and hot state (providing the product with given form)	
17	The strength of the bond of the hairline with the skin tissue	
18	The size of the dressed skins	
19	Dry friction fastness of the hairline	
20	Skin grade	
21	Compliance of fittings and other accessories in the manufacture of fur products with the requirements that apply to them	
22	The presence of a "chip"	

**Table 10. The results of the questionnaire survey of bachelors, masters, teachers and specialists working at light industry enterprises, on the criteria for assessing the impact of "chipping on the quality of domestic fur products**

Experts	Factors																					
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22
1	1	3	2	6	7	8	4	10	20	15	18	21	11	14	16	17	12	13	19	5	19	9
2	16	3	2	17	1	18	19	6	4	7	8	20	9	10	11	12	20	13	5	14	15	20
3	8	7	6	9	15	1	16	2	10	3	11	20	17	12	21	18	19	5	14	4	13	22
4	8	9	4	11	13	1	7	3	12	10	20	14	15	6	5	19	16	17	18	2	21	22
5	15	14	16	13	12	1	3	2	5	4	9	6	7	8	17	18	19	10	21	11	20	21
6	7	13	8	4	1	20	18	2	10	6	21	5	3	9	11	14	12	22	19	17	16	15
7	11	13	12	21	14	15	17	1	2	3	4	16	7	5	6	19	21	8	18	9	20	10
8	12	13	14	11	10	1	4	2	9	3	20	8	7	6	5	18	21	22	16	15	17	19
9	3	2	6	7	10	1	12	5	13	11	22	4	8	17	15	14	9	19	18	21	16	20
10	7	13	15	14	2	6	5	1	20	12	19	16	22	17	18	4	8	21	3	11	9	10
11	10	2	9	8	22	11	1	19	13	7	18	6	5	4	3	17	14	15	16	12	20	21
12	10	9	11	12	13	19	8	1	22	6	7	5	4	3	2	14	15	21	18	16	17	20
13	3	7	4	1	17	5	6	16	9	10	11	12	12	13	14	15	19	18	8	2	20	20
14	10	4	14	5	20	1	11	2	9	15	21	12	17	16	6	18	7	19	13	3	8	22

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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

15	12	15	14	13	2	3	16	11	17	4	19	20	22	18	5	6	7	1	9	8	10	21
16	14	16	15	3	21	2	5	17	18	1	19	6	8	7	9	11	10	12	20	4	13	22
17	5	6	17	2	1	7	3	14	18	10	12	15	16	11	20	19	4	13	9	8	21	22
18	3	21	13	14	15	22	4	20	19	5	6	8	18	17	16	7	10	9	12	11	2	1
19	4	11	12	7	2	1	8	3	6	5	15	13	14	9	10	17	16	20	19	18	21	22
20	19	3	18	21	22	16	5	10	15	17	14	13	12	1	2	6	7	8	9	11	20	4
21	15	10	16	9	8	17	14	6	7	13	2	4	3	1	5	12	11	20	18	19	21	22
22	3	5	1	7	2	8	6	21	13	22	15	4	17	19	18	9	12	11	14	20	10	16
23	2	1	3	6	11	14	7	16	4	17	12	20	13	15	5	21	8	22	18	9	19	10
24	15	16	14	13	1	12	2	4	3	18	17	19	20	10	9	8	7	6	11	5	21	22
25	17	15	16	14	4	18	13	2	1	3	19	20	6	7	8	10	9	12	11	21	5	22
26	5	4	15	6	14	7	1	2	2	3	18	9	16	17	8	11	12	10	13	19	20	21
27	3	6	2	11	4	20	1	9	12	10	5	15	13	14	19	16	17	18	7	8	22	21
28	2	4	11	13	1	10	14	3	18	8	15	17	16	9	19	20	6	7	21	5	22	12
29	5	2	3	4	6	22	9	1	8	7	15	10	21	11	12	16	18	20	13	14	17	19
30	5	20	2	11	8	17	3	7	6	9	10	15	13	14	12	18	1	19	22	4	21	16
31	6	1	5	12	13	17	7	20	18	3	4	21	11	9	10	14	15	16	2	8	22	19
32	1	9	2	10	11	16	8	12	17	3	13	18	21	19	4	5	6	14	7	15	20	22
33	6	4	5	21	20	1	19	7	2	3	16	8	9	10	11	13	14	12	15	17	18	22
34	9	7	8	10	14	1	6	2	16	11	17	15	5	4	3	18	13	21	20	12	19	22
35	2	8	9	10	11	4	5	12	3	13	14	16	15	18	17	19	1	22	6	7	21	20
36	3	2	4	5	11	12	1	10	6	6	7	15	14	17	19	9	8	8	13	16	18	20
37	8	12	13	4	14	5	6	11	15	7	16	17	1	2	18	19	20	6	21	3	10	9
38	3	1	5	8	11	15	6	12	16	9	21	2	20	7	14	19	10	17	13	4	18	22
39	15	13	16	5	17	1	18	2	3	4	22	19	8	6	7	14	9	10	11	12	20	21
40	4	10	18	5	21	11	12	3	1	2	22	13	14	6	15	16	8	7	17	9	19	20
41	7	8	9	10	20	11	12	3	2	1	13	14	15	16	17	18	4	19	6	5	21	22
42	6	9	8	7	20	4	5	3	1	2	15	10	14	11	13	12	16	17	18	19	21	22
43	17	1	2	3	4	5	6	9	7	8	13	12	11	10	10	18	14	14	15	16	19	20
44	10	11	12	9	1	13	8	14	20	15	16	17	2	3	4	19	5	6	6	7	18	19
45	6	6	8	3	15	1	2	1	5	7	14	7	9	3	10	10	4	12	11	4	13	16
46	6	6	6	5	1	15	3	16	7	9	15	8	3	13	14	10	4	3	11	12	17	2
47	5	7	8	6	9	2	10	4	22	3	15	14	11	13	12	17	20	21	18	1	19	16
48	17	16	15	12	18	1	13	14	2	2	11	5	6	3	4	19	7	4	9	8	20	10
49	6	7	6	5	2	1	8	2	1	1	9	10	11	12	14	13	10	3	4	4	5	1
50	3	4	8	7	9	21	6	19	17	18	10	13	14	11	12	5	1	2	2	15	16	20
51	1	3	4	2	7	3	12	11	10	15	14	10	13	19	20	16	18	17	6	5	8	9
52	1	11	12	13	14	16	15	20	2	21	17	4	3	6	5	18	7	22	8	10	9	19

**Table 11. Results of processing a priori ranking of bachelors, masters, teachers and specialists working at light industry enterprises, on the criteria for assessing the impact of "chipping" on the quality of domestic fur products**

Expert	Factor																						QC
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	
1	1	3	2	6	7	8	4	10	21	15	18	22	11	14	16	17	12	13	19,5	5	19,5	9	0,45
2	16	3	2	17	1	18	19	6	4	7	8	21	9	10	11	12	21	13	5	14	15	21	0,33
3	8	7	6	9	15	1	16	2	10	3	11	20	17	12	21	18	19	5	14	4	13	22	0,54
4	8	9	4	11	13	1	7	3	12	10	20	14	15	6	5	19	16	17	18	2	21	22	0,76
5	15	14	16	13	12	1	3	2	5	4	9	6	7	8	17	18	19	10	21,5	11	20	21,5	0,74
6	7	13	8	4	1	20	18	2	10	6	21	5	3	9	11	14	12	22	19	17	16	15	0,40
7	11	13	12	21,5	14	15	17	1	2	3	4	16	7	5	6	19	21,5	8	18	9	20	10	0,31
8	12	13	14	11	10	1	4	2	9	3	20	8	7	6	5	18	21	22	16	15	17	19	0,76
9	3	2	6	7	10	1	12	5	13	11	22	4	8	17	15	14	9	19	18	21	16	20	0,62
10	7	13	15	14	2	6	5	1	20	12	19	16	22	17	18	4	8	21	3	11	9	10	0,24
11	10	2	9	8	22	11	1	19	13	7	18	6	5	4	3	17	14	15	16	12	20	21	0,49



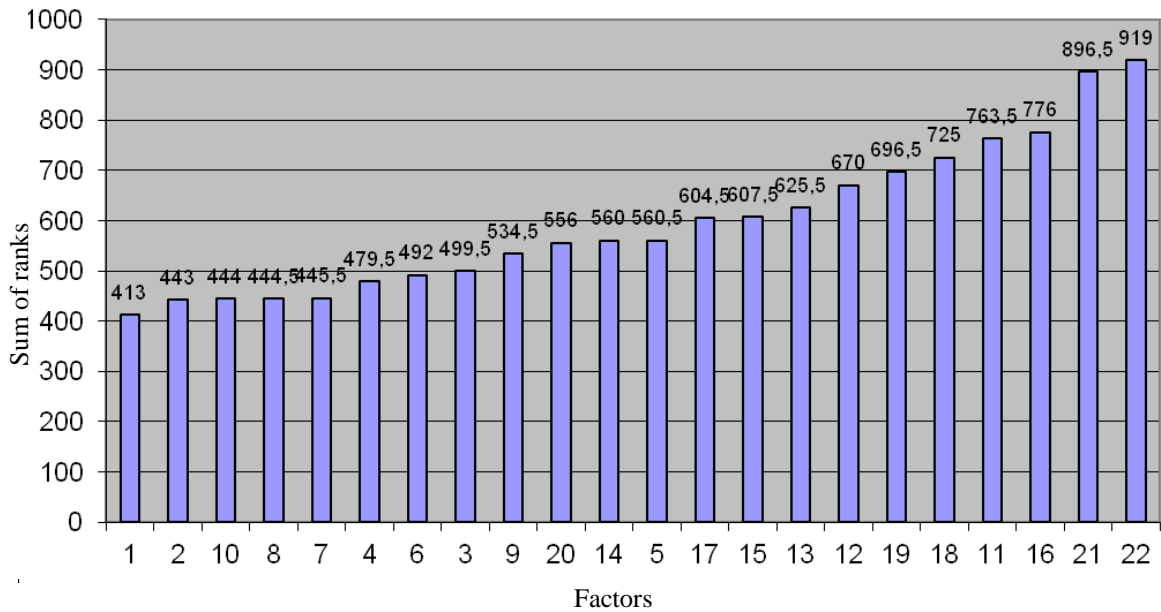
**Impact Factor:**

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**ISI (Dubai, UAE) = 1.582**      **PIHII (Russia) = 3.939**      **PIF (India) = 1.940**  
**GIF (Australia) = 0.564**      **ESJI (KZ) = 9.035**      **IBI (India) = 4.260**  
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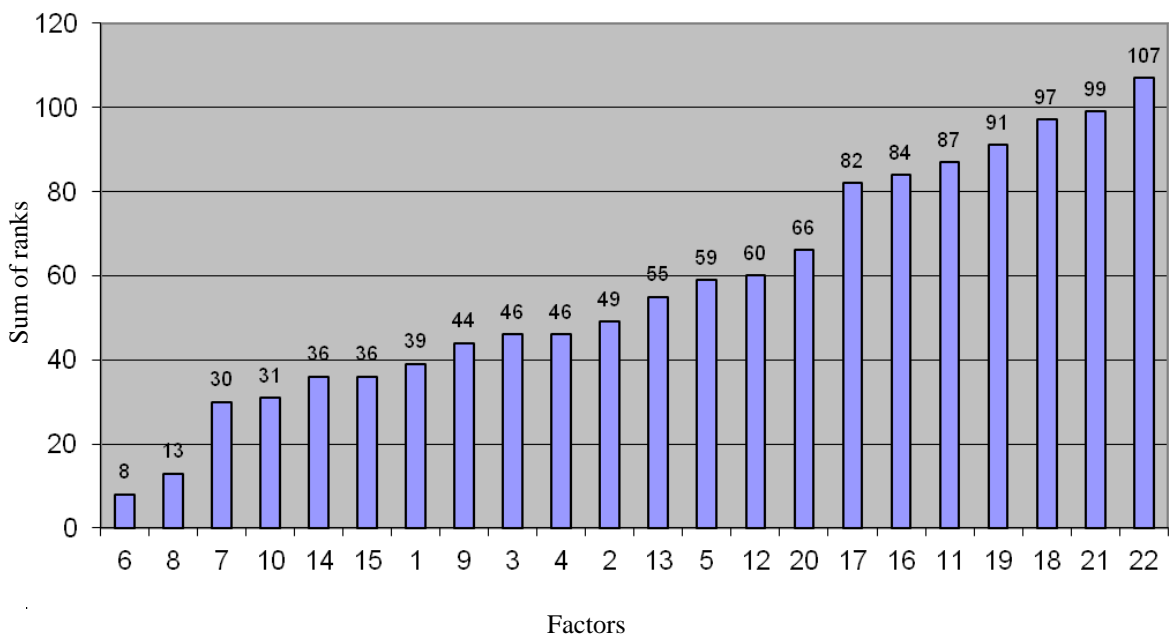
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13	3	7	4	1	18	5	6	17	9	10	11	12,5	12,5	14	15	16	20	19	8	2	21,5	21,5	0,53
14	10	4	14	5	20	1	11	2	9	15	21	12	17	16	6	18	7	19	13	3	8	22	0,57
15	12	15	14	13	2	3	16	11	17	4	19	20	22	18	5	6	7	1	9	8	10	21	0,25
16	14	16	15	3	21	2	5	17	18	1	19	6	8	7	9	11	10	12	20	4	13	22	0,40
17	5	6	17	2	1	7	3	14	18	10	12	15	16	11	20	19	4	13	9	8	21	22	0,47
18	3	21	13	14	15	22	4	20	19	5	6	8	18	17	16	7	10	9	12	11	2	1	0,21
19	4	11	12	7	2	1	8	3	6	5	15	13	14	9	10	17	16	20	19	18	21	22	0,76
20	19	3	18	21	22	16	5	10	15	17	14	13	12	1	2	6	7	8	9	11	20	4	0,22
21	15	10	16	9	8	17	14	6	7	13	2	4	3	1	5	12	11	20	18	19	21	22	0,34
22	3	5	1	7	2	8	6	21	13	22	15	4	17	19	18	9	12	11	14	20	10	16	0,26
23	2	1	3	6	11	14	7	16	4	17	12	20	13	15	5	21	8	22	18	9	19	10	0,44
24	15	16	14	13	1	12	2	4	3	18	17	19	20	10	9	8	7	6	11	5	21	22	0,35
25	17	15	16	14	4	18	13	2	1	3	19	20	6	7	8	10	9	12	11	21	5	22	0,29
26	6	5	16	7	15	8	1	2,5	2,5	4	19	10	17	18	9	12	13	11	14	20	21	22	0,71
27	3	6	2	11	4	20	1	9	12	10	5	15	13	14	19	16	17	18	7	8	22	21	0,46
28	2	4	11	13	1	10	14	3	18	8	15	17	16	9	19	20	6	7	21	5	22	12	0,42
29	5	2	3	4	6	22	9	1	8	7	15	10	21	11	12	16	18	20	13	14	17	19	0,50
30	5	20	2	11	8	17	3	7	6	9	10	15	13	14	12	18	1	19	22	4	21	16	0,43
31	6	1	5	12	13	17	7	20	18	3	4	21	11	9	10	14	15	16	2	8	22	19	0,38
32	1	9	2	10	11	16	8	12	17	3	13	18	21	19	4	5	6	14	7	15	20	22	0,41
33	6	4	5	21	20	1	19	7	2	3	16	8	9	10	11	13	14	12	15	17	18	22	0,60
34	9	7	8	10	14	1	6	2	16	11	17	15	5	4	3	18	13	21	20	12	19	22	0,76
35	2	8	9	10	11	4	5	12	3	13	14	16	15	18	17	19	1	22	6	7	21	20	0,52
36	3	2	4	5	13	14	1	12	6,5	6,5	8	17	16	19	21	11	9,5	9,5	15	18	20	22	0,50
37	9	13	14	4	15	5	6,5	12	16	8	17	18	1	2	19	20	21	6,5	22	3	11	10	0,36
38	3	1	5	8	11	15	6	12	16	9	21	2	20	7	14	19	10	17	13	4	18	22	0,51
39	15	13	16	5	17	1	18	2	3	4	22	19	8	6	7	14	9	10	11	12	20	21	0,68
40	4	10	18	5	21	11	12	3	1	2	22	13	14	6	15	16	8	7	17	9	19	20	0,65
41	7	8	9	10	20	11	12	3	2	1	13	14	15	16	17	18	4	19	6	5	21	22	0,56
42	6	9	8	7	20	4	5	3	1	2	15	10	14	11	13	12	16	17	18	19	21	22	0,76
43	19	1	2	3	4	5	6	9	7	8	14	13	12	10,5	10,5	20	15,5	15,5	17	18	21	22	0,64
44	11	12	13	10	1	14	9	15	22	16	17	18	2	3	4	20,5	5	6,5	6,5	8	19	20,5	0,32
45	9,5	9,5	13	4,5	21	1,5	3	1,5	8	11,5	20	11,5	14	4,5	15,5	15,5	6,5	18	17	6,5	19	22	0,76
46	9	9	9	7	1	19,5	4	21	11	13	19,5	12	4	17	18	14	6	4	15	16	22	2	0,24
47	5	7	8	6	9	2	10	4	22	3	15	14	11	13	12	17	20	21	18	1	19	16	0,59
48	19	18	17	14	20	1	15	16	2,5	2,5	13	7	8	4	5,5	21	9	5,5	11	10	22	12	0,30
49	12,5	14	12,5	10,5	5,5	2,5	15	5,5	2,5	2,5	16	17,5	19	20	22	21	17,5	7	8,5	8,5	10,5	2,5	0,27
50	4	5	9	8	10	22	7	20	18	19	11	14	15	12	13	6	1	2,5	2,5	16	17	21	0,25
51	1	3,5	5	2	8	3,5	14	13	11,5	17	16	11,5	15	21	22	18	20	19	7	6	9	10	0,37
52	1	11	12	13	14	16	15	20	2	21	17	4	3	6	5	18	7	22	8	10	9	19	0,28
Sum of ranks	413	443	499,5	479,5	560,5	492	445,5	444,5	534,5	444	763,5	670	625,5	560	607,5	776	604,5	725	696,5	556	896,5	919	
No heretics	39	49	46	46	59	8	30	13	44	31	87	60	55	36	36	84	82	97	91	66	99	107	
W		0,19		0,76																			
Criterion Pearson		207,9		7,66																			

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<b>JIF</b> = 1.500	<b>SJIF (Morocco)</b> = 7.184	<b>OAJI (USA)</b> = 0.350



**Figure 3 - Results of the survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the criteria for assessing the impact of chipping on the quality of domestic fur products**



**Figure 4 - Results of the survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the criteria for assessing the impact of chipping on the quality of domestic fur products without heretics, i.e. without those respondents whose opinion does not agree with the majority of survey participants**

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**Table 12. The results of the questionnaire survey of bachelors, masters, teachers and specialists working at light industry enterprises, on the criteria for assessing the impact of "chipping" on the quality of domestic fur products**

per-s	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1st		5	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1	
2nd		3	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7	
3rd		8	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9	
4th		10	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12	
5th		15	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12	
6th		1	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18	
7th		12	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4	
8th		2	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15	
9th		10	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	
10th		6	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2	
11th		10	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	
12th		8	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	
13th		4	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	
14th		13	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	
15th		7	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	
16th		2	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	
17th		6	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	
18th		3	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	
19th		2	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	
20th		2	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	
21st		1	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	
22nd		10	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14	
23rd		1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
24th		9	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	
25th		20	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	
26th		3	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	
27th		7	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	
28th		8	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	
29th		4	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	
30th		1	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	
31st		13	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	
32nd		9	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	
33rd		1	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	
34th		12	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	
35th		4	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	
36th		2	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	
37th		10	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	
38th		1	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20	
39th		2	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	
40th		1	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19	
41st		1	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	
42nd		1	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	
43rd		10	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5	
44th		10	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4	
45th		11	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8	
46th		4	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3	
47th		3	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10	
48th		7	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1	
49th		6	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1	

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<b>JIF</b> = 1.500	<b>SJIF (Morocco)</b> = 7.184	<b>OAJI (USA)</b> = 0.350

50th	17	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4	
51st	13	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3	
52nd	3	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2	
53rd	14	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1	
54th	8	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11	
55th	7	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6	
1st	5	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1	

To confirm the effectiveness of the software product on assessing the competence of survey participants who are invited as respondents, we first calculated the results of a survey of respondents about the impact of the criterion of competitive potential on the competitiveness of an enterprise, in terms of their competence. The most interesting thing is that the results of assessing the influence of the criterion of the competitive potential of the enterprise coincide only by 50%, but this result is justified by the complexity of the questions - the factors proposed to the respondents, the meaning of which assumed the participation of only highly qualified specialists on the problem under study. But then the task formulated by the authors when developing this software for assessing the consistency of survey participants with any degree of their awareness of the object under study would not have been realized.

Even obtaining a negative result, when the value of the coefficient of concordance (W) is less than 0.5 or tending to 0, this is also a result that confirms either the complexity of the problem or its lack of study, that is, additional investigated problem is required with the correction of the questionnaire with an increase in the number of factors. but more often with a decrease in the number of factors, since the researcher is entitled to exclude from the questionnaire those factors on which the researchers already have an identical opinion. Such formation of the questionnaire will provoke a decrease in the costs of a priori ranking, get a reliable answer to the question posed and formulate an opinion that will be more significant for making a final decision.

To confirm our assumptions, it is necessary to conduct a survey on the influence of factors on the demand for fur products in connection with their chipping, in order to reduce counterfeiting and exclude manufacturers from the desire to make products from low-quality, less popular furs, passing them off as elite ones.

A questionnaire was developed, in which we included only those factors that are always heard by the specialists involved in the production of these very fur products.

The same factors are understandable to consumers of fur products, since each of them was naturally interested in the product that he was going to purchase. The results of the survey confirmed the validity of our assumptions about the effectiveness of the software for assessing the most significant factors,

because the opinion of the expert respondents is consistent with the experts, namely:

- X6. type of fur;
- X7 - resistance to low temperatures, heat-shielding properties;
- X8 - price;
- X1 - lightfastness to fur coloring;
- X3 - resistance to dry cleaning;
- X10 - weight (product weight);
- X14 - the thickness of the hairline;
- X9 is the duration of the warranty period;
- X4 - lack of variance in the product;
- X15 - the softness of the hairline;
- X20 - grade of skin.

Other factors were not identified by experts for several reasons, but the main thing is that they did not have sufficient experience in participating in assessing the quality of fur products, and on the role of those factors that shape their quality. This is confirmed by the obtained value of the concordance coefficient in the range of  $W < 0.5$ . But in any case, the use of software allows customs to ensure that high-quality fur products enter the domestic markets, protecting our consumers from counterfeiting, counterfeit, and smuggling. In addition, the identification of the most significant factors creates the direction of the researcher's actions in order to offer manufacturers the improvement of innovative technological solutions in the production of fur products that meet the requirements of technical regulations and regulatory documents,

Tables 13 and 14 show the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes for the entire range of footwear. The analysis of the characteristics obtained for three variants of a given technological process in the manufacture of the entire assortment of shoes has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the output volume of 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of these districts - the Southern Federal District and the North Caucasus Federal District - according to the normative indicators, will not allow the calculated production volumes to be realized, then, in this case, the option of optimal capacity is chosen that is acceptable, for

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example, the production volume of 556 pairs, which corresponds to the standard indicators for the proposed production areas and is characterized by the best values of the indicated criteria, which form the cost of the entire assortment of shoes. The generalized volumes of the main costs in the production of men's shoes are shown in Table 13, and in the production of

women's shoes - in Table 14.

To assess the effectiveness of the production activity of a shoe company, it is necessary to analyze the annual results of the operation of the enterprise for the production of men's and women's assortment of shoes.

**Table 13. Calculation of technical and economic indicators at optimal power with a range of 300-900 pairs in the production of men's shoes**

Power	Equipment type	Optimal power, steam per shift	Labor productivity of 1 worker, steam	Percentage of workload of workers, %	Wage losses per unit of production, rub	Specific reduced costs for 100 pairs of shoes, rub
300-500	1	500	28.09	61.39	13.68	6735.36
500-700	1	556	27.73	69.14	9.83	6404.71
700-900	1	889	28.09	77.20	6.42	5236.17
300-500	2	500	28.09	61.39	13.68	6728.68
500-700	2	556	27.91	68.70	9.97	6083.28
700-900	2	889	28.09	77.20	6.42	5240.72
300-500	3	500	28.09	61.39	13.68	7533.95
500-700	3	700	28.12	67.28	10.56	6734.02
700-900	3	889	28.09	77.20	6.42	5876.59

These calculations indicate that with 100% of sales of men's and women's shoes in the specified period of time, not only the costs of production and sales of products are covered, but also a profit of

3,697.4 thousand rubles remains. This testifies to the efficient operation of the enterprise, as well as to the correct marketing and assortment policy. The product profitability is 14.9%.

**Table 14. Calculation of technical and economic indicators at optimal power with a range of 300-900 pairs in the production of women's shoes**

Variants power	View equipment	Optimal power, steam per shift	Labor productivity of 1 worker, steam	Worker load factor, %	Loss on wages per unit of production, rub	Specific reduced costs per 100 pairs shoes, rub
300-500	1	500	27.73	62.18	13.40	6980.5
500-700	1	700	27.73	69.14	9.83	6277.43
700-900	1	847	27.73	74.50	7.54	5673.49
300-500	2	500	24.45	63.90	14.11	7630.92
500-700	2	556	27.73	69.14	9.83	6404.71
700-900	2	812	25.64	75.40	7.77	6060.55
300-500	3	500	27.00	61.74	14.02	7827.12
500-700	3	556	29.32	68.21	9.71	6607.65
700-900	3	847	27.00	74.70	7.66	6341.05

By proving their proposals, the authors confirmed the results of calculating technical and economic indicators (tables 15-23) using the software they developed, which allowed them to choose

production volumes that would guarantee the manufacturer an economic effect, in which the complex efficiency indicator (Kef) evaluating it will be strive for its maximum value, namely, to one.

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**Table 15. Calculating the cost of a costing unit by model The model "Winter boots (model A)" was selected as the base model**

P / p No.	Article title	Model A	Model B	Model B	Model G
1	Raw materials and basic materials	80625.12	57,097.96	26510.38	24,646.80
2	Supporting materials	2,454.35	2,046.85	1,878.20	1,780.80
3	Fuel and energy costs	906.89	779.91	780.08	743.65
4	Fixed costs and add. Salary, including deductions to SVVF	8 294.68	7 133.28	7 134.89	6,801.68
5	Preparation and development costs	73.53	70.64	63.21	69.80
6	Equipment maintenance and operation costs	2 818.97	2,424.27	2,424.81	2 311.57
7	General operating expenses	1961.51	1,686.87	1,687.25	1 608.45
8	General expenses (200%)	11,728.49	11,259.35	9682.83	9685.02
9	Production cost	108,863.54	82,499.13	50161.65	47,647.77
10	Business expenses	2,177.27	8,249.91	5,016.17	4,764.78
11	Full cost	111,040.81	90,749.04	55,177.82	52,412.55

**Table 16. Calculation of the wholesale price (Tsopt = Price / 1.18)**

Model	Price	Wholesale price
Winter boots (model A)	1600,00	1355.93
Autumn boots (model B)	1300,00	1101.69
Spring low shoes (model B)	750.00	635.59
Summer sandals (model D)	700,00	593.22

**Table 17. Calculation of basic cost indicators**

Index	Model			
	Winter boots (model A)	Autumn boots (model B)	Spring semi-teens (model b)	Summer sandals (model D)
Profit (RUB)	245.52	194.20	83.81	69.09
Profitability (%)	22.11	21.40	15.19	13.18
Costs per ruble of commercial products (rub.)	174.71	82.37	86.81	88.35
Conditional variable costs (RUB)	839.86	599.25	291.69	271.71
Conditional fixed costs (RUB)	270.55	308.24	260.09	252.42
Break-even point (pairs)	13182.81	14923.22	22606.93	21959.73
Financial strength margin (%)	47.57	46.15	21.33	15.85
Sales proceeds (RUB)	34,096,215.78	30 532 236.66	18 264 314.24	12 127 790
Gross revenue (RUB)	6 721 390.01	30 532 236.66	17,046,769.92	2,242,062
Net profit (RUB)	5,229,241.43	23,754,080.12	13,262,387.00	1,744,324

Net profit of the enterprise for the year for all models (rubles) = 54,289,669.13

## Impact Factor:

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<b>GIF (Australia) = 0.564</b>	<b>ESJI (KZ) = 9.035</b>	<b>IBI (India) = 4.260</b>
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**Table 18. Calculation of the main costs for the assortment range for 12 shoe models (for example, women's shoes)**

Модель	Показатель	Модель А	Модель Б	Модель В	Модель Г	Модель Д	Модель Е	Модель Ж	Модель З	Модель И	Модель К	Модель Л	Модель М
Прибыль (руб.)		477,94	449,14	424,98	130,58	160,70	122,63	109,87	163,21	134,04	134,87	146,16	141,43
Рентабельность (%)		24,67	24,42	22,30	10,27	15,73	11,53	10,62	15,63	11,36	10,10	10,44	10,28
Затраты на рубль товарной продукции (руб.)		80,21	80,37	81,76	90,69	86,41	89,66	90,40	86,49	89,80	90,83	90,55	90,68
Затраты условно-переменные (руб.)		1129,88	899,23	951,25	507,63	412,21	417,47	353,46	363,21	489,66	565,85	562,24	531,81
Затраты условно-постоянные (руб.)		807,43	939,77	954,28	764,33	609,29	646,34	680,74	681,21	689,86	769,62	838,21	843,71
Точка безубыточности (пар)		7587,03	7569,24	6987,97	10745,25	7520,48	8591,87	8670,59	9232,90	9026,21	9363,18	9298,59	10065,70
Запас финансовой прочности (%)		37,18	32,34	30,81	14,59	20,87	15,95	13,90	19,33	16,27	14,91	14,85	14,36
Выручка от реализации (руб.)		29 171 390	25 563 100	23 538 151	17 645 356	11 235 629	12 127 790	11 520 785	13 821 325	14 160 177	16 179 621	16 888 981	17 828 713
Валовая выручка (руб.)		6 231 304	6 885 557	6 041 894	3 097 552	2 409 829	2 242 062	2 053 173	2 954 564	2 600 842	2 820 056	2 986 344	3 131 934
Чистая прибыль(руб.)		4 847 955	5 356 963	4 700 594	2 409 895	1 874 847	1 744 334	1 587 169	2 298 651	2 023 455	2 194 004	2 323 376	2 436 645

**Table 19. Calculation of the cost of basic and auxiliary materials by model (model A)**

Модель А	Наименование материала	Ед. изм.	Норма расхода (на 100 пар)	Цена за ед. изм., руб.	Стоимость материала на 100 пар, руб.
1	Яловка хромового дубления	дм <sup>2</sup>	2987	9	=D7*E7
2	Мех натуральный (овчина)	дм <sup>2</sup>	2207	10	=D8*E8
3	Козлина подкладочная	дм <sup>2</sup>	507	4	=D9*E9
4	Термопластический материал для подноски	дм <sup>2</sup>	200	2	=D10*E10
5	Термопластический материал для задника	дм <sup>2</sup>	270	2,3	=D11*E11
6	ТЭП	пар	100	1,20	=D12*E12
7	Картон марки ПР	дм <sup>2</sup>	130	0,6	=D13*E13
8	Картон марки СОП для подпястника	дм <sup>2</sup>	536	0,8	=D14*E14
9	Картон марки СВП для вкладки стельки 2 слой	дм <sup>2</sup>	532	1	=D15*E15
10	Картон СОП для основной стельки	дм <sup>2</sup>	530	1,6	=D16*E16
11	Металл	шт.	200	20	=D17*E17
12	Застежка молния	шт.	200	1,1	=D18*E18
13	<b>Итого</b>				<b>=SUMM(F7:F18)</b>
14	С учетом транспортных расходов 15% =F19+F19*0,15				

Модель А	Наименование материала	Ед. изм.	Норма расхода (на 100 пар)	Цена за ед. изм., руб.	Стоимость материала на 100 пар, руб.
1	клей НК	кг	2	70	=K7*L7
2	клей	кг	4	125	=K8*L8
3	клей расшив	кг	0,5	152	=K9*L9
4	клей расшив полиэфирный	кг	0,5	152	=K10*L10
5	краска для полирования	кг	0,05	216	=K11*L11
6	краска для	кг	0,5	20	=K12*L12
7	смысловая жидкость	кг	0,8	15	=K13*L13
8	нитки капроновые 50 НК	кг	0,3	38,82	=K14*L14
9	нитки	шт.	6	1,1	=K15*L15
10	лента липкая	м	0,45	3,5	=K16*L16
11	тапок	кг	0,1	16	=K17*L17
12	текс машинный	кг	1	120	=K18*L18
13	бумага упаковочная	кг	0,2	10	=K19*L19
14	коробка	шт.	100	10	=K20*L20
15	вкладыши	пара	100	0,31	=K21*L21
16	этикетка	шт.	100	0,05	=K22*L22
17	растворитель	л	1	105	=K23*L23
18	краска для вегуширования	кг	0,5	50	=K24*L24
19	<b>Итого</b>				<b>=SUMM(M7:M24)</b>
	С учетом транспортных расходов 15% =M26+M26*0,15				





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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

**Table 22. Calculation of the cost of basic and auxiliary materials by models (model D)**

Модель Г	Наименование материала	Ед. изм.	Норма расхода (на 100 пар)	Цена за ед. изм., руб.	Стоимость материала на 100 пар, руб.
77	винилскожа-Т (деталь 1, деталь 2, деталь, вкладная стелька)	шт <sup>2</sup>	380	7	=D78*E78
78	картон марки ПР (протипка)	шт <sup>2</sup>	120	0,6	=D79*E79
79	картон марки СОП	шт.	100	1,5	=D80*E80
80	формованная подошва из пористого полиэфируретана	пар	100	130	=D81*E81
81	фурнитура	шт.	200	3,5	=D82*E82
82					
83					
84					
85					
86					
87					
88					
89					
90					
91	итого				=СУММ(F78:F90)
92	С учетом транспортных расходов 15% =F91+F91*0,15				
93					
94					
95					
96					
97					
98					
99					
100					
101					
102					
103					
104					
105					
106					

Модель Г	Наименование материала	Ед. изм.	Норма расхода (на 100 пар)	Цена за ед. изм., руб.	Стоимость материала на 100 пар, руб.
1	б0	кг	1,1	70	77
2	клей полиуретановый	кг	2,8	130	364
3	клей расшив полиэфирный	кг	0,19	180	34,2
4	краска для маркировки	кг	0,05	20	1
5	сильвоочная жидкость	кг	0,08	15	1,2
6	нитки капроновые 50 НК	кг	0,2	38,24	7,6
7	ниты	шт.	3	6,5	19,5
8	тапек	кг	0,1	16	1,6
9	текс ручной	кг	0,27	20	5,4
10	бумага упаковочная	кг	0,2	10	2
11	коробка	шт.	100	10	1000
12	вкладыш	пара	100	0,3	30
13	этикетка	шт.	100	0,05	5
17					
18					
19					
	итого				=СУММ(M78:M93)
	С учетом транспортных расходов 15% =M94+M94*0,15				

**Table 23. Annual results of the shoe enterprise for the production of the entire assortment of shoes**

Indicators	Jan.	Feb	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales volume, pairs	26114	26114	29661	29661	29661	28168	28168	28168	25358	25358	25358	26114
Sales proceeds, thousand rubles	45032.84	45032.84	31026.82	31026.82	31026.82	24033.9	24033.9	24033.9	30640.47	30640.47	30640.47	45032.84
Cost price units of production, rub.	1435.54	1435.54	890.2	890.2	890.2	726.7	726.7	726.7	1024.58	1024.58	1024.58	1435.54
Full cost bridge, thousand rubles	37487.78	37487.78	26405.04	26405.04	26405.04	20373.34	20373.34	20373.34	25747.78	25747.78	25747.78	37487.78
Profit from sales, thousand rubles	7545.06	7545.06	4621.78	4621.78	4621.78	3660.56	3660.56	3660.56	4892.69	4892.69	4892.69	7545.06
Income tax, thousand roubles.	1509	1509	924.36	924.36	924.36	732,112	732,112	732,112	978.5	978.5	978.5	1509
Net profit, thousand	6036	6036	3697.4	3697.4	3697.4	2928,448	2928,448	2928,448	3914.19	3914.19	3914.19	6036

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roubles.												
Profitability products,%	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

Assortment formation is a problemspecific goods, their separate series, determination of the relationship between "old" and "new" goods, goods of single and serial production, "high technology" and "conventional" goods, materialized goods, or licenses and know-how. When forming the assortment, problems of prices, quality, guarantees, service arise, whether the manufacturer is going to play the role of a leader in creating fundamentally new types of products or is forced to follow other manufacturers.

The formation of the assortment is preceded by the development of the assortment concept by the enterprise. It is a directed construction of the optimal assortment structure, product offer, while, on the one hand, the consumer requirements of certain groups (market segments) are taken as a basis, and on the other, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise in order to produce products with low costs.

The assortment concept is expressed in the form of a system of indicators characterizing the possibilities of optimal development of the production assortment of a given type of goods. These indicators include: a variety of types and varieties of goods (taking into account the typology of consumers); the level and frequency of the assortment renewal; the level and ratio of prices for goods of this type, etc.

The assortment formation system includes the following main points:

- determination of current and future needs of buyers, analysis of the ways of using shoes and peculiarities of purchasing behavior in the relevant market;

- assessment of existing competitors' analogues;

- a critical assessment of the products manufactured by the enterprise in the same range as in paragraphs. 1 and 2, but from the point of view of the buyer;

- deciding which products should be added to the assortment, and which ones should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of production of the enterprise, which go beyond its established profile.

- consideration of proposals for the creation of new models of footwear, improvement of existing ones;

- development of specifications for new or improved models in accordance with the requirements of buyers;

- exploring the possibilities of producing new

or improved models, including questions of prices, costs and profitability;

- testing (testing) footwear, taking into account potential consumers in order to find out their acceptability in terms of key indicators;

- development of special recommendations for the production departments of the enterprise regarding quality, style, price, name, packaging, service, etc. in accordance with the results of the tests carried out, confirming the acceptability of the characteristics of the product or predetermining the need to change them;

- assessment and revision of the entire range.

Assortment planning and management is an integral part of marketing. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier in assortment planning.

The optimal assortment structure should ensure maximum profitability on the one hand and sufficient stability of economic and marketing indicators (in particular, sales volume), on the other hand.

Achieving the highest possible profitability is ensured through constant monitoring of economic indicators and timely decision-making on adjusting the assortment.

The stability of marketing indicators is ensured, first of all, due to constant monitoring of the market situation and timely response to changes, and even better, the adoption of proactive actions.

In addition, it is important that there are not too many product names. For the majority of Russian enterprises, the main reserve for assortment optimization still lies in a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that cannot even reach the break-even level in terms of sales. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%.

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

Here it will be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive no more than 5-7 (rarely up to 9) semantic constructs at a time. Thus, a person, making a choice, first chooses these same 5-7 options based on the same number of

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criteria. If the seller offers a greater number of selection criteria, the buyer begins to feel discomfort and independently weeds out criteria that are insignificant from his point of view. The same happens when choosing the actual product. Now imagine what happens if there is a hundred practically indistinguishable (for him) goods in front of a person, and he needs to buy one. People in such a situation behave as follows: either they refuse to buy at all, since they are not able to compare such a number of options, or prefer what they have already taken (or what seems familiar). There is another category of people (about 7%), lovers of new products, who, on the contrary, will choose something that they have not tried yet.

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

It is generally accepted that the customer wants a wide range of products. This widest assortment is often referred to even as a competitive advantage. But in fact, it turns out that for a manufacturer a wide assortment is hundreds of product names, and for a consumer - 7 items is already more than enough.

And thus, the consumer does not need a wide assortment at all, but the variety he needs.

If the company adheres to a wide assortment approach, then it is enough to conduct a sales analysis, look at the statistics to make sure that the sales leaders are 5-10, at most 15% of the items, all other positions are sold very little, the demand for them is small, although the costs differ little from costs for sales leaders. It turns out a situation when several items "feed" the entire wide assortment of the enterprise. And this is far from always justified from the point of view of ensuring the completeness of the assortment (a favorite argument of sellers), that is, the presence of various names to cover the maximum possible options for customer needs. In practice, it turns out that completeness is fully ensured, even if the existing assortment is reduced by half or even three times. The main thing, in this case, is to correctly classify the entire product and to achieve that so that the assortment includes goods from each possible group of this classification. Moreover, the more grounds a company can identify for classification, the more balanced the decision will be. So, the classification of goods can be according to the satisfied needs of customers, according to the functional purpose of the goods, according to the benefit for the company.

Of particular importance in such a situation is the role played by certain positions in the assortment. For this, products can be classified into the following groups:

A - the main group of goods (which bring the

main profit and are in the stage of growth);

B - a supporting group of goods (goods that stabilize sales revenue and are in the stage of maturity);

B - strategic group of goods (goods designed to ensure the future profit of the company);

D - tactical group of goods (goods designed to stimulate sales of the main product group and are in the stage of growth and maturity);

D - a group of products under development (products that are not present on the market, but ready to enter the market);

E - goods leaving the market (which do not bring profit and must be removed from production, withdrawn from the market).

After that, it is necessary to determine the share of each group in the total production. For a stable position of the company in the assortment structure: group of goods A and B must be at least 70%.

Thus, this makes it possible to evaluate the existing assortment set in the company and, correlating it with the profit received, to assess the correctness of the assortment planning, its balance.

In addition, an increase in the volume of goods of groups that generate the main income will not always contribute to an increase in the company's profits. Here it is important to pay attention to the balance of unsold goods (what increase it will give and the possibility of its further sale).

Production planning is one of the important problems of assortment policy. In economics, forecasting of future expenses and income is widely used on the basis of calculating the cost of production at variable costs. The essence of this method lies in the fact that the costs of the enterprise are divided into fixed and variable, depending on the degree of their response to changes in the scale of production.

The basis of fixed costs is the costs associated with the use of fixed assets (fixed capital). These include the cost of depreciation of fixed assets, rental of production facilities, as well as the salaries of management personnel, deductions for the social needs of these personnel. The basis of variable costs is the costs associated with the use of working capital (working capital). These include the cost of raw materials, supplies, fuel, wages of production workers and deductions for their social needs.

It should be emphasized that the total fixed costs, being a constant value and not depending on the volume of production, can change under the influence of other factors. For example, if prices rise, then the total fixed costs also rise.

The method of calculating the amount of coverage provides for the calculation of only variable costs associated with the production and sale of a unit of production. It is based on the calculation of the average variable costs and the average coverage, which is gross profit and can be calculated as the difference between the product price and the sum of

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variable costs. Limiting the cost of production to only variable costs simplifies rationing, planning, control due to a sharply reduced number of cost items. The advantage of this method of accounting and costing is also a significant reduction in the labor intensity of accounting and its simplification.

When applying the method of calculating the amount of coverage, it is advisable to use indicators such as the amount of coverage (marginal income) and the coverage ratio. The amount of coverage (marginal income) is the difference between sales revenue and the total amount of variable costs. The amount of coverage can be calculated in another way - as the sum of fixed costs and profit. Calculation of the amount of coverage allows you to determine the funds of the enterprise, received by it in the sale of manufactured products in order to reimburse fixed costs and make a profit. Thus, the amount of coverage shows the overall level of profitability, both of the entire production and of individual products: the higher the difference between the selling price of a product and the sum of variable costs, the higher the amount of coverage and the level of profitability.

Coverage ratio is the proportion of coverage in sales revenue or the proportion of average coverage in the price of a product.

It is also important to determine at what volume of sales the gross costs of the enterprise will be recouped. To do this, it is necessary to calculate the break-even point at which the proceeds or the volume of production are accepted, ensuring that all costs are covered and zero profit. Those. the minimum volume of proceeds from the sale of products is revealed, at which the level of profitability will be more than 0.00%. If the company receives more revenue than the break-even point, then it is working profitably. By comparing these two values of revenue, you can estimate the allowable decrease in revenue (sales volume) without the danger of being at a loss. The revenue corresponding to the break-even point is called the threshold revenue. The volume of production (sales) at the break-even point is called the threshold volume of production (sales).

To estimate how much the actual revenue exceeds the breakeven revenue, it is necessary to calculate the safety factor (the percentage deviation of the actual revenue from the threshold). To determine the impact of a change in revenue on a change in profit, the production leverage ratio is calculated. The higher the effect of production leverage, the more risky from the point of view of reducing profits is the

position of the enterprise.

To divide the total costs into fixed and variable costs, we will use the high and low points method, which assumes the following algorithm:

- among the data on the production volumes of various types of footwear and the costs of its production, the maximum and minimum values are selected;

- the differences between the maximum and minimum values of the volume of production and costs are found;

- the rate of variable costs for one product is determined by referring the difference in cost levels for a period to the difference in levels of production for the same period;

- the total value of variable costs for the maximum and minimum volume of production is determined by multiplying the rate of variable costs for the corresponding volume of production;

- the total amount of fixed costs is determined as the difference between all costs and the amount of variable costs (example 1).

The minimum volume of production falls on the release of model A - 500 pairs, the maximum - for the release of model B - 1600 pairs.

The minimum and maximum costs for the production of footwear models A and B, respectively, amount to 179,465 rubles. (358.93 \* 500) and 428 180 rubles. (428.18 \* 1000). The difference in the levels of the volume of production is 1100 pairs (1600-500), and in the levels of costs - 248715 rubles. (428180-179465). The variable cost rate per item is 226.1 (248715/1100). The total amount of variable costs for the minimum production volume is 113,045 rubles. (226.1 \* 500), and for the maximum volume - 361,760 rubles. (226.1 \* 1600). The total fixed costs 179465-113045 = 66420, 428180-361760 = 66420. Thus, for our example, the value of fixed costs will be 66420 rubles. and they will be distributed among the manufactured types of footwear in proportion to the total cost of each type of product.

The profit from the sale of Model A is negative. However, before deciding to exclude this type of footwear from the assortment, it is necessary to calculate the profit from the sale of all manufactured types of products. At the same time, it is important that the amount of revenue exceeds the amount of variable costs.

Let us summarize the solution of the first example in table 24.

**Table 24. Solution of the first example**

Index	Value, rub.
Revenues from sales	951,008
Variable costs	798,132

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Fixed costs	66420
Coverage amount, 1-2	152876
Coverage ratio, 4/1	0.16
Threshold revenue, 3/5	415125
Safety factor,%, (1-6) / 1 * 100	56.35
Profit	86 456
Production Leverage Effect, 4/8	1.77

Let's see how the profit of the enterprise will change if the production of unprofitable model A is abandoned. In this case, the company's revenue will decrease by the volume of revenue from the sale of this type of product and its size will be 753,508 rubles. (951 008-197 500).

At the same time, the total costs of the enterprise will also be reduced by the amount of variable costs required for the production and sale of brand A footwear. This value will be equal to 164,290 rubles. Since fixed costs do not depend on the amount of revenue, the abandonment of the production of brand A shoes will not affect their total value.

Thus, the total costs of the enterprise without the production of brand A footwear will amount to 633,842 rubles. (798 132-164 290). And the organization will not receive a loss in the course of its activities (753 508-633 842 = 119 666 rubles). The use of the method of calculating the average size of the coverage makes it possible to make a decision on the feasibility of further production of brand A footwear.

The average coverage for both shoe brands is positive. If the company reduces the output of brand A footwear by one unit, it will lose 66.6 rubles. from covering fixed costs. The exclusion from production of the entire volume of production of this brand will lead to losses in the amount of 33,300 rubles. (500 · 66.6). From the foregoing, we can conclude that brand A shoes should be kept in stock.

Thus, it is not always advisable to make a decision based only on the value of total costs and

profit per unit of production, because in the end result the enterprise may lose profit. Now let us consider the situation (example 2), when the company plans to release a new product - model B in the amount of 1,700 pairs at a price of 467.40 rubles. for 1 pair. However, the production facilities of this organization are suitable for the production of only 4,000 pairs of shoes. And if it is going to start producing Model B shoes, it will have to abandon the production of 500 pairs of other models. The question arises: should we introduce new products into the assortment, and if so, what products should be cut back?

The average value of variable costs for a new type of product is 375.34 rubles. Then the average coverage is 92.06 rubles. (467.40 - 375.34). The increase in the profit of the enterprise due to the production of shoes of model B will amount to 156,502 rubles. (1700 \* 92.06). Among all types of footwear produced by the enterprise, model B has the smallest average coverage (66.6 rubles). If the production of 500 pairs of shoes is abandoned, the organization will lose 33,300 rubles, while the enterprise will additionally receive 156,502 rubles from the production of brand B footwear. The profit of the enterprise from the change in the assortment will amount to 123,202 rubles. (156 502 - 33 300). Let us trace how the safety factor, the effect of production leverage and the profit of the enterprise will change if model B is included in the assortment of footwear production (table 25).

**Table 25. Solution of the second example**

Index	Value, rub.
Revenues from sales	1,745,588
Variable costs	1,520,478
Fixed costs	66420
Coverage amount, 1-2	225 110
Coverage ratio, 4/1	0.13
Threshold revenue, 3/5	515,046
Safety factor,%, (1-6) / 1 * 100	70.49
Profit	158 690
Production Leverage Effect, 4/8	1.42

The above data show that as a result of the renewal of the assortment, the position of the enterprise has improved:

- profit increased from 86,456 rubles. up to 158 690 rubles;

- safety margin increased by 14.14% (70.49 - 56.35);

- the effect of production leverage decreased by 0.35 points (from 1.77 to 1.42).

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Thus, in the costing system for variable costs, profit is reflected as a function of the volume of sales, and in the full distribution system, it depends on both production and sales.

Both considered systems have their own advantages and disadvantages. So, for example, when the volume of production exceeds the volume of sales, a higher profit will be shown in the system of full cost allocation. In the case when the volume of sales exceeds the volume of production, the higher profit will be reflected in the calculation of the cost price at variable costs. However, when calculating the cost of variable costs, information for making a decision can be obtained with significantly fewer calculations. The choice is up to the management of the enterprise in order to ensure its stable position in the conditions of unstable demand with timely and effective actions. This is especially important in the manufacture of the entire assortment of children's shoes and when working with customers - with mothers and children, creating all the conditions for them to satisfy their interests.

In a market economy, in order to survive in a constantly changing economic environment, shoe enterprises need to focus on the target audience:

- an increase in the amount of profit as a result of a company in the volume of sales of products, a decrease in its cost price and an increase in product quality.

In order to get the desired profit in conditions when the prices for shoes and production volumes are dictated by the market, the company always faces the choice of what products and how much to produce in terms of the costs of manufacturing them and taking into account the solvency of potential buyers. The availability of high-quality, competitive footwear is a prerequisite for the highly efficient functioning of a footwear enterprise.

An important criterion for the competitiveness of footwear on the market is its cost with its corresponding quality and the purchasing power of the population.

The main criterion for the viability and profitability of an enterprise is profit; in order to increase losses, first of all, it is necessary to reduce the cost of shoes.

The change in the total cost, which includes all the costs of manufacturing and selling footwear, depends on the ratio of changes in costs for each calculation item.

An important factor affecting the level of costs for the production of footwear is the change in the assortment and the technological process.

Choosing a technology that is capable of effectively realizing unlabeled goals in a highly competitive environment will ensure that the developed range of footwear will be chosen by the buyer and will allow the enterprise to get the maximum profit.

To solve this problem, it is necessary to most widely use the injection method, which ensures the manufacture (production) of the entire assortment of high quality footwear with different profitability of certain types of footwear to meet the demand of various groups of the population.

In the cost of footwear production, the largest share is made up of costs for raw materials and basic materials, and then for wages and depreciation deductions.

The production of footwear by the injection method is possible with the use of artificial and synthetic leather and textile materials, which will reduce the cost and get a large profit, because the range of these materials is cheaper and much more varied.

Production per year before the introduction of 98,800 pairs, after the introduction of 172,900 pairs.

To make a profit, the enterprise must constantly monitor the proportion of costs for the manufacture of the proposed many assortment of footwear.

## Conclusion

This is possible only if the heads of enterprises implement modern technological solutions formed on the basis of the use of multifunctional and universal equipment and at the same time it is necessary to remember that the innovative technological solution itself should not be costly, that is, on the one hand, provide the enterprise with sustainable technical and economic indicators and guaranteeing them demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but in the regions of other districts of Russia and to be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority. This will be possible during the formation of production,

The wider application of the injection method will allow enterprises in market conditions to receive such a volume of profit that will allow them not only to firmly hold their positions in the sales market for their shoes, but also to ensure the dynamic development of its production in a competitive environment, this is especially important in the manufacture of the entire product range. children's shoes:

1. Analysis of the implementation of the plan for competitiveness. It is carried out on the basis of comparing the actual level of competitiveness of the enterprise with the planned value.

2. Analysis of the dynamics of the level of competitiveness of the enterprise. The dynamics show the change in the indicator over time, and the frequency should be at least 1 year.

3. Identification of competitive advantages and competitive problems in the internal environment of

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the enterprise. This analysis is carried out based on the results of assessing the competitiveness of enterprises. Competitive problems will be those factors of competitiveness that will receive the smallest (in comparison with competitors) dimensionless assessment of indicators; competitive advantages - factors that have received a higher rating. The identified competitive advantages and competitive problems of enterprises are the information base for developing a strategy for increasing the competitiveness of enterprises.

The developed methodology for assessing and analyzing the competitiveness of an enterprise, in

contrast to the existing ones:

firstly, it takes into account the specifics of the light industry;

secondly, it reduces the subjective factor in the assessment;

thirdly, it allows for an in-depth analysis, thanks to the proposed indicators for analyzing the competitiveness of enterprises, namely, on the basis of innovative technological solutions in combination with an assortment policy, these same enterprises always have a message to ensure effective work results, guaranteeing themselves and their employees from bankruptcy ...

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## STUDY OF PRELIMINARY DESIGN WORK FOR THE SELECTION AND MANUFACTURE OF FABRICS BASED ON THE ANALYSIS OF SCHOOL-AGE GIRLS' CLOTHING

**Abstract:** This article is based on marketing analysis of the range of school-age girls' clothing, the types of fabrics used in them, the composition of raw materials, the ornaments used in clothing, and the initial design work for the new model.

**Key words:** jeans, flannel, model, analysis, knitwear, combination, raw materials, model, durability, marketing, brand, accessories.

**Language:** English

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### Introduction

Clothing is a human adornment. Today, the attention, needs and demands of our people, especially our youth, to dress and choose clothes are growing. Therefore, it is important to meet the growing demand of our people at the expense of quality products produced in our country. In recent years, consumer demand for textiles is growing. Therefore, it is important to fill our domestic markets with high-quality garments produced in our country, as well as to increase the export potential of our country, that is, to ensure that textiles can compete in the world and domestic markets. Taking advantage of the opportunities created, the ranks of clothing companies, home-based workers, family entrepreneurs are growing from year to year [1-4]. Most of them produce men's, women's and children's clothing, sportswear and take their place in the markets of the republic and neighbouring countries. The production of garments, especially in the formation of children's wardrobes, requires a great deal of responsibility and attention to the sewing process. Today's consumer parents want their children to be dressed in the latest and most beautiful and unconventional styles. The market economy poses

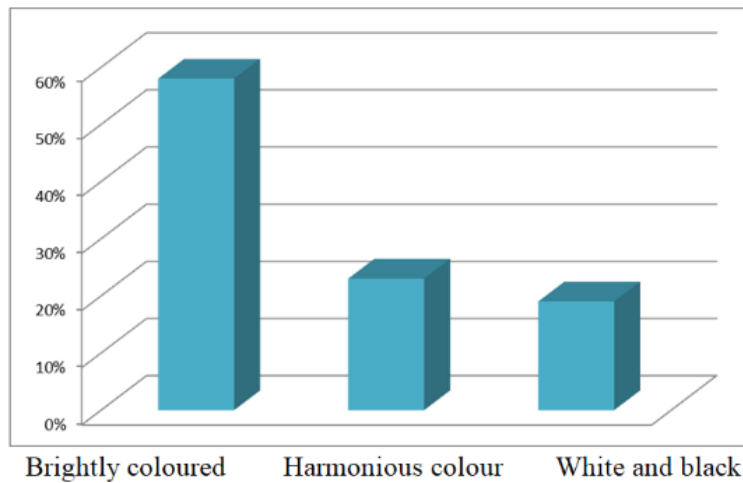
enormous and important challenges for light industry workers and fashion designers by studying the needs of consumers.

### The main part

Changes in the body of healthy children are very fast and high. Children move regularly, engage in physical activity: climbing, running, jumping. Therefore, children's clothes should be comfortable, durable and natural. Many parents choose sports-style clothes for their children because they provide the child with almost unlimited free movement and high resistance to external factors that affect the clothes [5-9]. The range of children's clothes was studied on the basis of marketing analysis, divided into age groups, shopping centres and market stalls in the region were studied in order to introduce a new model of sewing in production. The kids are curious. And for some, as a baby gets older, he or she will outgrow this. They want to explore the environment, nature, the world and imagine their heroes [10-14]. Surveys were conducted and analyzed at School No. 33 in Fergana to study the needs and requirements for light clothing among parents and school-age children (Figure 1).

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**Figure 1. "Color Selection" survey analysis**

In summer and autumn, children's fashion is similar to that of adults. The colour scheme can vary. Depending on the wishes of the parents, we recommend the use of warm colours in baby clothes

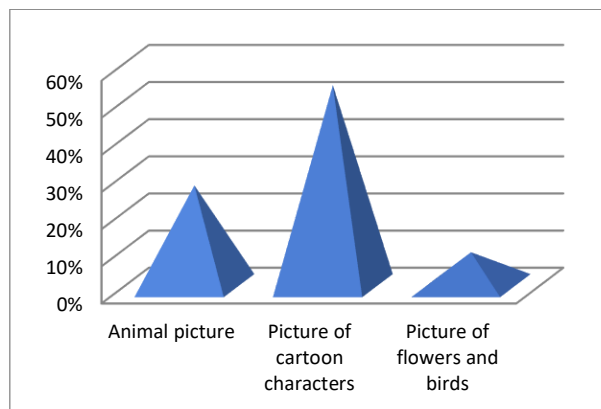
and the colours chosen by school-age girls. Any clothes chosen by children should express their personality, and the decorations used in them should serve to enhance the mood and interest.



**Figure 2. Ornaments for school girls' clothes.**

According to a survey of school-age girls' clothing ornaments, 32% of nature-loving children use applications depicting various animals, birds, butterflies and flowers, 58% of fairy tale and cartoon

characters, flowers and birds. 10% of the participants wanted the ornaments to be used in their costumes (Figure 3).



**Figure 3. Survey analysis of the contest "Decorations used in clothing".**

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The design and modelling of knitwear take into account the characteristics of elongation, flexibility, elasticity, as well as technological processing [4,7].

The body of school-age girls develops rapidly. The constant growth of the child is taken into account when buying clothes. Therefore, it is advisable to choose clothes 2-3 cm larger, otherwise, in the middle of the season, the clothes may fit the child's body narrowly or shortly [3,9].

The chosen model should not only give the child aesthetic pleasure but also be resistant to hygienic, physical and mechanical influences during operation. In the manufacture of children's garments, natural fabrics are selected. In summer, cotton, linen and silk,



lightweight knitwear, batiste, chit; and in the fall, mixed-fibre cashmere, chihuahuas, and jeans are preferred over warm, hygroscopic fabrics. The modern market of children's products is filled with many different clothes made of different fabrics. What fabrics do parents use when buying items for their children? We don't know which fabrics is the best choice for children's clothes. Today, knitwear, jeans, flannel, various fur fabrics are used in the sewing products created by the world's leading children's clothing garments. Fabrics for children's clothes should be soft, pleasant to the body and not cause allergic reactions [14-16]. The following table shows the types and characteristics of fabrics.

**Table 1. Assortment of fabrics**

№	Fabrication	Fabric name	Application
1.		Flannel	Fine soft, lightweight natural cotton or wool fabric lined with single-sided or double-sided wool. Newborn baby clothes are usually made of flannel. They gently warm the body, allow air to pass through and do not irritate the skin.
2.		Korduroy	Translated from the English language, "velvet" means velvet. A densely woven fabric of fine threads. The best-known type of velvet is velvet, which has a printed pattern on the front. You can make clothes, suits, winter coats, jackets, pants.
3.		Ribena	Cotton fibre knitted fabric. Keeps shape well. Very soft and breathable. It is one of the most widely used and popular types of children's clothing.
5.		Jeans	Popular and traditional denim fabric in the production of children's outerwear. Made of cotton fibre is a fabric with high natural performance properties. Not peeling. Made-to-measure items allow for long-term use.
6.		Velsoft	Wellsoft or microfiber is a new type of synthetic fabric. It is soft, fluffy and looks like velvet fabric. Velsoft manufactures winter outerwear for children. It is a safe fabric, even though it is synthetic fibre. Does not collect dust according to the standards, does not cause various allergic diseases and does not irritate the skin.

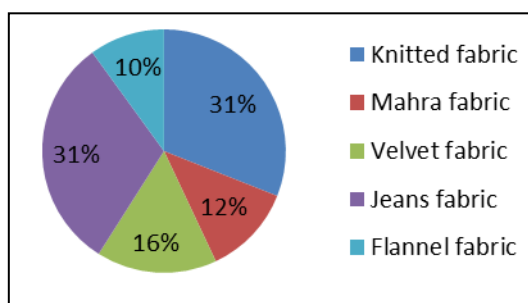
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7.		Mahra	It can be linen or cotton fibre. The fabric is very soft, absorbs moisture very well. Mahra is denser and softer compared to other furry materials. Especially suitable for making bathrobes, towels, sheets and more.
8.		Interlock	It is a smooth knit on both sides with a "rubber band" structure. High quality and resistant to deformation, returns to its original shape after any stretching.

Sewing companies use a variety of textiles to make children's clothes. Knowing the characteristics of each fabric will help parents choose the most

comfortable clothes for their children. The above fabrics were surveyed among buyers and children and the results were analyzed (Figure 3).



**Figure 4. Fabric analysis survey results**

The analysis shows that today manufacturers and consumers have a high demand for knitwear with high natural properties and garments made of traditional denim fabrics. These fabrics have been featured in every brand's collection. Different prints are very popular in summer and autumn. Preliminary design work was carried out to create a new model of school-age girls' outerwear, combining jeans and knitwear. A new model was developed (Figure 4).

**Conclusion**

Textile companies are engaged in the production of various types of denim fabrics. Each manufacturer

has its own style, its own characteristics. But there are also common styles. For example, "Slim Fit", "Regular Fit", "Relaxed Fit", "Loose Fit", "Skinny", "Easy Fit", "Low Waist", "Boot Cut", "Baggy", "Capris". Jeans are sewn from fabrics such as denim, shambri, gin, stretch, eykru. Denim is the most expensive fabric, it is rough at first and softens when washed. Gin is a cheap, dyed fabric with a diagonal. Techniques and technologies in the manufacture of modern products are developing, various models and innovations are increasing.

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professor

## LINGUISTIC PROPERTIES OF PROPOSITIVE NAMES EXPRESSED WITH MODAL WORDS

**Abstract:** This article discusses the role of propositive nouns in the structure of speech, the organizational center of which is expressed by the modal word. The formal and semantic structure of such units is analyzed.

**Key words:** propositive nomenclature, organizing center, modal word, adjective turnover, position, transformation.

**Language:** English

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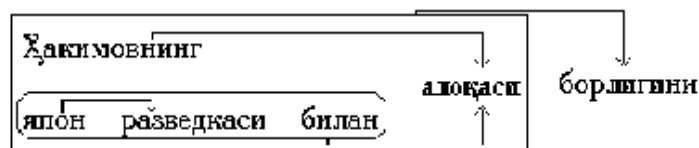
**Scopus ASCC:** 1203.

### Introduction

The organizational center is formed by the fact that such devices, represented by the modal word, *бор*, *йўқ*, *мавжуд*, *керак*, *лозим*, *зарур*, *фарз*, *даркор* follow more lexemes in the noun category. Professor N.Mahmudov, thinking about the modal words *бор*, *йўқ*, as well as expressions formed with the affix -lik, considers a number of such units to be semantically and syntactically close to adjectives. (1.45)

For example, *Мактаб педагогика коллективи Ҳакимовнинг япон разведкаси*

*билан алоқаси борлигини ўз вақтида тушуниб етмаган* (O. Hoshimov). *Ҳакимовнинг япон разведкаси билан алоқаси борлигини* is a proposition in the complementary position of the device, and the lexeme of the noun category is subject to the lexeme that the device has a base point. The other members of the propositional device are connected not by the word that *борлигини* (there is) an organizing center, but by the lexeme of *алоқаси* (connection):



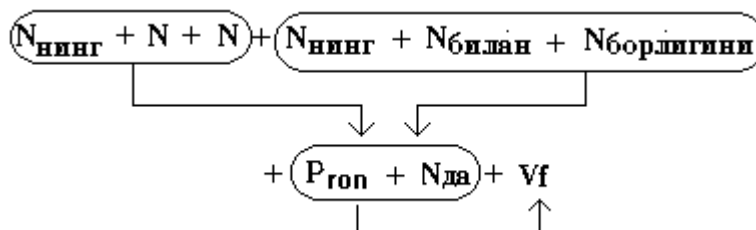
Picture 1.

This device serves as a *мактаб педагогика коллективи* (school pedagogical team) in the position of having as an argument of the predicate, which *тушуниб етмаган* (is not understood) as a whole, *ўз вақтида* (in time) in the position of the case. The members of the propositive nomenclature

gradually act as extensions of the medium to which it is bound. While the above propositive device is an expander of the predicate that is the core of the sentence, the organizing center of the propositive nomenclature also has its own expander. That is:

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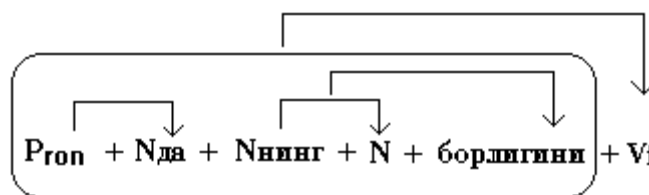


Picture 2.

*Бу ишда Шоқосимнинг ҳам айби борлигини билди (О.Ҳоқибов)*

In the statement, he *билди* (learned) that *бу ишда Шоқосимнинг ҳам айби борлигини* (Shoqosim was also to blame) for the case. Hence, the propositive nomenclature is in the complementary position as an extender of the predicate. In this case, as a result of the transformation of the simple sentence

in the form of *Бу ишда Шоқосимнинг ҳам айби бор* (Shoqosim's fault), it has become a device consisting of several members - a propositive nomenclature. The lexeme that *бор* (has) the organizing center of this device is *айби* (the fault), and by subordinating the means *бу ишда* (in this case), *айби* (the fault) lexeme is connected to the lexeme of *Шоқосимнинг* (Shaqosim):



Picture 3.

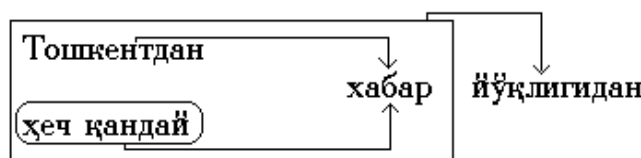
The "structure of the tree" is as follows:

билди  
борлигини  
айби бу ишда  
Шоқосимнинг

*Фармонов Тошкентдан ҳеч қандай хабар йўқлигидан безовта эди* (Farmonov was also concerned about the lack of news from Tashkent) (O. Yakubov). However, in contrast to the above two sentences, the word, which is the basis of the propositive nomenclature, is considered *йўқлигини* (negative). The expression that there is no organizing

center is an argument of the predicate predicate that *безовта эди* (was disturbed) like the *Фармонов* (Farmonov) lexeme in the possessive position along with its extensions, and comes in the case position.

This device has its own internal connections and has become a complex piece of type Q, which focuses on a simple sentence in the form of no message from Tashkent. Since the organizer is not considered the center here, the lexeme follows the lexeme of the message (s) with its extensions. From **Tashkent** and **no expressions** are connected separately to the lexeme of the message:



Adverb position:

N + [Nдан + Pгон + N + йўқлигидан] + Adv эди

Picture 4.

In cases where affirmation or denial lexemes (*бор-йўқ*) can be used even in pairs, in our view, the transformation of a simple sentence is not observed.

In our view, there is no such thing as a simple statement that can be transformed.

*Хотини Шералига дори-дармон кераклигини айтди* (His wife told Sherali that she

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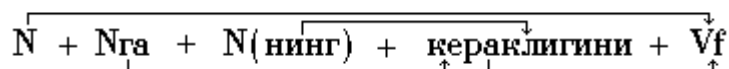
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needed medicine), and his *хотини* (wife), who has a predicate, *айтди* (said) that *Шералига дору-дармон кераклигини* (Sherali needed medicine). The propositional nomenclature is formed by the transformation of the simple sentence that *Шералига,*

*дору-дармон* (Sherali needs medicine), which includes Q, which has a Q, which complements the drug lexemes. All the pieces lose their position and emerge in a non-functional position and remain a single argument of the cut. That is:



Picture 5.

The position of propositive nouns in the sentence, the center of which is a modal word, is determined by the morphological indicators that take their base, and at the same time, how they are connected to the main predicate:

### Subject position:

*борлиги, йўқлиги, кераклиги, зарурлиги, фарзлиги...* (existence, absence, importance, necessity, presumption ...)

### Complementary position:

*борлигини, йўқлигини, кераклигини, зарурлигини, фарзлигини...; борлигига, йўқлигига, кераклигига, зарурлигига, фарзлигига...; борлигидан, йўқлигидан...* (existence, absence, importance, necessity, presumption ...; existence, absence, importance, necessity, presumption ...; from the presence or absence ...)

### Adverb position:

*борлиги учун, йўқлиги учун, кераклиги учун, зарурлиги учун, фарзлиги учун...* (for the presence, for the absence, for the need, for the necessity, for the presumption ...)

With the method of linking to the main predicate of a sentence, some forms can take the position of case or complement. For example:

... *иши борлигига (нимага? - тўлдирувчи)*  
... *иши борлигига (нима учун? - ҳол)*  
... *иши борлигидан (нимадан? - тўлдирувчи)*  
... *иши борлигидан (нима сабабли? - тўлдирувчи)*

... *иши борлигида (нимага? - тўлдирувчи)*  
... *иши борлигида (қачон? - ҳол)*  
... *to have a job (why? - complement)*  
... *that there is work (why? - case)*  
... *because he has a job (from what? - complement)*  
... *because he has a job (why? - complement)*  
... *in the presence of work (what? - complement)*  
... *when there is work (when? - case)*

The syntactic position of propositive nouns of this form is concretized by the semantic expression of the predicate:

*Унинг иши борлигига ишора қилди (тўлдирувчи)*  
*Зарур иши борлигига кўп ўтирмади (ҳол)*  
*Иши борлигидан нолиб қолди (тўлдирувчи)*  
*Иши борлигидан шошилди (ҳол)*  
*Pointed out that he had a job (complement)*  
*It didn't take long for him to get the job he needed (case)*  
*Complained about having a job (complement)*  
*I'm in a hurry because I'm busy (case)*

The syntactic positions of the propositive device is also expressed in the expressions in which the organizing center is the noun, adjective, rhyme, form, through the main predicate and the morphological index of the word associated with it.

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## A METHOD OF APPROXIMATE CALCULATION BY SUBSTITUTING SOME DEFINITE INTEGRALS USING INTERPOLATION POLYNOMIALS

**Abstract:** In this work, the function under the integral was replaced by a higher-level algebraic function for the approximate calculation of some definite integrals, and a system of linear equations was formed. In doing so, more emphasis is placed on the use of soda integrals, and the sequence of calculations is shown.

The algorithm for the approximate calculation of the integral considered at the end of the work is fully studied.

**Key words:** exact integral, approximate calculation, a system of linear equations, interpolation polynomial, substitution, interval, ascending, descending, unknown coefficients, Chebyshev's formula.

**Language:** English

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### Introduction

Let us be given a function that satisfies conditions  $f(x) \in C^1(a; b)$  and  $f(0) = 0$ . Consider the following integral:

$$\int_0^b \frac{f(x) dx}{(x^m + c)^p} \quad (1)$$

In it was  $p > 0$ ,  $p \neq 1$ ,  $p \neq 2$ ,  $m \geq 2$ ,  $\forall m \in \mathbb{N}$ .

Let us consider the approximate calculation of the exact integral (1).

First, let's divide the interval  $(a; b)$  into  $n$  equal parts and denote by  $h = \frac{b-a}{n}$  and  $a_i = a + ih$ ,

resulting in  $(a; b) = \bigcup_{i=0}^{n-1} (a_i; a_{i+1})$ .

(1) can be written as follows:

$$\int_a^b \frac{f(x) dx}{(x^m + c)^p} = \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{f(x) dx}{(x^m + c)^p}. \quad (2)$$

(2) On the right side of the equation, the function  $f(x)$  is in the arbitrary interval  $(a_i; a_{i+1})$

$$f(x) \approx p_i x^{2m-1} + q_i x^{m-1} \quad (3)$$

(3) Let's do a polynomial substitution [1-7].

Let us be given a function that grows between  $f(x) \in C^1(a; b)$  and  $(a; b)$  and satisfies the conditions  $f(0) = 0$ .

Let's consider the following exact integral approximation:

$$\int_a^b \frac{f(x) dx}{(x^{2m} + c)^p},$$

In it was  $p > 0$ ,  $p \neq 1$ ,  $p \neq 2$ ,  $\forall m \in \mathbb{N}$ ,  $c > 0$ . [8-19].

Where  $p_i$  and  $q_i$  are arbitrary constant coefficients.  $x^{2m-1}$  and  $x^{m-1}$  are incremental, and if the coefficients  $p_i$  and  $q_i$  are positive, (1) the integral function  $f(x)$  also increases, and conversely, if the coefficients  $p_i$  and  $q_i$  are negative, (1) the  $f(x)$  function in the integral also decreases. Replacement will be appropriate [21-37].

Also

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$$\sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{f(x)dx}{(x^m + c)^p} \approx \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} + q_i x^{m-1} dx}{(x^m + c)^p} \quad (4)$$

(4) is formed. Let us divide the integral into two parts in (4)

$$\sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} + q_i x^{m-1} dx}{(x^m + c)^p} = \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} dx}{(x^m + c)^p} + \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{q_i x^{m-1} dx}{(x^m + c)^p} \quad (5)$$

and

Let us form the integrals (6) and (7).

$$I_1 = \int \frac{x^{2m-1}}{(x^m + c)^p} dx \quad (6)$$

First, let's calculate (6), we first get the following result by simple fractional integration [27-39]:

$$I_2 = \int \frac{x^{m-1}}{(x^m + c)^p} dx \quad (7)$$

$$\begin{aligned} I_1 &= \int \frac{x^{2m-1}}{(x^m + c)^p} dx = \left\{ \begin{array}{l} u = x^m; \quad du = mx^{m-1} dx \\ dv = \frac{x^{m-1}}{(x^m + c)^p} dx; \quad v = \frac{1}{(p-1)(x^m + c)^{p-1}} \end{array} \right\} = \\ &= \frac{x^m}{m(p-1)(x^m + c)^{p-1}} - \frac{1}{p-1} \int \frac{x^{m-1}}{(x^m + c)^{p-1}} dx = \\ &= \frac{x^m}{m(p-1)(x^m + c)^{p-1}} - \frac{1}{m(p-2)(p-1)(x^m + c)^{p-2}} \end{aligned}$$

So,

$$I_1 = \frac{x^m}{m(p-1)(x^m + c)^{p-1}} - \frac{1}{m(p-2)(p-1)(x^m + c)^{p-2}} \quad (8)$$

Equation (8) is valid.

Equation (9) is also valid.

Now if we calculate (7),

As a result, from equations (8) and (9), the following equation holds:

$$I_2 = \int \frac{x^{m-1}}{(b^m - x^m)^p} dx = \frac{1}{m(p-1)(x^m + c)^{p-1}} \quad (9)$$

$$\begin{aligned} &\sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} + q_i x^{m-1} dx}{(x^m + c)^p} = \\ &= \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} dx}{(b^m - x^m)^p} + \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{q_i x^{m-1} dx}{(b^m - x^m)^p} \approx \\ &\approx \sum_{i=0}^{n-1} \left[ p_i \left( \frac{x^m}{m(p-1)(b^m - x^m)^{p-1}} - \frac{1}{m(p-2)(p-1)(b^m - x^m)^{p-2}} \right) + q_i \frac{1}{m(p-1)(b^m - x^m)^{p-1}} \right]_{a_i}^{a_{i+1}} \end{aligned} \quad (4^*)$$

Now let's look at the unknown coefficients and the problem of finding. Substitution (3) gives the following system of linear equations:

$$\begin{cases} f(a_i) \approx p_i a_i^{2m-1} + q_i a_i^{m-1} \\ f(a_{i+1}) \approx p_i a_{i+1}^{2m-1} + q_i a_i^{m-1} \end{cases} \quad (10)$$

The system of linear equations (10) has a unique solution, because

$$\begin{vmatrix} a_i^{2m-1} & a_i^{m-1} \\ a_{i+1}^{2m-1} & a_{i+1}^{m-1} \end{vmatrix} \neq 0 \quad (11)$$

Since (11) is appropriate, the solution of the system of linear equations (10) [40-45]:

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$$\begin{cases} q_i \approx \frac{a_i^{2m-1} f(a_{i+1}) - a_{i+1}^{2m-1} f(a_i)}{a_i^{m-1} a_{i+1}^{m-1} (a_i^m - a_{i+1}^{m-1})} \\ p_i \approx \frac{a_i^{m-1} f(a_{i+1}) - a_{i+1}^{m-1} f(a_i)}{a_i^{m-1} a_{i+1}^{m-1} (a_{i+1}^{m-1} - a_i^m)} \end{cases} \quad (12)$$

(12) came out.

(4) approximate substitution, (4 \*) and (12)

result from (1) the approximate value of the integral.

If (1)  $p = 1, m \geq 2, \forall m \in N$  in the integral, then

$$\int_0^b \frac{f(x) dx}{x^m + c} \quad (1^*)$$

(1 \*) is formed. Then integrals (5) and (6)

$$I_1^* = \int \frac{x^{m-1}}{x^m + c} dx = -\frac{x^m + 1}{m} \ln(x^m + c) \quad (6^*)$$

$$I_2^* = \int \frac{x^{m-1}}{x^m + c} dx = -\frac{1}{m} \ln(x^m + c) \quad (7^*)$$

(6 \*) and (7 \*) appear. According to the substitution (3) above

$$\sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} + q_i x^{m-1} dx}{x^m + c} =$$

$$\begin{aligned} & \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} + q_i x^{m-1} dx}{x^m + c} = \\ & = \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} dx}{x^m + c} + \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{q_i x^{m-1} dx}{x^m + c} \approx \\ & \approx \sum_{i=0}^{n-1} \left[ p_i \left( \frac{1}{m} \ln(x^m + c) - \frac{x^m}{m(x^m + c)} \right) - q_i \frac{1}{m(x^m + c)} \right] \Big|_{a_i}^{a_{i+1}}. \end{aligned} \quad (4^{***})$$

(4) approximate substitution, (4 \*\*\*) and (11) result in (1) the approximate value of the integral.

Now let's move on to the numerical method of approximate calculation using the Chebyshev formula.

$$\int_L \frac{f(x) dl}{(a-x)^{1-p_1} (b-x)^{1-p_2}} \approx \int_a^b \frac{P_{n-1}(x) P_{n-1}^2(x)}{g_1(x) P_{n-1}^1(x)} dx = \frac{b-a}{2} \int_{-1}^1 g(t) dt.$$

Thus, the approximate calculation of the last integral can be done using the following Chebyshev formula:

$$\begin{aligned} & = \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{p_i x^{2m-1} dx}{x^m + c} + \sum_{i=0}^{n-1} \int_{a_i}^{a_{i+1}} \frac{q_i x^{m-1} dx}{x^m + c} = \\ & = \sum_{i=0}^{n-1} \left[ -p_i \frac{x^m + 1}{m} \ln(x^m + c) - q_i \frac{1}{m} \ln(x^m + c) \right] \Big|_{a_i}^{a_{i+1}}. \end{aligned} \quad (4^{**})$$

(4) approximate substitution, (4\*\*) and (12)

result in the approximate value of the integral (1\*).

If in the integral  $p = 2, m \geq 2, \forall m \in N,$

$$\int_a^b \frac{f(x) dx}{(x^m + c)^2} \quad (1^{**})$$

(1\*) is formed. In this case, the integrals (5) and (6) look like

$$I_1^* = \int \frac{x^{2m-1}}{(x^m + c)^2} dx = -\frac{x^m}{m(x^m + c)} + \frac{1}{m} \ln(x^m + c) \quad (5^{**})$$

$$I_2^* = \int \frac{x^{m-1}}{(x^m + c)^2} dx = -\frac{1}{2m(x^m + c)} \quad (6^{**})$$

(5 \*\*) and (6 \*\*) appear. According to the substitution (\*) above

In this  $x = \frac{a+b+(b-a)t}{2}$  and

$$g(t) = \frac{P_{n-1}(x) P_{n-1}^2(x)}{g_1(x) P_{n-1}^1(x)} \quad \text{by substituting we get:}$$

$$\frac{b-a}{2} \int_{-1}^1 g(t) dt = \frac{2}{n} [f(t_1) + f(t_2) + \dots + f(t_n)],$$

then none of  $n = 3, 4, 5, 6, 7, 9, t_1, t_2, \dots, t_n$  are Chebyshev's values in section [-1;1][3].

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## DIGITALIZATION OF INDUSTRY AS A DRIVER OF TECHNOLOGICAL DEVELOPMENT OF THE NATIONAL ECONOMY OF UZBEKISTAN

**Abstract:** The current global transition to a new phase of development under the influence of the Fourth Industrial Revolution is characterized by the emergence of end-to-end technologies, an increase in the speed of introduction of new developments, a reduction in the life cycle of products, the emergence of new players, and the strengthening of digital transformation trends. In the modern economy, the digitalization of industry plays a significant role in the technological development of spatial and sectoral structures, therefore, the production of high-tech products by industry based on innovative digital technologies is of key importance for the development of the economy. In this paper, the importance of digital technologies for the industrial sector was investigated.

**Key words:** Industry 4.0, Digital Uzbekistan-2030, state programs, industrial development, technological structure, digital economy, digital technologies.

**Language:** English

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### Introduction

JEL: O31, O33, O32

The beginning of the XXI century is due to the active introduction of digitalization processes into the modern economy on the basis of the information and industrial revolution, as well as the processes of economic globalization. Currently, the introduction of globally competitive digital technologies into the economy continues, including advanced manufacturing, information, telecommunications, as well as artificial intelligence systems, virtual reality, the Internet of Things and, accordingly, the transformation of the economy into a digital format or, in other words, the formation of a digital economy. In industry, digitalization is based on the Concept of "Industry 4.0", which provides for the end-to-end digitalization of all processes and their integration into

an intelligent technology platform. Digitalization tasks have firmly entered the strategic directions of Uzbekistan's development and have acquired additional relevance in connection with the launch of the state program "Digital Uzbekistan-2030"<sup>1</sup>, which determines the vector of long-term scientific, technological and economic development of the country. This underlines the undoubted relevance and practical significance of the issues of digital transformation, substantiation and formation of the image of digital systems and the development of the infrastructure of the digital economy.

Thus, an exceptional opportunity to ensure competitiveness and positive development of the national economy is its transformation according to an innovative scenario, taking into account the development of information and communication technologies in the direction of digitalization. At the

<sup>1</sup> Hamdamova, F. (2020). Strategija «Cifrovoj Uzbekistan-2030»: predposylki dlja prinjatija, osnovnye polozhenija, mehanizmy i perspektivy realizacii. *Obshhestvo i innovacii*, 1(2/S), 131-143.

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same time, if the principles of this transformation (as a scientific basis) are common to all industrial countries, then a set of approaches and methods for the formation of a national digital economy should have its own specifics, since simply copying models implemented in other states is likely to not bring the desired results due to the differentiation of the stages of development of the industrial sector<sup>2</sup>.

The digital economy, operating on information technology platforms, is developing at an intensive rate, which necessitates the creation of new models of such platforms. Also, the current acts regulating the transition to the digital economy are: Resolutions of the President of the Republic of Uzbekistan "On measures to develop the digital economy in the Republic of Uzbekistan", "On measures to organize the activities of crypto exchanges", "On the formation of the Digital Economy Development Support Fund "Digital Trust", "On measures to further modernize the digital infrastructure for the development of the digital economy".

A significant step in the transition to the digital economy was the introduction of digital technologies and platform solutions in the areas of public administration and the provision of public services, including in the interests of the population and small and medium-sized businesses, including individual entrepreneurs.

During the COVID-19 pandemic, information and communication technologies played a vital role in ensuring the health and safety of the population and in supporting the economy and society. Governments of all countries exchanged information through their national portals, mobile applications and social media platforms. The UN member states of 193 countries have shown a high level of transparency in the exchange of information and demonstrated excellent flexibility in the development of specialized COVID-19 portals and state-supported applications to provide constantly updated information and resources.

E-government (my.gov.uz), providing information exchange, provided online services during the outbreak of the pandemic. Digital technologies have also enabled State governments to quickly make policy decisions based on real-time data and analytics to empower local governments. E-Government Development Index The UN reflects how a country uses information technology to ensure access and integration of its citizens. In 2020, the indicators for Uzbekistan are almost equal to the average indicators for the CIS and exceed the global average. Uzbekistan ranks 87th among 193 countries in the ranking.

Currently, the digitalization of industry is evidenced by the use of new types of equipment, which include: robotic devices, waste-free and unpopulated

technologies, flexible processing complexes, automatic production machines, unmanned vehicles, automated technical and technological platforms of various stages of the production process, equipped with digital sensors, sensors, etc. Computer and information systems, digital and network technologies, due to the high quality, speed and reliability of transmission, storage and processing of digital signals and other properties, ensure timely decisions aimed at increasing labor productivity, competitiveness, innovation development and their implementation in production processes.

In this regard, the authors of the article assume that the digitalization of industry will develop at an accelerated pace and the main branches of the industrial complex will act not only as locomotives of technological development of the spatial and sectoral structure of the regions, but also as the foundation for the formation of the digital economy of Russia. Therefore, the authors set out to analyze the practice of introduction and application of digital technologies by industrial enterprises, as well as to investigate the properties of such technologies that affect the growth of competitive advantages of industrial enterprises in the region and the technological development of its spatial and sectoral structure.

It is generally believed that the digitalization of industry, which has received the names "Industry 4.0" and "The Fourth Industrial Revolution" in foreign and domestic scientific literature, is firmly connected with the concept of industrial development.

The beginning of the digitalization of industry within the framework of Industry 4.0 was initiated by three previous industrial revolutions:

- the first replaced physical force with the energy of steam and water engines, created machine tools, mechanical devices, transport and metallurgy;
- the second carried out the electrification and introduction of conveyor production, the development of the oil and chemical industries, rail transport and communications (telegraph and telephone);
- the third introduced automated technologies, ensured the development of electronics and robotics, the use of information and communication technologies (ICT) and software in production processes.

The Fourth Industrial Revolution and Industry 4.0 are used today as synonyms, based on which information and digital technologies are actively and widely used, both in production processes and in management.

The information and telecommunication technologies industry is being gradually created in Uzbekistan. In particular, the implementation of over 220 priority projects has begun, providing for the

<sup>2</sup> Kvasha, N. V., Demidenko, D. S., & Voroshin, E. A. (2017). Transformacija modeli industrial'nogo razvitiya v uslovijah

cifrovizacii jekonomiki. In Tendencii razvitiya jekonomiki i promyshlennosti v uslovijah cifrovizacii (pp. 93-116).



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improvement of the e-government system, the further development of the domestic market of software products and information technologies, the organization of IT parks in all regions of the republic, and the provision of qualified personnel in this area<sup>3</sup>.

In addition, a comprehensive program "Digital Tashkent" is being implemented, which provides for the launch of a geoportal integrated with more than 40 information systems, the creation of an information system for managing public transport and communal infrastructure, the digitalization of the social sphere with the subsequent dissemination of this experience to other regions.

The theoretical provisions of digitalization of industry are based on the theory of information society and its relationship with key aspects of the theory of virtual economy and network economy. To study the effectiveness of digitalization of industry, it is necessary to study the possibilities of obtaining financial benefits and competitive advantages by industrial enterprises from the use of information and telecommunication technologies, as well as the formation of a technological basis for the development of the economic and social sphere of the region.

In modern literature, there are several approaches and classifications, numerous and diverse in purpose and purpose of application of telecommunications and information technologies, aimed at effective digitalization of industry to increase competitiveness and ensure technological development of spatial and sectoral structures of regions, as well as the formation of a digital economy in Uzbekistan. In our opinion, the digitalization of the economy is as inevitable a process as the industrial revolution of the XX century and the economic changes of tectonic scale associated with it. Yes, she brought a lot of new benefits to life, made available things that were previously written about in fiction. Along with this, the pace of life has changed, and this change has broken those who have not been able to adapt to these processes.

Let's consider the processes of digitalization on the example of the sectors of the economy of Uzbekistan. In our opinion, the digitalization of industry should be studied in inseparable connection with the prospects for the development of the digital economy in the republic, the very concept of which has steadily entered scientific circulation. Quite a large number of foreign and domestic scientific papers are devoted to the issues of determining the essential characteristics of the concept of "digital economy". At the same time, the dominant is the assertion of the digital economy as an economy of a new technological order, which is based on digital technologies (D. Tapscott, L. Kargina, E. Ustyuzhanina, K. Kurpayanidi, E. Muminova etc.)

It should be noted the importance for our research of the interpretation of the digital economy formulated in the program "Digital Uzbekistan 2030", which proceeds from the fact that the digital economy is an economic activity in which the key factor of production is data in digital form, which contributes to the formation of an information space taking into account the needs of citizens and society in obtaining high-quality and reliable information, the development of the information structure of the country, the formation of a new technological basis for the social and economic sphere.

The objectives of the state program "Digital Uzbekistan-2030" "Digital Economy" are: to increase the share in GDP of the costs of digitalization of the economy of Uzbekistan;

- creation of a high-tech infrastructure for data transmission, storage and processing that will be accessible to all users;
- the use of mainly domestic software by government agencies.

The tasks outlined in the framework of the implementation of these goals of the state program "Digital Uzbekistan-2030" sound something like this:

- creation of a system of legal regulation of the digital economy;
- creation and promotion of domestic developments in the field of transmission, storage and processing of large data arrays (industrial Internet, quantum computing, cloud storage technologies), as well as their security;
- ensuring the training of highly qualified personnel for the digital economy;
- creation and promotion of domestic developments in the field of end-to-end technologies (artificial intelligence, big data, blockchain);
- introduction of digital technologies and platform solutions in the field of public services;
- Creation of a financing system for the state program "Digital Uzbekistan-2030".

Based on the analysis of the provisions of the state program "Digital Uzbekistan -2030" and data on the state of industry, we have identified the stages of digitalization of industry in the spatial and sectoral structure of the region, which are presented in Table 1.

In addition to the stages of digitalization of industries, it should also be said about the use of information and communication technologies, which form the technological basis for the digitalization of production processes and the formation of the innovation space of the region. All the variety of digital technologies used in the industry, according to the authors, can be divided into two main groups: universally end-to-end and especially functional technologies.

<sup>3</sup> <https://lex.uz/ru/docs/5031048>

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**Table 1. Stages of digitalization of industry**

Stage name	Stage Characteristics
<b>I. Production of digital devices, electronic components, information and telecommunication technologies</b>	Formation of a large-scale market of electronic optical equipment and components
<b>II. Organization of network electronic information exchange.</b>	The use of specialized electronic and technical means for data exchange through global information networks, including the Internet
<b>III. Application of innovative special software</b>	Implementation of the transition to the creation of a new product through the introduction of digital technologies and software and hardware complexes
<b>IV. Computerization of industries</b>	Introduction of electronic computers into management and production business processes
<b>V. Industrial production of electronic robotics</b>	The use of digital systems for the processes of transmission and distribution of information flows in digital form
<b>VI. Introduction of digital management models</b>	Organization of planning and production processes according to the interactive model "market demand - production capacity - manufactured goods".
<b>VII. Formation of cyber-physical systems of industrial production</b>	Artificial intellectualization for tracking production processes using virtual copies of the physical world and making independent production decisions

The active implementation of the program of digitalization of the industrial sector of the economy of Uzbekistan is quite a difficult task.

The first real problem of the digital economy is the criticality of access to digital technologies. Currently, Uzbekistan, unfortunately, practically lacks its own advanced developments in the field of digitalization. Today's world of digital technologies has a pronounced binary structure - the USA and China.

According to the resource "**Forex Indicators you can Rely on**"<sup>4</sup> As of November 1, 2021, of the 10 largest technology companies by market capitalization – 6 American, 2 Chinese, 1 Saudi Arabia, 1 Thailand.

Almost all critical digital technologies are controlled by American corporations, which use their monopoly position to solve commercial and political goals. Facebook Instagram Facebook, WhatsApp messenger, Intel, Qualcomm, Broadcom and Xilinx (production of processors, chips, Wi-Fi modems), the American technology giants announced as part of the US-China trade war, can serve as an example of this. Another example of the US using its monopoly position in technology and finance is the introduction of anti-Iranian sanctions.

Thus, the lack of access to technologies that are critical for digitalization can significantly complicate and somewhat delay the implementation of the goals of the national project "Digital Uzbekistan -2030".

The next problem of digitalization development in the country is the availability of an effectively

functioning digital infrastructure in industry and households. Such infrastructure should be understood as widespread access to high-speed industrial Internet (5G) technology, equipment of industrial processes with sensors for reading and processing data, creation of computing power for predictive analytics.

The real goals of digitalization of the domestic industry indicate the long-term nature of this program and the possibility of its real launch only within the framework of some experimental centers or IT parks.

In addition to the technical problem of forming the necessary infrastructure, the formation of the necessary regulatory framework is a serious practical problem of implementing the digitalization of industry project. There is currently a significant lag in this direction.

Also, the problem of implementing the digitalization program of industry today is the difficulty of attracting both large private investors and small and private businesses to projects, which are an important element of the commercialization of fundamental developments carried out mainly with the participation of the state. The deterrent factor for attracting large private investors is not the elaboration and transparency of business conditions. It is worth noting that active work is planned in this direction, including the development of such tools as the "regulatory guillotine", special investment contracts, a digital platform for business appeals, etc.

Another problem of digitalization of the economy, which I would like to highlight, is the issue of searching for signs of a "bubble" or "hype" in a

<sup>4</sup> Most Valuable Companies in the World – 2021.  
<https://fxssi.com/top-10-most-valuable-companies-in-the-world>

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number of critical digital technologies. The problem of systematic bubble formation in high-tech sectors is urgent. Not so long ago, the world observed a rapidly inflated and also rapidly collapsed "bubble" in the cryptocurrency market, before that, e-commerce technologies were overestimated in a certain way.

The need for digitalization of industry is an important component of the sustainable and breakthrough development of the economy of Uzbekistan. The strategy of implementation of the state program "Digital Uzbekistan-2030", planned within the framework of achieving national goals, faced a number of problems, among which it is necessary to highlight first of all:

- monopolization of critical digital technologies in the hands of monopolistic countries that use access to them as a lever of political and competitive influence;
- the underdevelopment of the digital infrastructure in Uzbekistan, the need for significant time, scientific and monetary resources to bring it in line with the goals set;

- lack of elaboration of the regulatory framework of the digital economy;
- bureaucratic obstacles to the rapid transformation of the economy;
- difficulties with attracting private participants of the state program "Digital Uzbekistan";
- the probability of overestimation of some of the critical technologies of the digital economy due to the high public response around digitalization.

The search for balanced answers to the above questions will increase the likelihood of a successful transition of domestic industry to new technologies.

To activate the digital modification of Uzbekistan's industry, measures that promote specific enterprises or projects, instructive coercion of enterprises is not enough. Systemic actions are needed to ensure the use of up-to-date digital technologies: the formation of a favorable business climate, tax incentives to increase the efficiency of technological modernization and high-quality corporate governance, increasing investments in the growth of personnel competencies.

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## THE MAIN FEATURES OF LISTENING COMPREHENSION

**Abstract:** *In the process of learning English language, learners often encounter with difficulties appearing in listening comprehension via spoken context such as a multimedia or native-speakers in the dialogue. Furthermore, there is some needs of how to improve listening comprehension and how to cope with the issues connected with listening skills in classes. We need some methods/strategies those help us to enhance our listening skills. This paper highlights the main features of listening comprehension and its effects on the needs of listeners in learning English.*

**Key words:** *listening comprehension, errors, multimedia.*

**Language:** English

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### Introduction

The research project highlights the main features of listening comprehension and a variety of methods, and lots of research issues which were deeply investigated by increasing number of linguists in FL (English as a Foreign Language). Furthermore, enhancing listening comprehension is foremost in FL acquisition as it enables learners to increase their vocabulary knowledge, and improves their speaking skills as well (Kh. Abdinazarov, Z. Aminova, O. Khalilova, 2020). What's more, listening requires good memory and strong attention, and choice of strategies (Brown, 2011). Listening comprehension strategies play an important role in the development of related language skills and process of language acquisition and also hold a vital position in foreign language attainment research. Additionally, listening comprehension needs involvement of individuals in an assortment of activities ranging between complete comprehension and discrimination of sounds of the speaker's message. Consequently, successful listening can also be observed on the basis of strategies/methods used by the listener after being

taught effective ways of approaching and controlling the listening comprehension.

### The main features of listening comprehension

Language learning is a long, painful and complex process which requires knowledge on fundamental grammar, vocabulary, phonological elements, and communicative functions along with the four basic language skills—listening, speaking, reading, and writing, which will be used to meet the communicative needs of learners. One of four skills, listening integrated with speaking is, perhaps, the most frequently used one for different functions of language (Izzettin Kok. 2013). Consequently, listening comprehension is anything but a passive activity as it is a complex, active process in which the listener must discriminate between sounds, comprehend vocabulary and grammatical structures, interpret stress and intonation, retain what was gathered in all of the above, and interpret it within the immediate as well as the larger sociocultural context of the utterance” (Vandergrift, 2006). Besides, listening comprehension is a vital skill in language acquisition process and its development is of

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prime concern to language teacher (Dunkel, 1991). Furthermore, the process of listening entails decoding and constructing essence from the verbal and nonverbal messages (Goh and Hu, 2014) as well as listening practices are deemed to help in recognizing the characteristic differences among sounds and comprehending the grammatical structures (Chien and Hsu, 2013). Additionally, in teaching English as a second language, communication and listening activities are being considered to be main objectives of language classes and requires learners demonstrate their performance orally and written. However, learners are able to get sufficient knowledge on their expertise from the documentaries. While listening to someone, we do not only try to understand her/his speech but also receive needful information limitless.

Additionally, Hamouda (2013) suggests that unfamiliar words, the length and speed of speech, accent, pronunciation, and inability in concentration as issues which language learners encounter during listening. Boyle (1984) claimed that listener, speaker and environmental factors are the chief factors that affect listening. Teng (2002) stated that there exist four items defined as listener factors, speaker factors, stimulus factors, and context factors which influence students' listening comprehension. In addition to hearing or perceiving a stream of sounds; listening also requires a comprehension of the speakers' intended message (Habib Gowhary, 2015:206) as well as it has been a cornerstone of many theories of foreign language acquisition (Flowerdew & Miller, 2005). Yagang (1994) categorized four sources for listening comprehension problems which are the message, the speaker, the listener, and the physical environment. According to Buck (2001), several challenges are encountered in listening exercises, such as unknown vocabulary, new topics, fast speech rates, and unfamiliar accents (Chang & Read, 2008). Taking different aspects of listening, Underwood (1989) recognizes seven main listening issues that have a huge impact on efficient listening. As a result, it has always been overlooked in language teaching. Hamouda (2013) indicated that understanding the speech is a very demanding activity for learners who confront many problems during listening the speech. Goh (2000) figured out that because of the target language, complications that stem from social and cultural experiences, structure and personal factors such as lack of enthusiasm and inspiration can be obstacles in listening. Moreover, second language learners often encounter with vocabulary deficiency to guess or be able to understand what they hear or listen. Therefore, vocabulary acquisition is also essential in listening comprehension.

### Necessity of vocabulary in listening

In listening comprehension, a learner must have fundamental vocabulary knowledge in any sphere of life. Underwood (1989) stated that listeners whose vocabulary knowledge is not high enough may still

encounter to an obstacle to understand listening successfully. Vocabulary knowledge plays a key role in listening, since it forms 50% of success in listening (Vandergrift & Goh, 2012). Learners think that lack of vocabulary is the biggest hindrance in listening (Goh, 2000). Vandergrift (2006) emphasized the role of a wide vocabulary knowledge in the development of listening. Mercatty (2000) claimed that vocabulary knowledge plays a key role in comprehending listening. Van Patten (1990) revealed that learners, particularly beginner level learners have difficulties in understanding both form and content in listening. Field (2008) stated that function words were not got attention when learners hear. Function words are more relevant to grammar, but content words are more relevant to lexical meaning. Chang (2008) carried out a research on those issues that listening supports with different variables of participants which vocabulary instruction was the least effective. Providing topical background and repeated input help the most to enhance the use of metacognitive knowledge but vocabulary input is the least effective as it enables listeners to focus on bottom-up processing too much (Chang, 2008). **One more problem is that many words have more than one meaning and if they are used in their less common meaning learners may get confused.** Underwood stated that listeners often encounter with an unknown word which may cause them to pause and think about the notion of that word which causes them to miss the next part of the message (Underwood, 1989. P. 17). What's more, much of the research for multimedia language learning has focused on vocabulary acquisition. Vandergrift and Goh (2012) revealed that the value of captions for vocabulary development and overall comprehension is very needful, especially, for beginner who has insufficient vocabulary knowledge in order to understand the elements of episode or spoken language.

### Issues concerning listening comprehension

According to the statement of Barker (1971) listening can help students build vocabulary, develop language proficiency and improve language usage but Underwood (1989) organizes the major problems in listening comprehension as follows:

- ✓ lack of control over the speed at which speakers speak;
- ✓ not being able to get things repeated;
- ✓ the listener's limited vocabulary;
- ✓ failure to recognize the "signals";
- ✓ problems of interpretation;
- ✓ inability to concentrate;
- ✓ established learning habits.

Field (2003) stated some problems learners encounter are those: they know the word, but get the wrong sense and phonetic variation of a word misleads them. Besides, second language learners



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may know the words in written form but may be able to not comprehend spoken language.

### Enhancing listening skill via multimedia supply

In enhancing listening comprehension, new technologies such as movies, audio-video materials are very important and helpful. Furthermore, movies are motivating media due to presenting different episodes of domains of life, those give learners great stimuli to understand each element appearing on the screen. The learners know the films as a look into a variety of tradition that can promote them to accomplish their aims and understand the value of listening to different dialects, voices and pronunciations. Watching films in English is one of the richest ways of presenting authentic input because it is the combination of three mediums named; aural, visual and textual (Ogasawara, 1994).

### Conclusion

There are four linguistic skills in any language to obtain in order to be proficient in target language. One of the most needful skill is listening comprehension which enables second language learners to understand the known and unknown words pronounced or spoken by speaker. Furthermore, learners sometimes, find listening skill difficult to enhance because of insufficient vocabulary knowledge in different topics they listen to. Additionally, we have to deal with the issues connected with listening comprehension. Two major steps are entailed in the listening comprehension. The first approach allows listeners to explain the context of the message to other listeners; whereas the second approach entails receiving, memorizing and repeating the sounds (Asma F. T. Al-Azzemy, Dina A. H. Al-Jama. 2018:5). Moreover, innovative technology at present, help language learners to learn a language more faster than before.

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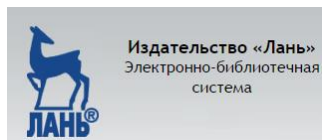
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