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Issue Article

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REQUIREMENTS FOR STRUCTURES, THE QUALITY OF DRILLING OPERATIONS AND CONTROL OVER THE TECHNOLOGICAL REGIME OF WELLS AND BOREHOLE EQUIPMENT

Abstract: *the article discusses the requirements for structures, drilling technology, the method of opening the reservoir and the development of wells on the example of the Altyguyi gas condensate field. The choice and justification of the well design in accordance with the intervals of compatibility of the well section according to mining and geological drilling conditions based on the forecast curves of reservoir pressures and rock rupture pressures (combined pressure graph), as well as methods of primary and secondary opening of productive formations and their development are considered in detail.*

To monitor the operation of wells, control and measuring equipment and devices for taking wellhead samples of extracted products are installed. The binding of wells should ensure the conduct of a complex of studies: individual measurement of the flow rate of liquid and gas, water content, (echometry, dynamometry, descent of deep instruments, etc.).

During the operation of wells, their research is carried out in order to monitor the technical condition of the production column, the operation of equipment, to check the compliance of the parameters of the wells with the established technological regime, to obtain information necessary to optimize these modes.

These proposals are necessary for high-quality wiring of wells and their operation.

Key words: *combined schedule, hydro-gas dynamics, inflow profile, gutter system, anti-discharge equipment, bottom-hole zone, backwater overflow, conductor, quaternary deposits, hydraulic fracturing, tack.*

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Introduction

The drilling depth of production wells on the Altyguyi field along the NK_9 horizon, depending on the location of wells in the structure, varies on average in the intervals of the consolidated part of 3750 m, in the krill parts it is 4000 m.

Drilling of wells is planned by the rotary method. All project wells are vertical.

The selection and justification of the well design is carried out in accordance with the intervals of compatibility of the well section according to the mining and geological drilling conditions based on the forecast curves of reservoir pressures and rock rupture pressures (combined pressure graph). And also taking into account the requirements of the "Safety Rules in the oil and gas industry", "Regulations for calculating intermediate columns when drilling wells in the areas of Western Turkmenistan" and geological and technical information, based on proposals to improve technical and economic indicators for previously drilled wells in the field of Altyguyi [1, 2].

The design of production wells with a depth of 3750 m on the productive horizon of NK-9 in the consolidated part has the following form:

- shaft direction of pipes Ø720mm and 10m in length to prevent the erosion of the wellhead and the binding of the wellhead with a trough system for the circulation of drilling mud;

- elongated direction of pipes Ø 530mm and 30m long to overlap the upper unstable part of the section and install anti-blowout equipment, for effective well management during further deepening under the conductor and possible gas occurrences at shallow depths;

- a conductor made of pipes Ø426mm and 400m long for overlapping unstable sandy-clay quaternary deposits and effective well management in case of possible fluid phenomena, using anti-blowout equipment during drilling for an intermediate column;

- the first intermediate column of pipes Ø324mm and 1600m long to reduce the interval of the open borehole when drilling for a technical column, to prevent hydraulic fracturing with an increase in the density of drilling mud.

- the second technical column made of pipes Ø324mm and 3460m long for overlapping formations with high reservoir pressures and in order to increase the density of drilling mud to 2.0 – 2.15 g /cm^3, as well as to reduce the risk of seizure of drilling tools and control of anti-blowout equipment in case of possible complications and during drilling for the production column. The casing shoe with adjustment descends to the lower part of the NK-6 horizon;

- an operational column of pipes with a diameter of Ø140 Mm descends to a design depth of 3750 m in order to operate the productive horizon.

The cement is lifted behind all the columns to the wellhead. The combined pressure graph is shown in the figure 1.

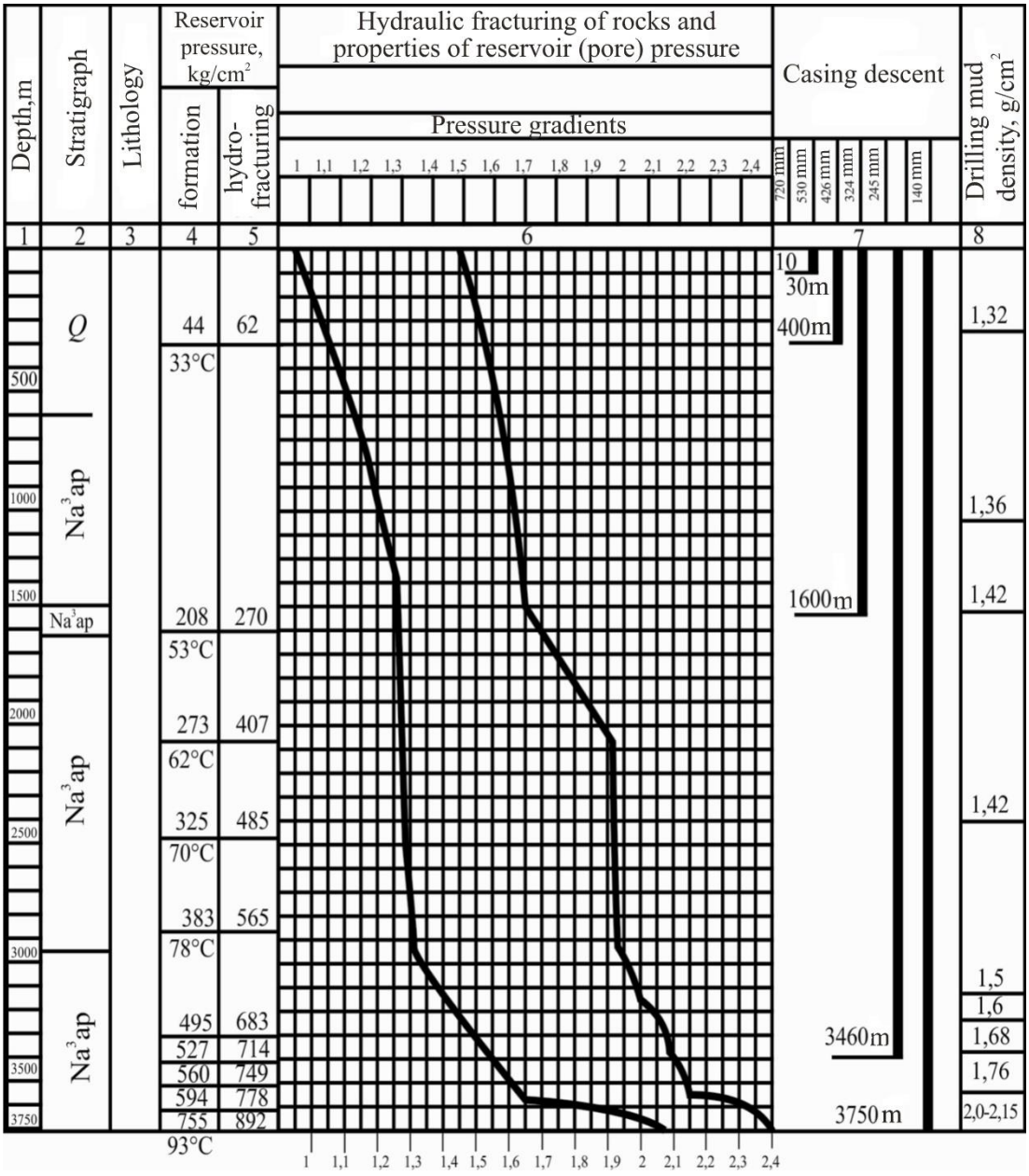

Figure 1. Combined pressure schedule at the Altyguyi field

The design of production wells with a depth of 4000 m on the productive horizon of NK-9 in the krill part has the following form:

- the shaft direction of the pipes Ø 720mm descends to a depth of 10m to prevent the erosion of the wellhead and the binding of the wellhead with a trough system for the circulation of drilling mud;

- the elongated direction of the pipes Ø 530 mm descends to a depth of 30 m to overlap the upper unstable part of the section, consisting of loose, sandy-clay deposits, protecting the wellhead from erosion, as well as overlapping the zone of possible gas saturation at shallow depths;

- a conductor of Ø426mm pipes descends to a depth of 600 m into the water pressure horizons to cover the upper unstable part of the section of quaternary deposits, isolate the borehole from hydrostatically connected with the surface of water, secondary gas contamination of rocks due to drainage. As well as installation of anti-blowout equipment for effective well management in case of possible oil and gas occurrences during drilling for the first intermediate column;

- the first intermediate column of pipes Ø 324mm descends to a depth of 2000m to cover quaternary deposits, the Absheron and Akchagyl tiers, parts of the upper section of the red-colored strata, in which hole collapses and absorption of drilling fluid are possible during the well wiring, and also ensures successful well wiring to the depth of the descent of the second intermediate column and effective well management in case of possible gas and oil occurrences with the help of anti-discharge equipment;

- the second intermediate column of pipes Ø245mm descends to a depth of 3750m, ensures successful wiring of the well to the depth of the descent of the production column, as well as effective well management during manifestations, when opening high-pressure gas condensate horizons NK-7 and NK-8 with the help of anti-blowout equipment.

The shoe Ø245 mm of the second intermediate column is installed in a clay bundle, and the installation depth of the shoe is adjusted according to the logging data;

-an operational column of pipes with a diameter of Ø140 mm descends to a design depth of 4000 m, provides the necessary conditions for testing productive layers and carrying out repair and insulation work. The final depth of the descent of the production column is adjusted according to GDS (gas-dynamic studies) data.

The cement is lifted behind all the columns to the wellhead.

Drilling of wells for the conductor is planned to be carried out on an oil-emulsion humate-lignosulfonate drilling mud, for intermediate and operational columns - on a polymer, cement-inhibited drilling solution ALKAR-3 according to the recipe of the institute "Nebitgazylmytaslama" [3].

In the process of drilling production wells, core sampling, as a rule, is not designed. The selection of individual core samples can be planned in order to study their filtration properties and develop measures for their effective (pollution-free) opening.

Separate studies of formations during drilling and by other methods can be planned and performed in order to clarify reservoir pressures, hydraulic fracturing pressures and properties of reservoir (pore) pressure [3, 4].

It is planned to use water-based clay solutions weighted with barite and treated with chromlignosulfonate reagents and inhibited with cement for well wiring.

For the construction of wells, drilling rigs of the normal BU-5000 series are required on a diesel drive - Uralmash-ZD and diesel-electric -ZJ 70 DS.

Drilling rigs, in addition to the equipment included in the kit, must also be equipped with complete anti-blowout installations and additional equipment for the preparation, cleaning and storage of weighted drilling fluids in desert conditions.

When drilling, rigid layouts of the bottom of the drill strings are used according to the regulations developed by the drilling technology laboratory of the institute "Nebitgazylmytaslama". Recommended layouts prevent the curvature of the borehole. Their use does not require additional templating and drilling of the borehole before the descent of the casing strings.

For drilling boreholes, it is recommended to use high-performance 3- roller-bit of the MS-TSGAU, MS-TSGVU and S-TSGVU series. The adjustment of the operating parameters is carried out in accordance with the technical project or geological and technical order (GTO).

In the course of drilling, complex geophysical studies of wells are planned.

The research package includes: standard logging, cavernometer, profiler, side logging, gamma logging, neutron logging, acoustic logging, thermometry, inclinometer. Logging operations are carried out on a scale of 1:500 for all holes.

In order to achieve the greatest technological effect, the filtration and rheological properties of the solution are adjusted. To open a productive object, the drilling mud is subjected to special treatment in order to reduce its water output and give the filtrate properties that prevent contamination of the formation.

Protection of the formation from contamination during secondary opening is achieved by perforating the column under conditions of a given depression on the formation with the help of PKO-86 perforators (on drilling mud) or "Paurget", "Enerzhet" (on water), followed by smooth (in order to avoid destruction of the hole zone) launching the object into operation according to the technology of the institute

"Nebitgazylmytaslama" [6].

In order to study the nature of changes in the oil and gas value of formations and for the most complete recovery of reserves in the process of developing oil and gas deposits, it is necessary to carry out complex hydro-gas dynamic, field-geophysical and laboratory studies.

Control over the development of oil and gas deposits, the condition and operation of wells and downhole equipment should include the following minimum of research on existing producing wells:

- systematic and periodic control measurements and determinations of reservoir, bottom-hole and wellhead pressures. Bottom-hole pressure should be measured in the form of one-time studies for all new producing wells and after they are out of repair, as well as systematically in existing wells at least twice a year. Determination of reservoir pressure should be carried out in the form of one-time studies on all wells that have opened productive formations (including in the legal area), after their exit from drilling or repair work and systematically in operating producing wells at least once a half-year; studies by the method of established sampling should be carried out as one-time for all new wells, as well as for existing wells before and after repairs, geological and technical measures (GTM) related to changes in the state of the bottom-hole zone, and systematically for existing producing wells at least once every two years;

- studies of wells by the pressure recovery method are carried out in the form of one-time studies on all new producing wells, as well as wells that have come out of repair and systematically on existing producing wells at least once every two years.

In addition, the dynamics of changes in current and accumulated oil, water and gas production is monitored for the deposit as a whole, for individual layers, sections, and individual wells [7]. For wells opening multi-layer objects, pressure recovery studies should be carried out simultaneously with studies of the inflow profile by the geophysical service:

- the study of inflow profiles should be carried out as one-time studies on all new producing wells and after GTM associated with the impact on the bottom-hole zone, and systematically on existing wells equipped for the production of depth measurements at least once a year.

- These studies can be carried out either in combination with studies using the method of steady-state sampling and pressure recovery, or independently:

- monitoring of the position of the WOC, GOC and GWC measurements of oil and gas saturation should be carried out using a set of geophysical methods for observation wells, wells of the reference network at least once a half-year, as well as for producing wells in the GTM process;

- determination of the sources and intervals of watering, opened by perforation, is carried out both in the process of studying the inflow profiles, and independently when watering the production of wells;

- determination of the temperature along the trunk of a working well is carried out selectively for individual wells at least once a year;

- determination of reservoir and bottom-hole temperature is carried out in the process of measuring bottom-hole and reservoir pressure at least once a half-year;

- inspection of the condition of production columns should be carried out according to the fund of producing wells in the process of repair, GTM and suspected defect formation. The study reveals the damage to the columns, the condition of the cement ring and the location of the column flows;

- revision of gas lift valves and determination of the place of gas input into the lift is recommended to be carried out after the descent of the elevator and in case of a sharp decrease in the flow rate of the well;

- deep oil sampling and their subsequent analysis should be carried out on specially selected reference wells, the total number of which should be at least 5% of the total fund of producing wells;

- it is recommended to take wellhead samples of oil, gas and condensate to determine physicochemical properties in surface conditions once a year through the wells of the reference network.

The analysis of geological and field materials shows that there are a number of wells in the operational fund with hydrodynamic imperfections in the degree and nature of the opening of the productive reservoir. When drawing up a project for the development of gas condensate deposits of the field in order to increase the productivity of wells, it is recommended to determine the objects of completion and shooting of the productive horizon in the gas environment with enhanced charges [8, 9].

To increase the productivity of low-flow wells, it is recommended to conduct clay acid treatments of the bottom-hole zone of the formation and hydraulic fracturing.

Based on the obtained positive results of using the method of simultaneous operation of wells, the Altyguyi deposit in the pipe and annular space is also recommended to continue its implementation in low-flow wells.

During the operation of wells, their research is carried out in order to monitor the technical condition of the production column, the operation of equipment, to check the compliance of the parameters of the wells with the established technological regime, to obtain information necessary to optimize these modes.

a) the technical condition of the well and the installed equipment is checked (tightness of the cement stone, casing and tubing, condition of the bottom-hole formation zone, contamination of the borehole, pump supply, operation of valves installed at depth and other devices);

b) the compliance of the operating parameters of

the installed equipment with the production capabilities of wells and the specified technological regime is checked;

c) the reliability and operability of the equipment units is evaluated, the inter-repair period of the equipment and the well is determined;

d) information is obtained that is necessary for planning various types of repair and restoration and other work in wells, as well as for establishing the technological effectiveness of these works.

The types, volume, and frequency of studies and measurements in order to monitor the operation of equipment for all methods of well operation are established by oil and gas production departments together with research organizations and geophysical enterprises in accordance with the recommendations of project documents and approved by the management of the association [10].

Research on monitoring the operation of producing wells should be carried out in full compliance with the safety rules in the oil and gas industry, in compliance with the requirements of subsurface and environmental protection.

The documents regulating the scope, methods and technology of research are the existing mandatory complexes, instructions and other guidance documents on technological, hydrodynamic and laboratory studies, observations and operations.

Materials for monitoring the operation of equipment are systematically analyzed and used by the engineering service of oil and gas producing enterprises to ensure the established technological modes of operation of the well.

All primary research materials are subject to mandatory storage throughout the entire period of well operation (except for echograms and dynamograms, the shelf life of which is set at least three years).

The comprehensive implementation of the above measures will allow maintaining gas production at the Altyguyi field at the project level [11].

For the idle and inactive fund of oil wells and for the fund of wells under development after drilling, it is recommended to carry out works on their restoration, development and commissioning: well returns to the above and below horizons, water isolation works based on a complex of geophysical studies of wells (GSW), inspection of production columns, extraction of emergency tubing and packers. All work on the wells should be carried out taking into account the GSW materials carried out during the repair process. During repairs, it is necessary to apply new technologies ("Slickline" technology, flexible tubing, etc.) [12].

The timing of repair work will be determined by many factors, both geological (the development of the operated facility, the absence of nearby wells at the return facility, the results of testing it at this site, etc.) and technical (the condition of the well, the availability of the necessary equipment, etc.), therefore, it is not possible to predict them for specific wells in the future. The possibility and expediency of the work, and the timing of their execution will be determined during the operation of the field specifically for each well.

Recently, a large amount of work has been carried out at the Altyguyi field on the geochemical determination of the composition of oil, gas and condensate, as well as hydrodynamic studies. The results obtained made it possible to determine the reserves of condensate and free gas, as well as their calculated parameters.

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Issue Article

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ON THE IMPORTANCE OF FORMING A TERRITORY OF ADVANCED SOCIO-ECONOMIC DEVELOPMENT ON THE BASIS OF SMALL AND MEDIUM-SIZED CITIES FOR THE PRODUCTION OF PRIORITY AND DEMANDED PRODUCTS

Abstract: *in the article, the authors analyze the need to improve the quality management system at light industry enterprises, which is due to the following important reasons, namely: firstly, it is an increase in the confidence of potential consumers in the products manufactured by this enterprise; secondly, it is an opportunity to significantly strengthen one's position in existing markets, as well as significantly expand spheres of influence by entering new domestic and foreign markets; thirdly, this is a significant increase in labor productivity of any industrial enterprise, which is expected to introduce a QMS using effective management. In the article, the authors analyze the possibilities of the policy and goals of the enterprise in the field of quality within the framework of the quality management system (QMS) based on the TOP.*

Key words: *quality, preference, priority, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, assortment policy, economic policy.*

Language: *English*

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Introduction

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The problem of ensuring the quality of the activities of enterprises is not just universal, relevant, it is strategic.

To revive the role and importance of a quality-oriented strategy, since only in this case, business leaders will subjectively and objectively be forced to improve their production using nanotechnologies, innovative processes and digital production so that competitive and import-substituting materials and

products fully meet the needs of domestic consumers. At the same time, our assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, the requirements of the market should shape the role of the state and consumers in the production of sustainable demand for domestic materials and products, namely:

maintain the range of goods, regulating it with federal, regional and municipal orders;

encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of 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 through technical innovations in digital production aimed at on the application of new technological and engineering solutions.

Today, and even more so tomorrow, the implementation of one of the defining principles of production efficiency is important - the manufacturer produces exactly what is needed not only for domestic, but also for foreign consumers.

It is no less important to understand the role and significance of quality activity, that is, to what extent leaders penetrated into the essence of things, learned to manage things, change their properties (range), shape, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person.

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 structural restructuring of industry, then the thought arises whether we are stepping on the same rake that has been stepped on all the years of reforms.

What is the essence of economic reforms and the significance of industrial policy in them, which are theoretically substantiated and tested in practice by a number of developed countries?

This is the fight against inflation, the strengthening of the national currency and financial stabilization. This is a change in the forms of ownership in various sectors of the economy through the process of privatization. This is a structural restructuring of the economy under the conditions of market relations.

At the same time, structural adjustment should be placed at the basis of all these fundamental processes of economic reform. Both financial stabilization and privatization should be subject to the process of structural adjustment, since it is structural adjustment that determines the final result of reforms and the effectiveness of adapting various forms of production to civilized market relations.

The final result should also be taken as the basis for the structural restructuring of the economy. And these are products, services, their competitiveness in the domestic and world markets.

What happened in the Russian reforms? All three basic processes (financial stabilization, privatization and structural adjustments) proceeded on their own, without any interconnection between them. Therefore, the methods used by the government and the Central Bank to combat inflation and other economic indicators often ran counter to the tasks of structural restructuring of enterprises.

As for the process of structural adjustment, the position of the government is expressed by the following formulation: "the market itself will put everything in its place." With such a position towards structural adjustment, it is not surprising that in the national economic policy at that time there was no place for the words quality, competitiveness, import substitution

This, unfortunately, is the reality of the reforms carried out today. In this regard, I would like to refer to well-known world experience.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book “Out of the Crisis” says: “... managing paper money, not a long-term strategy for digital production - the path to the abyss.

Regarding whether the state should pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. 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." It's like today is about us and our situation in the economy.

What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, 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 not the solvency of the population to purchase these goods and services? And, ultimately, not the quality of life of the population of the country???

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

These calculations indicate that with 100% of the sale of men's and women's shoes in the specified period of time, not only the costs of production and sale of products are covered, but there is also a profit in the amount of 3697.4 thousand rubles. This indicates the effective operation of the enterprise, as

well as the correct marketing and assortment policy. Product profitability is 14.9%.

With the implementation of 60% of shoes, the activity of the enterprise brings insignificant income. Basically, this income is achieved through the sale of men's shoes, since losses are observed in the women's assortment with these volumes. A further decrease in sales volumes will lead to an increase in losses. To solve this problem, the conditions for the sale of shoes within a specified period of time, as well as the sales volume of at least 50%, are necessary. If such a situation arises, it is necessary to attract borrowed funds to cover the costs and subsequent output.

Table 1 presents the expected annual results of the work of newly created enterprises based on the mining towns of the Rostov region within the framework of the formed PDAs for the production of light industry goods, which are in demand by consumers in the regions of the Russian Federation.

Table 1. Annual results of the enterprise for the production of light industry goods, in demand by consumers in the regions of the Russian Federation.

Indicators	Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sen.	Oct.	Nov.	Dec.
1	2	3	4	5	6	7	8	9	10	11	12	13
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
Unit cost 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, 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 rubles	1509	1509	924.36	924.36	924.36	732.112	732.112	732.112	978.5	978.5	978.5	1509
Net profit, thousand rubles	6036	6036	3697.4	3697.4	3697.4	2928.448	2928.448	2928.448	3914.19	3914.19	3914.19	6036
Product profitability, %	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

Most often, an enterprise sells shoes through stores with payment after sale, concluding contracts with trade, indicating the timing of receipt of funds to the manufacturer's accounts. In this case, if the footwear is in demand and is sold in full, then the company receives money on time, which is also needed to pay salaries, purchase working capital and other expenses to ensure the development of production.

During the year, the company produces 327,903 pairs of shoes. With 100% sales of these products, the company will receive revenue in the amount of 392202.1 thousand rubles. However, this situation is not always the case.

For example, with the sale of autumn low shoes in the amount of 80% of the production volume, the profit is reduced by 43.15% and amounts to only 1178 thousand rubles, while the sale of shoes less than 47.4% of the production volume brings losses to the enterprise. Due to the lack of funds, it is necessary to reduce the volume of production, delay the payment of wages to workers, for which at present the heads of

the enterprise are liable, sometimes even criminally. If such a situation arises, it is necessary to attract borrowed funds to cover costs and organize subsequent production, which is currently associated with certain difficulties: the interest on the loan has been significantly increased (up to 18%), the loan repayment period has been reduced, etc., leading to an even greater increase in production costs.

In market conditions of management, an effective management system requires a rational organization of marketing activities, which largely determines the level of use of the means of production at the enterprise, the growth of labor productivity, the reduction of production costs, the increase in profits and profitability. This is due to the fact that marketing activity is not only the sale of finished shoes, but also the orientation of production to meet the effective demand of buyers and active work in the market to maintain and form demand for the company's products, and the organization of effective channels for the distribution and promotion of goods.

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

Thus, shoe companies should focus on both external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise during the sale of shoes, i.e. some shoe models are not in demand at a certain stage. In this case, another, usually not advertised, side of marketing should appear: if shoes, even without taking into account market requirements, have already been produced, then they must be sold. For this purpose, in order to respond to lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, liquidate leftovers, attract a large number of consumers, stimulate shoe consumption, using discounts. There are about twenty types of discounts, but for shoes the most common are those types of discounts that are used at various levels of the enterprise, sales organizations, and trade. In addition to using discounts, an enterprise can go for an initiative price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, helps to increase the competitiveness of certain types of leather products and the enterprise as a whole. In addition, the greater the number of footwear products produced, the more production costs are reduced, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive reaction from consumers.

With the transition to a new economy, improving the quality and competitiveness of leather products has become a strategic task for all leather and footwear enterprises in the country and the region as a whole, it becomes necessary to take into account the laws and requirements of the market, master a new type of economic behavior, and adapt all aspects of their activities to a changing situation. , changes in consumer demand should be taken into account with defending the interests of consumers before industry. The fulfillment of these tasks is possible only on the basis of a deep study by manufacturers of domestic footwear products, the needs of hotel groups (consumer segments), methods for examining the quality and competitiveness of footwear. The current situation in the shoe industry of the Southern Federal District and the North Caucasus Federal District is not least the result of the inability of many managers of shoe enterprises in the Southern Federal District and the North Caucasian Federal District to quickly adapt to the new requirements put forward by the market, to the competition that has arisen from Russian and foreign manufacturers. Therefore, the current situation led to the development of a development strategy for the production of competitive leather goods in the Southern Federal District and the North Caucasus Federal District.

To implement the strategy of competitive and in-demand products, issues related to the development of domestic light industry enterprises in the Southern Federal District and the North Caucasus Federal District were considered within the framework of the proposed ASEZs. As a result of the work carried out, favorable conditions for the implementation of the strategy were identified, namely:

a large concentration of skilled labor;

coordinated specialization of producers;

long-term traditions of shoe craft;

a small number of local suppliers of high-quality raw materials, component materials;

high demand in the Southern Federal District and the North Caucasus Federal District for high-quality footwear.

We believe that for the production of competitive products by domestic manufacturers it is necessary:

increasing the investment attractiveness of the industry;

creation of conditions conducive to improving the provision of the industry with material and raw materials;

protection of the internal market from illegal circulation of goods;

export promotion;

legalization of preferential taxation of producers;

development of an interconnected system of supply and marketing, production, technology and innovation, pricing, financial, personnel policy and personnel management;

improving the quality and design of products;

uniting the efforts of all manufacturers to promote the footwear of the region;

development of a set of measures of regional importance aimed at improving the socio-economic situation by creating new jobs;

studying the life cycle of products and the use of advertising and media;

strengthening control and introduction of modern ISO quality management systems, development of a dealer and distribution network;

concessional lending under targeted federal and regional programs (“Family”, “Children”, “Maternity”);

expanding the practice of leasing schemes;

with increased commercial risk and in conditions of uncertainty, it is advisable to use outsourcing.

A competitive range of products for the clothing, footwear, knitwear and leather goods industry has been developed, taking into account the factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic features 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 technical processes, as well as to meet the demand of an elite consumer, using manual labor.

Innovative technological processes have been developed for the production of clothing, footwear, knitwear and leather goods industries using modern technological equipment with advanced nanotechnologies, which form the basis for reducing the cost of their production and thereby increasing their competitiveness, manufactured by the world's leading companies, with the possibility of a wide range of footwear production not only in terms of types, but also in terms of manufacturing methods.

Based on the current situation in the economy of our country, in our opinion, an equally significant problem in the development of the regional consumer market is the lack of a full-fledged regulatory framework that ensures the functioning of the mechanism of state regulation of the consumer market in the regions. Based on this, it is the state and regional intervention that should correct the situation on the market of domestic light industry products in the regions, and thus there will be an opportunity for the development of the production of competitive and demanded products.

From the analysis performed, we highlight the following trends in the development of shoe production of clothing, footwear, knitwear and leather goods industries on the basis of TOPs in the regions of the Southern Federal District and the North Caucasus Federal District:

1. Due to the high level of migration of the able-bodied population of the Southern and North Caucasian Federal Districts to developing industries, the industries of our districts that we have named above can rightfully be called developing.

2. In the Southern and North Caucasian federal districts, close attention is justified to the issues of high-quality provision of the industry with qualified specialists employed in the field of light industry activities (a large number of specialized educational institutions for training personnel). An important factor is the increase in the investment priority of the industry, especially on the part of regional authorities, and the creation of conditions for increasing their competitiveness. It is necessary to impose high duties on imported imported finished products and low duties on imported basic and auxiliary materials and equipment, and it is also necessary to regulate the level of prices and tariffs that would guarantee the manufacturer and trade as a whole the reimbursement of costs and the accumulation of funds for the improvement and further development of production.

Thus, the prerequisites for the development of competitive production in our region are significant and relevant.

In conclusion, we propose a set of the following measures:

1. Creation of a regional program for the development and support of domestic producers in the Southern Federal District and the North Caucasus Federal District (loans, investments, leasing, outsourcing).

2. Development of a modern raw material base of the domestic industry.

3. Stimulation of the tax system for the modernization and reconstruction of existing light industry industries and the creation of new competitive industries.

4. Improvement of financial condition and re-equipment of 50% of fixed assets.

5. Taking measures to reduce the import of imported products into the region and improve the quality of products with bringing exports up to 35%, which will ensure the suppression of trade in contraband products.

6. Recognition from the Government of the Russian Federation of light industry as a priority among other industries and the adoption of a program for the "breakthrough" development of the industry for the period 2015-2020 and until 2025.

7. To ensure doubling by 2025 of industrial production and output of products in demand.

8. Competent development of a marketing policy for regional light industry production for better promotion of domestic products in local markets and intensification of media work at the federal and regional levels to raise the image of Russian products.

The implementation of the planned measures will lead to covering the deficit for all types of products, increase labor mobility in the Southern Federal District and the North Caucasus Federal District and reduce negative processes in the labor market, as well as a stable balance of interests of workers, employers and municipal, regional and state authorities.

In our opinion, for the successful implementation of all the above measures within the framework of the created PDAs, the interest of the regional authorities in the development of the production of light industry products, the reduction in prices for components and energy costs, and, no less important, convenient transportation is most necessary. Thus, all this together will provide our TOPs with a great future and stable positions both in the domestic and in the markets of near and far abroad. All that is needed is the coherence and interest of all participants in these regions, including the assistance of municipal, regional and federal branches of government.

Main part

The dialectic of the market that unites the producer and the consumer is simple - these are opposites that exist exclusively in unity, therefore it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. Gone are the crises of overproduction, classic for capitalism in the 19th and first half of the 20th centuries. They were replaced by financial systemic shocks. Experts are looking for a panacea in a quality, smart, lean economy. “Historical experience shows that with increased attention to quality in many countries, a way out of crisis situations began.

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need for a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical analysis adapted to the variability of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double helix of social progress. A developed society is tested as a condition for the development of the individual.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively drawn up "schedule". You don’t get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. "Seven Deadly Diseases" by E. Deming will fit into one thing - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production - there is no chance to win a stable position in the face of increasing competition. In the shop. Let's make one more addition - to the qualitative direction of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of demand for quality products. This need must be verified by responsibility to the consumer as to oneself. The ancient wisdom of Confucius: Treat others the way you want them to treat you.

The specificity of achieving rationality in modern, qualitatively oriented production lies in the solidarity of human capital:

- internalsolidarity of producers, their need for quality,
- external solidarity with the consumer, taking into account the interests of the latter,
- solidarity in understanding quality based on a combination of economic and socio-cultural approaches,
- consistency and balance of the economic policy of the state in the conditions of market orientation, stimulation of the interests of quality in the development of the market by means of the economic mechanism.

We have tried to define and summarize the main conditions for achieving solidarity. As far as the analysis of literature data allows us, this is done for the first time, so clarifications and additions will be received positively.

So, what should be considered the necessary conditions for achieving a fundamental change in relation to the quality of the production of a truly high-quality product - the transition from the stage of

external audit to the stage of internal guarantee, which is formed through the formation of the consumer's need to create a product of the required quality.

1. The presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the commodity market. Otherwise, the market will not allow you to take a stable place on it.

2. Significant increase in purchasing power. Reaching a level that allows you to select the desired product. A quality product, by definition, cannot be cheap, but it can be made available through market mechanisms.

3. A high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a matter to which he devoted his life. Expanded consumer education, perception of them as subjects of a common cause.

4. Overcoming the feeling of conscious and unconscious alienation of the individual's ability to work and its products through the following means:

— achieving symmetry of the quality of labor and wages;

— reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, the clarity of the grounds for such proportionality;

— reward addictionon the dynamics of advanced training and on participation in the improvement of the production process;

— full use of socio-cultural mechanisms for stimulating the individual to a general corporate movement, entering into command forms of movement;

— sustainability of corporate activities;

— formation of relationships of the type: "One for all, all for one." Active promotion of the team form of responsibility for the results of work;

— organization of a systematic competition for the quality of work;

— striving for national and international recognition of the quality and range of products;

— the formation of labor dynasties, participation in the distribution of profits.

— understanding the quality of the product as a comprehensive assessment of the product;

— the realization that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

By definition, footwear in terms of quality must ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packaged in them. With their help, the manufacturer "lures" the consumer, like flowers of plants, calling on insects, performing the work of pollination through consumption, an assortment of shoes that can be in demand by the population of small and medium-sized cities in the regions of the Southern Federal District and the North Caucasus Federal District, within which it is planned to form territories of advanced socio-economic development (TORs). Their formation will provoke the restoration of light industry enterprises, on the basis of which production will be carried out, which is in demand not only by the population of these regions, but also by other territories and in countries of near and far abroad.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-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 effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

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, which at one time came out of such crises (the United States in the 30s, Japan, Germany - in the post-war period, later - South Korea and some other countries) shows, in all cases, the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the

market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: “survival of the strongest, most adapted”, will replace “social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

The Territory of Advanced Socio-Economic Development (TOSED) is a part of the territory of a constituent entity of the Russian Federation, including a closed administrative-territorial entity, where, in accordance with the decision of the Government of the Russian Federation, a special legal regime for the implementation of entrepreneurial and other activities has been established in order to create favorable conditions for attracting investments, ensuring accelerated socio-economic development and creating comfortable conditions for the life of the population.

The priority development area is created for 10 years. The term of existence of the priority development area can be extended by 5 years.

On March 16, 2018, Decree of the Government of the Russian Federation No. 280 “On the Creation of the Territory of Advanced Social and Economic Development Donetsk” was adopted.

Territory of advanced socio-economic development"Donetsk" (hereinafter - TASED "Donetsk") is created in order to promote the development of the city of Donetskby diversifying the economy, attracting investments to a single-industry municipality and creating new jobs not related to the activities of the city-forming organization Donetsk Manufactory M, production of export-oriented and import-substituting products.

Commercial organizations, with the exception of state and municipal unitary enterprises, financial organizations, including credit and insurance organizations and professional participants in the securities market, that simultaneously meet the following requirements can become residents of the territory of advanced socio-economic development:

1) registration of a legal entity was carried out in the territory of advanced socio-economic development;

2) the activity of a legal entity is carried out exclusively in the territory of advanced socio-economic development;

3) a legal entity implements an investment project in the territory of rapid socio-economic development that meets the requirements established by the Government of the Russian Federation;

4) the legal entity is not a city-forming organization of the single-industry city of Gukovo, Donetsk, Zverevo or its subsidiary.

The main requirements for investment projects of residents of TASED "Donetsk" during the first year after the inclusion of this legal entity in the register of residents are determined by the Decrees of the Government of the Russian Federation dated 16.03.2018 No. 280:

- the minimum amount of capital investments - 2,500,000 rubles;

– the minimum number of new jobs is 10 units;

– implementation of an investment project according to the list of permitted types of economic activity.

TASED residents are provided with the following preferences:

- the tax rate for corporate income tax payable to the federal budget is set at 0% for the first five years, starting from the year the first profit is received. The amount of the tax rate to be credited to the regional budget cannot exceed 5% during the first five years, starting from the year of receipt of the first profit, in the next five - not less than 10%;

– reduction of tariffs for insurance premiums to state non-budgetary funds within 10 years from the date of obtaining the legal status of a resident of TASED. To the Pension Fund of the Russian Federation - 6% (instead of 22%), to the Social Insurance Fund of the Russian Federation - 1.5% (instead of 2.9%), to the Compulsory Medical Insurance Fund - 0.1% (instead of 5.1%) . Feed-in tariffs are applied to residents who have received such status no later than within 3 years from the date of the creation of TASED;

– establishment of a preferential coefficient in the calculation of the mineral extraction tax for 10 years. The coefficient is taken equal to 0 before the TASED resident begins to apply the preferential rate for corporate income tax and is valid for another 2 years, 0.2 - for the next 2 years of activity.

The regional law dated May 10, 2012 No. 843-3C “On regional taxes and certain issues of taxation in the Rostov region” (as amended on May 4, 2016 No. 510-3C) establishes the following tax benefits for organizations - residents of territories of advanced socio-economic development:

- in the form of a zero rate of income tax payable to the regional budget - within five tax periods, starting from the year of receipt of the first profit;

- in the form of a full exemption from corporate property tax in respect of property newly created

(acquired) as part of the implementation of an agreement on the implementation of activities in the territory of advanced socio-economic development - for a period of five years from the date of registration of such property.

The decision of the Donetsk City Duma dated April 25, 2018 No. 376 was adopted on the establishment of land tax benefits for residents of the TASED "Donetsk" (changes were made to the decision of the Donetsk City Duma dated November 7, 2011 No. 102).

Decree of the Government of the Rostov Region dated October 13, 2016 No. 697 “On the procedure for providing subsidies for reimbursement of part of the costs of creating engineering infrastructure capital construction facilities that are an integral part of the investment project, and (or) their connection (technological connection) to engineering systems” (as amended by dated August 14, 2019) for investors implementing investment projects in TASED (as part of the list of permitted types of economic activities for TASED residents), the criterion for the volume of investments has been reduced - at least 5 million rubles (for other categories of recipients of engineering subsidies, the volume of investments remained the same - not less than 100.0 million rubles),the amount of the subsidy for connection to infrastructure facilities has been increased from 50% to 80% of the total cost of the investment project when connecting (technological connection) capital construction facilities that are an integral part of the investment project to electricity and (or) gas supply networks.

The list of permitted types of economic activity for residents of the TASED "Donetsk":

1. Crop and animal husbandry, hunting and the provision of related services in these areas
2. Fishing and fish farming
3. Extraction of other minerals
4. Food production
5. Production of soft drinks; production of mineral waters and other bottled drinking waters
6. Manufacture of clothes
7. Manufacture of leather and leather products
8. Woodworking and production of products from wood and cork, except for furniture, production of products from straw and materials for plaiting
9. Manufacture of chemicals and chemical products
10. Manufacture of rubber and plastic products
11. Manufacture of other non-metallic mineral products
12. Manufacture of finished metal products, except for machinery and equipment
13. Manufacture of machinery and equipment not included in other groups
14. Furniture production
15. Manufacture of other manufactured goods
16. Repair and installation of machinery and equipment
17. Water abstraction, treatment and distribution
18. Collection and treatment of wastewater
19. Collection, processing and disposal of waste; processing of secondary raw materials
20. Warehousing and storage activities
21. Cargo handling
22. Activities for the provision of places for temporary residence
23. Food and beverage activities
24. Activities in the field of law and accounting
25. Activities of head offices; management consulting
26. Research and development
27. Education
28. Health activities
29. Creative, arts and entertainment activities
30. Activities in the field of sports, recreation and entertainment

Main regulatory documents:

Federal Law No. 473-FZ dated December 29, 2014 “On Territories of Advanced Social and Economic Development in the Russian Federation”.

Decree of the Government of the Russian Federation dated June 22, 2015 No. 614 “On the specifics of creating territories of advanced socio-economic development in the territories of single-industry municipalities of the Russian Federation (single-industry towns)”.

Decree of the Government of the Russian Federation dated March 16, 2018 No. 280 “On the creation of the territory of advanced socio-economic development “Donetsk”.

Decree of the Government of the Rostov Region dated April 19, 2016 No. 284 “On the implementation of activities in the territories of advanced socio-economic development created in the territories of single-industry municipalities of the Rostov Region (single-industry towns)”.

The Territory of Advanced Socio-Economic Development (TOSED) is a part of the territory of a constituent entity of the Russian Federation, including a closed administrative-territorial entity, where, in accordance with the decision of the Government of the Russian Federation, a special legal regime for the implementation of entrepreneurial and other activities has been established in order to create favorable conditions for attracting investments, ensuring accelerated socio-economic development and creating comfortable conditions for the life of the population.

The priority development area is created for 10 years. The term of existence of the priority development area can be extended by 5 years.

On January 28, 2016, Decree of the Government of the Russian Federation No. 45 “On the creation of the territory of advanced socio-economic development “Gukovo” was adopted.

Territory of advanced socio-economic

development"Gukovo" (hereinafter referred to as PSEDA "Gukovo") is created in order to promote the development of the single-industry town of Gukovo in the Rostov region by attracting investments to the single-industry town and creating new jobs that are not related to the activities of the city-forming enterprises Kingcole Yug LLC, Gukovpogruztrans CJSC and OJSC "CEP "Gukovskaya", as well as the formation of conditions for classifying a single-industry town as a single-industry town with a stable socio-economic situation.

Commercial organizations, with the exception of state and municipal unitary enterprises, financial organizations, including credit and insurance organizations and professional participants in the securities market, that simultaneously meet the following requirements can become residents of the territory of advanced socio-economic development:

1) registration of a legal entity was carried out in the territory of advanced socio-economic development;

2) the activity of a legal entity is carried out exclusively in the territory of advanced socio-economic development;

3) a legal entity implements an investment project in the territory of rapid socio-economic development that meets the requirements established by the Government of the Russian Federation;

4) the legal entity is not a city-forming organization of the single-industry city of Gukovo, Donetsk, Zverevo or its subsidiary.

The main requirements for investment projects of residents of TASED "Gukovo" during the first year after the inclusion of this legal entity in the register of residents are determined by the Decree of the Government of the Russian Federation dated January 28, 2016 No. 45 (as amended by the Decree of the Government of the Russian Federation dated December 24, 2019 No. 1881):

- the minimum amount of capital investments - 5,000,000 rubles;

- the minimum number of new jobs - 10 units;

- implementation of an investment project according to the list of permitted types of economic activity.

TASED residents are provided with the following preferences:

- the tax rate for corporate income tax payable to the federal budget is set at 0% for the first five years, starting from the year the first profit is received. The amount of the tax rate to be credited to the regional budget cannot exceed 5% during the first five years, starting from the year of receipt of the first profit, in the next five - not less than 10%;

– reduction of tariffs for insurance premiums to state non-budgetary funds within 10 years from the date of obtaining the legal status of a resident of TASED. To the Pension Fund of the Russian Federation - 6% (instead of 22%), to the Social Insurance Fund of the Russian Federation - 1.5% (instead of 2.9%), to the Compulsory Medical Insurance Fund - 0.1% (instead of 5.1%) . Feed-in tariffs are applied to residents who have received such status no later than within 3 years from the date of the creation of TASED;

– establishment of a preferential coefficient in the calculation of the mineral extraction tax for 10 years. The coefficient is taken equal to 0 before the TASED resident begins to apply the preferential rate for corporate income tax and is valid for another 2 years, 0.2 - for the next 2 years of activity.

The regional law dated May 10, 2012 No. 843-ЗС “On regional taxes and certain issues of taxation in the Rostov region” (as amended on May 4, 2016 No. 510-ЗС) establishes the following tax benefits for organizations - residents of territories of advanced socio-economic development:

- in the form of a zero rate of income tax payable to the regional budget - within five tax periods, starting from the year of receipt of the first profit;

- in the form of a full exemption from corporate property tax in respect of property newly created (acquired) as part of the implementation of an agreement on the implementation of activities in the territory of advanced socio-economic development - for a period of five years from the date of registration of such property.

On March 31, 2016, the Gukovo City Duma adopted a decision “On amending the decision of the Gukovo City Duma dated September 26, 2013 No. 463 “On land tax on the territory of the municipal formation “City of Gukovo” in terms of establishing the rate for residents of the Gukovo priority socio-economic development territory land tax at a rate of 0%.

Decree of the Government of the Rostov Region dated October 13, 2016 No. 697 “On the procedure for providing subsidies for reimbursement of part of the costs of creating engineering infrastructure capital construction facilities that are an integral part of the investment project, and (or) their connection (technological connection) to engineering systems” (as amended by dated August 14, 2019) for investors implementing investment projects in TASED (as part of the list of permitted types of economic activities for TASED residents), the criterion for the volume of investments has been reduced - at least 5 million rubles (for other categories of recipients of engineering subsidies, the volume of investments remained the same - not less than 100.0 million rubles),the amount of the subsidy for connection to infrastructure facilities has been increased from 50% to 80% of the total cost of the investment project when connecting (technological connection) capital construction facilities that are an integral part of the investment project to electricity and (or) gas supply networks.

The list of permitted types of economic activity

for residents of TASED "Gukovo":

1. Crop and animal husbandry, hunting and the provision of related services in these areas.
2. Extraction of other minerals.
3. Food production.
4. Production of soft drinks; production of mineral waters and other bottled drinking waters.
5. Manufacture of textile products.
6. Manufacture of wearing apparel.
7. Manufacture of leather and leather products.
8. Woodworking and production of wood and cork products, except furniture, straw products and wickerwork.
9. Manufacture of rubber and plastic products.
10. Manufacture of other non-metallic mineral products.
11. Metallurgical production.
12. Manufacture of finished metal products, except for machinery and equipment.
13. Manufacture of electrical equipment.
14. Manufacture of motor vehicles, trailers and semi-trailers.
15. Manufacture of other vehicles and equipment.
16. Furniture manufacture.
17. Activities of land and pipeline transport (except for the activities of pipeline transport).
18. Fishing and fish farming.
19. Manufacture of coke and oil products (except for the production of oil products).
20. Manufacture of chemicals and chemical products.
21. Manufacture of computers, electronic and optical products.
22. Manufacture of machinery and equipment not included in other groups.
23. Manufacture of other finished products.
24. Repair and installation of machines and equipment.
25. Provision of electricity, gas and steam; air conditioning.
26. Collection, treatment and distribution of water.
27. Collection and treatment of wastewater.
28. Collection, processing and disposal of waste; processing of secondary raw materials.
29. Warehousing and auxiliary transport activities.

Main regulatory documents:

Federal Law No. 473-FZ dated December 29, 2014 “On Territories of Advanced Social and Economic Development in the Russian Federation”.

Decree of the Government of the Russian Federation dated June 22, 2015 No. 614 “On the specifics of creating territories of advanced socio-economic development in the territories of single-industry municipalities of the Russian Federation (single-industry towns)”.

Decree of the Government of the Russian Federation dated January 28, 2016 No. 45 “On the creation of the territory of advanced socio-economic development “Gukovo”.

Decree of the Government of the Russian Federation of December 27, 2019 No. 1881 “On Amendments to Certain Acts of the Government of the Russian Federation”.

Decree of the Government of the Rostov Region dated April 19, 2016 No. 284 “On the implementation of activities in the territories of advanced socio-economic development created in the territories of single-industry municipalities of the Rostov Region (single-industry towns)”.

The Territory of Advanced Socio-Economic Development (TOSED) is a part of the territory of a constituent entity of the Russian Federation, including a closed administrative-territorial entity, where, in accordance with the decision of the Government of the Russian Federation, a special legal regime for the implementation of entrepreneurial and other activities has been established in order to create favorable conditions for attracting investments, ensuring accelerated socio-economic development and creating comfortable conditions for the life of the population.

The priority development area is created for 10 years. The term of existence of the priority development area can be extended by 5 years.

On March 16, 2018, Decree of the Government of the Russian Federation No. 263 “On the creation of the territory of advanced socio-economic development Zverevo” was adopted.

Territory of advanced socio-economic development"Zverevo" (hereinafter - TASED "Zverevo") is created in order to promote the developmentthe city of Zverevo by diversifying the economy, attracting investments to a single-industry municipal formation and creating new jobs not related to the activities of the city-forming organization JSC MINING MANAGEMENT OBUKHOVSKAYA, the production of export-oriented and import-substituting products.

Commercial organizations, with the exception of state and municipal unitary enterprises, financial organizations, including credit and insurance organizations and professional participants in the securities market, that simultaneously meet the following requirements can become residents of the territory of advanced socio-economic development:

1) registration of a legal entity was carried out in the territory of advanced socio-economic development;

2) the activity of a legal entity is carried out exclusively in the territory of advanced socio-economic development;

3) a legal entity implements an investment project in the territory of rapid socio-economic

development that meets the requirements established by the Government of the Russian Federation;

4) the legal entity is not a city-forming organization of the single-industry city of Gukovo, Donetsk, Zverevo or its subsidiary.

The main requirements for investment projects of residents of TASED "Zverevo" during the first year after the inclusion of this legal entity in the register of residents are determined by the Decrees of the Government of the Russian Federation dated March 16, 2018 No. 263:

- the minimum amount of capital investments - 2,500,000 rubles;

– the minimum number of new jobs is 10 units;

– implementation of an investment project according to the list of permitted types of economic activity.

TASED residents are provided with the following preferences:

- the tax rate for corporate income tax payable to the federal budget is set at 0% for the first five years, starting from the year the first profit is received. The amount of the tax rate to be credited to the regional budget cannot exceed 5% during the first five years, starting from the year of receipt of the first profit, in the next five - not less than 10%;

– reduction of tariffs for insurance premiums to state non-budgetary funds within 10 years from the date of obtaining the legal status of a resident of TASED. To the Pension Fund of the Russian Federation - 6% (instead of 22%), to the Social Insurance Fund of the Russian Federation - 1.5% (instead of 2.9%), to the Compulsory Medical Insurance Fund - 0.1% (instead of 5.1%) . Feed-in tariffs are applied to residents who have received such status no later than within 3 years from the date of the creation of TASED;

– establishment of a preferential coefficient in the calculation of the mineral extraction tax for 10 years. The coefficient is taken equal to 0 before the TASED resident begins to apply the preferential rate for corporate income tax and is valid for another 2 years, 0.2 - for the next 2 years of activity.

The regional law dated May 10, 2012 No. 843-ЗС “On regional taxes and certain issues of taxation in the Rostov region” (as amended on May 4, 2016 No. 510-ЗС) establishes the following tax benefits for organizations - residents of territories of advanced socio-economic development:

- in the form of a zero rate of income tax payable to the regional budget - within five tax periods, starting from the year of receipt of the first profit;

- in the form of a full exemption from corporate property tax in respect of property newly created (acquired) as part of the implementation of an agreement on the implementation of activities in the territory of advanced socio-economic development - for a period of five years from the date of registration of such property.

The decision of the Zverevskaya City Duma dated April 26, 2018 No. 160 on the establishment of land tax benefits for residents of the TASED "Zverevo" was adopted (the change was made to the decision of the Zverevskaya City Duma dated October 26, 2016 No. 64).

Decree of the Government of the Rostov Region dated October 13, 2016 No. 697 “On the procedure for providing subsidies for reimbursement of part of the costs of creating engineering infrastructure capital construction facilities that are an integral part of the investment project, and (or) their connection (technological connection) to engineering systems” (as amended by dated August 14, 2019) for investors implementing investment projects in TASED (as part of the list of permitted types of economic activities for TASED residents), the criterion for the volume of investments has been reduced - at least 5 million rubles (for other categories of recipients of engineering subsidies, the volume of investments remained the same - not less than 100.0 million rubles),the amount of the subsidy for connection to infrastructure facilities has been increased from 50% to 80% of the total cost of the investment project when connecting (technological connection) capital construction facilities that are an integral part of the investment project to electricity and (or) gas supply networks.

Table 1. The list of permitted types of economic activity for residents of the TASED "Zverevo":

1.	Crop and animal husbandry, hunting and provision of related services in these areas
2.	Food production
3.	Manufacture of wearing apparel
4.	Manufacture of paper and paper products
5.	Printing and copying of information media
6.	Manufacture of coke and oil products (except for the production of oil products)
7.	Manufacture of chemicals and chemical products
8.	Manufacture of rubber and plastic products
9.	Manufacture of other non-metallic mineral products
10.	Manufacture of finished metal products, except for machinery and equipment

11. Manufacture of machinery and equipment not included in other groups
12. Furniture manufacture
13. Manufacture of other finished products
14. Repair and installation of machinery and equipment
15. Collection, processing and disposal of waste; processing of secondary raw materials
16. Warehousing and storage activities
17. Transport auxiliary activity
18. Activities in the field of sports, recreation and entertainment

Main regulatory documents:

Federal Law No. 473-FZ dated December 29, 2014 “On Territories of Advanced Social and Economic Development in the Russian Federation”.

Decree of the Government of the Russian Federation dated June 22, 2015 No. 614 “On the specifics of creating territories of advanced socio-economic development in the territories of single-industry municipalities of the Russian Federation (single-industry towns)”.

Decree of the Government of the Russian Federation of March 16, 2018 No. 263 “On the creation of the territory of advanced socio-economic development “Zverevo”.

Decree of the Government of the Rostov Region dated April 19, 2016 No. 284 “On the implementation of activities in the territories of advanced socio-economic development created in the territories of single-industry municipalities of the Rostov Region (single-industry towns)”. A range of shoes has been proposed that will be in demand by the population of these regions and regions of the Russian Federation

Lace-up shoes and boots: oxfords, derbies and bluffers (picture 1)

Lacing on boots and shoes can be either open or closed. Models with open lacing are called the term "derby" (derby shoes), and with closed lacing - the term "oxfords" (oxford shoes). We note right away that these words are used to describe shoes with a heel, that is, sneakers or sneakers are not commonly called the term “derby”.

If the lacing is open, then the sidewalls (berets) are sewn over the front (toe), and if it is closed, then under the front. If you find it difficult to determine how the berets were sewn, just try to bend them strongly (in brackets, we note that it is on the berets that the holes for the laces are located). If you can bend the berets almost 180 degrees, then the lacing is open; if this does not work, then closed.

Varieties of Oxfords

Oxfords, as well as derbies, are very different, and they differ not only in colors and materials, but also in design and design features of the top. It is customary to distinguish several types of oxfords, which we have listed below.

Picture 1. cap toe(cap toe) - models with the so-called detachable capes, that is, with a transverse seam between the toe and vamp.

Figure 2. Models without side seams and with a U-seam around the lacing. Capes are usually detachable.

Balmorals pattern 3 (balmorals) - models with long straight side seams.

Figure 3. Oxfords balmorals<u>Michel Keith Black</u> Holkaty(wholecuts) - one-piece shoes, sewn from one piece of leather. The only seam on the top of such shoes is located at the back, but sometimes it is also absent (however, in fairness it should be noted that on all the shoelaces there is still a seam along the uppermost edge of the neck - a hole into which you put your foot.

Figure 4. Wholecuts Berwick 2585 Tan OxfordsSaddle(saddle) - oxfords with a median ("saddle") insert made of contrasting material. Sometimes another contrasting insert can be located in the heel area.

Figure 5. Alden Sheppard Street saddle oxfords All other things being equal, oxfords are a more formal style than derbies, but the degree of formality of such models still varies greatly. The most strict oxfords are made of black patent leather and are combined only with tuxedos and tailcoats, while the most informal ones can be made of light brown suede and richly decorated with decorative perforations (such models are best worn with informal suits, jeans, chinos.

Of course, there are many intermediate options. In the business environment, models of black, dark brown and maroon colors are common, made of smooth leather and having detachable capes (cap toes). They go well with all sorts of suits and strict unpaired trousers.

Varieties of derby

Let's move on to the derby. The main types of this type of footwear are listed below.

Illustration of all kinds of derby

Figure 6. Plane toe (plain toe) - models with capes without seams.

Figure 7. Derby plain toe Berwick 3680 Dark Brown

- Cap toe (cap toe) - models with detachable capes (that is, with capes that are separated from the vamp by a transverse seam).
- Stitch cap (stitch cap) - a subspecies of cap toe, characterized by a double seam separating the toe from the vamp.

Figure 8. Derby stitch cap<u>Cheaney Murton R Chicago Tan</u>

- Moc toe (moc toe) - models with circular ("moccasin") seams on the toes and vamp.

Figure 9. Derby moc toe<u>Berwick 4168 Tan</u>

- Split toe (split toe) - models with forked capes (they have a semicircular “moccasin” seam connected to the very front edge of the boot with an additional short seam, as if dividing the toe in two).

Figure 10. Derby split toe Cheaney Chiswick R Mahogany

- Norwegian toe (Norwegian toe) - a subspecies of split toe, which is characterized by a convex short seam that divides the toe in two.

Figure 11. Derby norwegian toe Berwick 2369 Black

Algonquin (Algonquin) - Another subspecies of the split toe, which is characterized by a flat short seam dividing the toe in two.

Picture 12. Derby shoes in our catalog

Bluchers deserve special mention. In the US, the term is often used as a synonym for "derby"; in addition, sometimes bluchers are considered a subspecies of the derby, and sometimes they are even distinguished as a separate type of shoe. The lacing of Bluchers is always open, but the parts of the boot in which holes for the laces are made are very small. The main berets (sidewalls) and vamp (front) on such shoes are a single whole; those additional berets that are equipped with holes for laces are sewn on top of this single whole. In ordinary derbies, the holes for the laces are on the big berets, sewn over the front.

While derbies and bluffers are less formal than oxfords on average, they can go well even with formal business suits. It is not customary to wear them with tuxedos and tailcoats, but many shoes and boots of this kind are combined with informal clothing such as jeans, chinos, cardigans, turtlenecks, and so on. At the same time, for shorts, swimming trunks and sweatpants, such shoes are too strict.

A detailed article on the varieties of derby can be found here, and with an article about what to wear a derby with – here.

Brogging and brogues

Both oxfords and derbies can be decorated with decorative perforations - broguing. Moreover, broguing is also found on other models of men's shoes - for example, on monks and Chelsea boots, which will be discussed below. The holes on the brogues are not through, so water does not penetrate into the boots through them. The degree of formality of the brogues ranges from moderately high to extremely low. The more decorative perforations on the shoes, the lower the level of formality. An illustration of all types of brogues.

It is customary to distinguish the following types of brogues.

- Punch cap (punch cap) - models with decorative perforations only along the transverse seam on the toe.

Figure 13. Brogues punch cap Berwick 4344 Dark Brown

- Quarter brogue (quarter brogues) - either the same as the punch cap, or models with decorative perforations along a few more seams (there is no generally accepted definition).

Figure 14. Quarter brogues Cheaney Overstone Black

- Semi-brogues (half brogues) - models with decorative perforations along several seams and, as a rule, on the toes (there is no generally accepted definition).

Figure 15. Half brogues Berwick 2509 Tan

- Full brogues (full brogues) - models with decorative perforations along most of the seams and on the toes, and the toes of full brogues are decorated with W-shaped seams (sometimes called pterygoid).

Figure 16. Berwick 2370 Burgundy Full Brogues

- Blind brogues are full brogues, on the toes of which there is no decorative perforation.

Figure 17. Blind brogues

- Ascetic brogues (austerity brogues) - models with W-shaped seams on the capes, but without decorative perforations.

Figure 18. Austerity brogues

- False brogues (faux brogues / imitation brogues) - models with decorative perforations in those places of the top where one part does not overlap with another (in parentheses, we note that on other brogues, perforation is located in those places where one part of the top slightly overlaps the other).

Figure 19. Faux brogues

Quarter brogues and punch cap brogues often look good with formal attire and are suitable for office wear and most business meetings, especially when they are made from smooth leather in dark tones. Semi-brogues are a kind of transitional model and in some cases are normally combined with both suits and jeans. Full brogues can successfully harmonize with informal suits, as well as with chinos, unpaired corduroy and flannel trousers, chinos and other things whose level of formality cannot be called high. At the same time, we do not recommend wearing them with shorts, bermudas and sweatpants.

We wrote about how to combine brogues in a wardrobe in a separate article "What to wear with brogues", and you can read about brogues in general in this material. Brogue shoes in our catalog.

Figure 20. Two-tone shoes (spectators)

Many shoes and boots can be made from two different materials (or from materials that are identical in origin but in two different colors). These models are called the term "spectators" (spectator shoes). They look informal and quite catchy. As a rule, the most successful looks are obtained when pairing two-tone shoes with mismatched wool flannel or cotton trousers, as well as with informal suits. There are differences of opinion about combinations with jeans, but we dare say that at least some spectators with formal jeans look quite normal.

Figure 21. Beige-brown spectators

Figure 22. Black and white spectators

We talked about black-and-white spectators in great detail in separate illustrated article.

Figure 23. Loafers

Loafers are low-rise slip-on shoes with low heels and a distinctive semi-circular seam at the toe and vamp. Such shoes are great for summer and warm weather, but not suitable for winter and frost. Most loafers can be worn with or without socks, and their degree of formality can be very low or above average. Illustration of all kinds of loafers.

It is customary to distinguish the following types of loafers.

- Penny loafers (penny loafers) - models with a false tongue on the vamp, in which a decorative diamond-shaped slot is made.

Figure 24. Berwick Penny Loafers 3102 Black

- Tassel loafers (tassel loafers) - models with two leather tassels.

Figure 25. Loake Temple Brown Tassel Loafers

- Buckle loafers (horsebit loafers) - models with two small buckles.

Figure 26. Gucci Buckle Loafers

- Butterfly loafers - models with pieces of leather intertwined over the vamp, which form a kind of butterfly.

Figure 27. Trumpet Shoes Butterfly Loafers

- Venetian loafers (Venetian loafers) - models without any decorations, with a very simple design.

Figure 28. Venetian loafers<u>Loake Siena Black</u>

- Belgian loafers (Belgian loafers) - models with small bows and / or contrasting decorative edging of the semicircular seam and neck.

Figure 29. Belgian loafers Trumpet Shoes

- Kiltie loafers (Kiltie loafers) - models with the so-called kilt, which is placed over the vamp and is a piece of leather with a scalloped fringe; sometimes such loafers are complemented by some other decorative elements (for example, tassels).

Loafers can look both strict and informal. For a more rigorous style, black models with tassels made of smooth leather are most suitable, however, in terms of formality, they are noticeably inferior to black oxfords without brogue. At the same time, they can be combined not only with business suits and unpaired trousers with arrows, but also with strict-looking jeans. Less formal loafers are also combined with jeans, chinos and other unpaired trousers, and in some cases with suits. Some models look good even with shorts.

More detailed information about loafers in general can be found here, and information about what to wear them with is located in separate article.

Loafers in our catalog

Figure 30. Moccasins

Outwardly, moccasins (moccasins) resemble loafers, because there are no lacing on them either, and there are semicircular seams on the capes and the vamp. However, there are no heels on moccasins, so the level of formality of this shoe is minimal, but it is very light and flexible. It is important to remember that sometimes the term "moccasins" is applied to loafers, which are on average more formal than classic flats.

Figure 31. Suede moccasins<u>Loake Donington Light Blue Suede</u>

Like loafers, moccasins can be decorated with tassels, buckles, bows and slit tongues. In addition, there are models without decorations. Colors come in a variety of colors, but various shades of brown and blue are the most popular. Moccasins can look good with jeans, linen trousers, chinos and even shorts. These shoes are not suitable for combination with suits.

Read more about this type of footwear in the section "Moccasins".

Figure 33. Monks

Monks (monk strap shoes) are shoes or boots without lacing, but with heels, straps and buckles. These shoes are loved by those who do not like to constantly tie their laces. The best models of monks are versatile and able to look good in both business and completely informal situations. Unlike loafers, they are also suitable for the cold season, because their top is more closed.

It is customary to distinguish the following types of monks.

- single monk (single monk straps) - models with one buckle and one strap.

Figure 34. Single monk Berwick 3520 Dark Brown

- Double monk (double monk straps) - models with two buckles and two straps.

Figure 35. Berwick 3637 Burgundy Double Monks

- cataway monks (cutaway monk straps) - models with one or two buckles and one or two straps. The straps are located on the side and "look" not so much down as back.

Figure 36. Cataway monks Berwick 4140 Black

Like loafers, monks can look quite formal, but even black smooth leather models fall short in formality to black oxfords without brogues. Many monks successfully harmonize with business suits, and with chinos, and with jeans, that is, these shoes can boast of both versatility and practicality, since the buckles fasten very quickly. Moreover, monks can be worn with or without socks (although we still recommend wearing the most strict-looking models with socks).

Detailed information about monks can be obtained here, and about what to wear these shoes with, we talked in detail in this article. Monkey shoes in our catalog.

Figure 38. Jodhpur boots

Jodhpur boots, like monk boots, have buckles and straps, but their straps are much longer, and the berets (sidewalls) are not sewn on top of the front (union), but under the front. The height of these boots is small; no laces or zippers. The level of formality rarely rises much above average, so jodhpur boots are best combined with informal suits, chinos, jeans, unpaired trousers made of wool flannel, moleskin, velveteen. Jodhpur boots should not be tucked into trousers or jeans.

Figure 39. Jodhpur Zonkey Boots

See the article "Jodhpur boots - Jodhpur boots".

Chelsea boots

Chelsea boots (chelsea boots) resemble jodhpur boots, but they are not equipped with straps and buckles, but are equipped with elastic inserts on the sides. Most of them have a simple and minimalist appearance, but some models are decorated with decorative perforations and, as a result, take on a more expressive appearance (becoming less formal). Chelsea boots are renowned for their comfort and versatility; models made of smooth leather in dark tones can look good with jeans, and with unpaired trousers, and with business suits. The level of formality of the most formal Chelsea is quite high, but black oxfords without broguing look more formal.

Figure 40. Chelsea boots<u>Cheaney Godfrey D Black</u>

We talked in detail about what is better to wear Chelsea boots with other material, but you can read about Chelsea in general here here.

Chelsea boots in our catalog.

Figure 41. Chakka boots and deserts

Chukka (chukka boots) are low boots with open lacing, rounded capes and two or three pairs of holes for laces. Most often they are sewn from suede, but there are other options. Dark chakkas with leather soles look cute with jeans, suits (including sometimes even business ones), as well as with many unpaired trousers. However, it should be remembered that the degree of officiality of this type of footwear is low, so you should not wear chakka for business negotiations and ceremonial events.

Figure 42. Berwick 320 Dark Brown Chakka Boots

Read more about the compatibility of chakka boots in the article "How to wear chakka boots". We talked about chakka boots in general on this catalog page. Chukka boots in our catalog.

Figure 43. Desert boots are, strictly speaking, a subspecies of chakka boots.

They are characterized by crepe soles with a rough surface. In addition, the silhouette of these shoes is often much less elegant than the classic chakka boots, and the design is usually simpler and

lighter. Deserts rarely go well with suits (even tweeds), but they look great with most jeans, chinos without ruffles, and some other mismatched trousers.

Figure 44. Desert boots Clarks Desert Boot Sand Stone Suede

To complete the picture, it is worth mentioning the playboy chukka boots - another subspecies of chukka, a distinctive feature of which are very thick crepe soles with very low heels that make up a single whole with these soles. The rules for wearing such models do not differ from the rules for wearing deserts. The degree of formality is naturally very low.

Figure 45. Playboy chukka Sanders

Figure 46. Illustration of all types of boots

Boots with buttons

This model (button boots) was very popular in the first quarter of the 20th century, but today it is extremely rare. It is characterized by long straight side seams, leather soles and a button closure. Boots of this kind are almost always two-tone, and the lower part is usually made of smooth leather, and the upper part is made of suede or textile. The degree of formality of button-up boots is quite high, but it is hardly worth going to such a model for business negotiations with conservative partners or for a solemn event. If we talk about compatibility, then button-down boots look best with all sorts of suits and strict unpaired trousers with arrows. Some wear them with jeans and trousers without arrows, but such combinations are not among the classic ones.

Figure 47. Enzo Bonafé button-down boots

Read about the history of these boots in the article "Button boots".

Balmoral boots

This model (balmoral boots) is characterized by long and straight side seams, an elegant narrow silhouette, rather thin soles and closed lacing. The degree of formality can be quite high, although not the maximum. The rules for wearing and combining Balmoral shoes are similar to the rules for wearing and combining Oxford shoes. Many balmorals made of smooth leather in dark tones are successfully combined with business suits. Informal styles, richly embellished with decorative perforations, are best worn with jeans, informal suits, and unpaired trousers in tweed, flannel, corduroy, or cotton twill.

Figure 48. Balmoral boots<u>Carmina 80092 Forest Black</u>

duck boots

This model (duck boots) looks funny and completely informal. The lower part of the top of such shoes is made of rubber and is therefore very practical and waterproof; for sewing the upper part, leather or moisture-resistant textiles are used. The silhouette of duck boots is quite massive and far from elegant. The soles are always rubber or synthetic, and the lacing is always open. Because of their informal style, duck boots can be worn with jeans, jackets, sweaters, and slacks. Their most famous manufacturer is the American company LLBean; it was she who in 1912 first produced shoes of this kind.

Figure 49. LL Bean duck boots

Monkey boots

For these boots monkey boots are characterized by moderately thick synthetic soles, open lacing and large berets that start right near the toes. The material for their top is most often smooth cow or calfskin. This model was popular among mods, skinheads and punks, but it was worn and worn by people who are far from any subcultures and countercultures. Monkey boots are highly practical and always informal. Ideal companions for these boots are jeans and tight trousers without arrows. The most famous brands of monkey boots are Dr. Martens and Solovair.

Figure 50. Dr. Monkey Boots Martens

Figure 51. Solovair monkey boots

Work boots

Work boots (work boots) differ from their more strict and elegant counterparts in a rough silhouette and materials. As a rule, they are equipped with a strong and practical sole, and thick cowhide leather (often oiled / waxed) is used for their upper. The laces on work boots are always open. These shoes should be combined with informal clothing - primarily with jeans and unpaired trousers made of thick cotton, which do not have arrows.

Figure 52. Timberland work boots

Hikers

Hikers (Hiking boots, Hiker boots) are strong boots with open lacing, designed for hiking, hiking, long country excursions. Usually they are made of good and rather thick leather and are supplied with massive rubber or synthetic soles with good grip. Today, hikers sometimes wear in the city. There are even designer models that few people use for hiking,

that is, for hiking. The degree of formality of any hikers is minimal, so it is best to combine them with jeans and informal trousers without arrows.

Figure 53. Specialized hiking boots

Specialized boots (trekking, mountain)

These models have a very limited scope. They are not suitable for everyday wear in the city and even more so in the office, but can be useful for hiking and expeditions. They are combined, respectively, with highly specialized hiking clothing, although they often look good with ordinary jeans or chinos without arrows. In the overwhelming majority of cases, such shoes do not pretend to elegance and style.

Figure 54. Scarpa mountain boots

Rubber boots

Another type of highly specialized footwear. In English, it is referred to as wellington boots (wellies). Rubber boots, as the name suggests, are made from rubber, are waterproof and very informal. It is better to wear them in the countryside or, perhaps, at specialized enterprises in the city. Such shoes are combined only with very informal clothes. We have a detailed article on our website about the most famous manufacturer of rubber boots - the company Hunter Boots.

Figure 55. Hunter rubber boots

Topsiders

Topsiders (boat shoes, deck shoes) are characterized by open lacing, two or three pairs of holes for laces, moderately thick rubber soles with special corrugations to protect against slipping, uppers made of material that has undergone water-repellent treatment, as well as a semicircular ("moccasin") seam on union and capes. Many topsiders do not have lining, but lined models are still not uncommon. The laces, as a rule, are made of leather and run around the entire perimeter of the boot neck.

Figure 56. Loake 528 Tan Boat Shoes

Boat shoes are informal shoes. They are especially well suited for yachting, cruising and promenade walks, but today they are also worn away from the water. It is combined with jeans, shorts, chinos and other lightweight unpaired trousers (for example, linen). As a rule, topsiders are worn without socks or with invisible socks, but there are no clear generally accepted rules, and some people wear these shoes with classic socks.

For more information on what to wear with boat shoes, you can get here, and we talked about topsiders in general in directory.

Topsiders in our catalog

Figure 57. Espadrilles

Espadrilles (espadrilles) are very light summer shoes, which are characterized by rope soles, textile or suede uppers, as well as the absence of lining, lacing, buckles and other similar elements. Sometimes you can find espadrilles with leather uppers. Manufacturers today often put rubber pads on rope soles - for moisture resistance and wear resistance. Any espadrilles are very informal; they are combined with summer trousers without arrows, light jeans, shorts. Espadrilles are worn either without socks at all, or with so-called invisible socks.

Figure 58. Manebi Espadrilles

Read about the history of this type of footwear and other features in the detailed article about espadrilles.

Patent leather pumps with bows

This is the strictest, most feminine and oldest model of men's shoes that currently exists. These shoes are sewn exclusively from black patent leather and are decorated with black silk bows. There are no laces or buckles. In English, these boats are called terms opera pumps and evening pumps, and combine them only with tailcoats and tuxedos.

Figure 59. Opera pumps Arthur Sleep London

Sneakers and sneakers

The English term sneakers refers to many different models of informal shoes, which can be used both for ordinary everyday wear and for sports. Typically sporty models should only be worn during competitions or training, but now there are a huge number of sneakers / sneakers on sale that look appropriate and far beyond the gym or stadium. They are combined with jeans, shorts, informal unpaired trousers, and sometimes with suits, although the latter option is very controversial, and the attitude towards it is negative. When choosing casual sneakers, opt for more or less minimalist models with a simple design and not too bulky silhouettes. Now all-white sneakers and sneakers are in fashion, but brown, blue and some other items can also look good.

Figure 60. Reebok sneakers

By the way, we have a large material on our blog in which we have collected information about all brands of sneakers.

Slippers and slipons

Slippers are shoes without laces, zippers and buckles that can be quickly put on or taken off. Classic shoe brands This term is usually used to designate very elegant slippers with thin leather soles and low heels. For its top, velvet is most often used, although sometimes other materials are used, including suede, smooth leather, linen and cashmere fabrics. It is quite common to place monograms of the sleeper owner or some intricate embroidered patterns on the capes. The degree of formality of sleepers can only be high within your home. You should not wear such shoes for business negotiations, and in an office with a dress code, they will also be inappropriate.

Figure 61. Arthur Sleep London sleepers

More detailed information about classic sleepers can be found here.

Let's move on to slip-on shoes. This term is rather vague because it can be applied to almost any shoe without laces, including the loafers and moccasins described above. Often this word refers to informal models without laces and a pronounced heel; they may look like loafers, sneakers or espadrilles, but they really aren't. The top of such models is often sewn from textiles or suede, and the soles are often rubber or synthetic. The degree of formality is generally very low; such slip-ons are combined with jeans, shorts, chinos and linen trousers (usually without arrows).

Figure 62. Vans slip-ons

In addition, much more strict heeled shoes are sometimes called slip-ons, which differ from loafers in a more closed top and the absence of a semicircular (moccasin) seam. These models have small elastic inserts on the sides, and therefore they are sometimes referred to as elastic sided shoes and side gusset shoes. Sometimes shoes of this kind even have lacing, and it can be decorative. An alternative name for such shoes is lazy man shoes, i.e. "lazy man's shoes". If they are made of dark smooth leather, then they can be combined with business suits. In terms of formality, they are inferior to oxfords without broguing (ceteris paribus), but they can look very strict and be appropriate in the office and at business negotiations.

Slippers

The term slippers mentioned above is often used to refer to much simpler shoes - various kinds of slippers. They are sewn from many different materials - from cheap synthetics to high-quality genuine leather. Some models have a heel counter, while others do not. The degree of formality is naturally minimal, and this type of footwear should only be worn at home or in hotels.

Figure 63. WoolOvers slippers

To complete the picture, it is worth saying that there is also a kind of hybrid of slippers and moccasins, which is also at least sometimes referred to as slippers. This is a very flexible and lightweight shoe that can even be folded in half. It is great for wearing at home and for all sorts of trips. On the vamp and capes of such sleepers there is a characteristic moccasin seam; the sole is very thin and leathery (this is the difference from classic moccasins, which are usually equipped with soles made of spikes or other rubber elements). There are no linings in these slippers.

flip flops

Like slippers, flip-flops have a minimal degree of formality and are best worn at home, on the beach, by the pool and in other places where open shoes are acceptable. Flip flops are characterized by rubber / synthetic soles and rubber / synthetic uppers, and the top is very modest and consists of only a couple of straps. Your toes are thus completely exposed. If they are not in the best condition, you should refrain from wearing flip flops in public places.

Figure 64. Paul Smith Flip Flops

Expensive flip flops can be made largely from genuine leather.

Slates (slippers)

Slippers (slates, slides) resemble flip flops in their openness, but still their appearance is different. The upper of these shoes is not made of straps, but of one wide strip of material - in the vast majority of cases, rubber and much less often genuine leather. Of course, the degree of formality is minimal here too, and your toes will also be on display. You can wear slates and flip flops with swimming trunks, shorts, some light summer trousers without arrows and light jeans.

Figure 65. Hugo Boss Slippers

Sandals

In the end, a few words should be said about sandals (sandals). This shoe also has an open top and a minimal degree of formality. Visually, it resembles flip flops, but the straps on the sandals look different and are also larger in area. Many sandals have buckles or Velcro, which you will never find on flip flops and slates (however, it is worth noting in parentheses that sometimes flip flops and slates can be called the word "sandals").

Figure 66. Grenson Sandals

The rules for wearing sandals do not differ from the rules for wearing flip flops and slates. It is not customary to wear socks with these shoes, but still some men ignore this rule, and sometimes quite deliberately - and not out of harm, but rather out of convenience or, perhaps, because of the not very good condition of their feet and toes on them.

Conclusion

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 in the assortment that creates the basis for meeting demand. It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated the essence of things, learned to manage

things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in in accordance with the requirements of the Federal Law "On Technical Regulation". Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the regulatory, methodological documents on the structural restructuring of industry, then the thought appears.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book “Out of the Crisis” says: “... managing paper money, not a long-term production strategy - the path to the abyss. Regarding whether the state should pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. 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,” you can’t say more precisely. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, budget surplus and other financial and economic achievements. And what, is this really 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 population's ability to pay to purchase these goods and services? And, ultimately, on the quality of life of the population of the country? Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

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Issue Article

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FEATURES OF MANUFACTURING PRIORITY AND DEMANDED FOOTWEAR WITHIN THE FORMED TERRITORY OF ADVANCED DEVELOPMENT

Abstract: *In the article, the authors consider the role of quality as a tool for promoting the philosophy of quality in the production of competitive and in-demand products at light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, the authors absolutely reasonably confirm the possibility of such an implementation. If innovative centers are implemented, saturated with universal and multifunctional equipment, creating the prerequisites for the production of the entire range of footwear, namely: men's, women's and, most importantly, children's shoes, the demand for which is quite high in the regions of the Southern Federal District and the North Caucasus Federal District.*

Key words: *quality, preferences, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, implementation, paradigm, economic policy.*

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Introduction

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When developing a range of children's shoes, it is necessary to take into account the factors that form consumer demand: compliance with the main fashion trends, economic, social and climatic specifics of the Southern and North Caucasian federal districts.

In terms of their natural and climatic conditions, the Southern Federal District and the North Caucasus Federal District occupy a unique position in the Russian Federation. Geographical position, proximity to three seas and varied relief with high mountains predetermine a significant diversity of climate. In the eastern part, the continentality of the temperate climate is clearly manifested: winters are cooler here,

summers are hotter (the average temperature in July ranges from +25 to +280C, in January - 4–80C), the amount of precipitation is not high; the climate of humid subtropics with a large amount of precipitation prevails on the Black Sea coast, the average temperature in January is +2–50C.

Such mild natural and climatic conditions of our region suggest a great demand for shoes for the spring-autumn and summer period of wear (sandals, shoes, low shoes, autumn boots and boots). Winter shoes are less in demand. In accordance with MGOST 26165–84 “Children's shoes. Specifications”, the use of textile and artificial materials, along with natural ones and in combination with them, is the most relevant for such shoes, it allows you to most fully satisfy consumer demand for families with different income levels.

The range of children's shoes should focus on customers with different income levels, for this, in the production of shoes, you can use leather of different quality: expensive, such as chevro or cheaper - pigskin, shoes from which you can wear on the "exit", and, having come home, take it off so that the child's legs can rest.

Also, when developing an assortment, one should also take into account the fact that more girls are born in the Southern Federal District than boys, so shoes for girls should be produced in a larger volume than shoes for boys.

If manufacturers of footwear for children are guided by all of the above, then buyers will have the opportunity, depending on their financial situation, to give preference to products of one or another price category, made taking into account the climatic characteristics of the Southern Federal District and the generic characteristics of its population.

One of the most important requirements of Russians to the shoes they buy in general and children's shoes in particular is their compliance with the latest fashion trends. Moreover, recently it has begun to spread not only to models for schoolchildren, but also to children of school and toddler age. And this applies to both products of famous foreign brands and domestic manufacturers. Of course, there are different price niches in all shoe markets in the world, but also a feature of our Russian one: a huge sector of cheap shoes, relatively small - of average cost and very small - expensive. The second, no less important feature: a big plug between cheap shoes (up to 9 euros per pair) and expensive ones (from 200 euros per pair).

In the first sector, not only firms from Southeast Asia work, but also Russian wholesalers placing their orders in China. In the second, middle one, there are Russian factories, as well as enterprises in Eastern Europe and Turkey that produce shoes under their own or licensed brands. In the third - well-known world manufacturers and even fashion houses.

At the junction are European-made collections made from natural materials, adapted to the Russian market, but also of moderate cost.

Representatives of the most extensive cheap sector, where the level of competition is very high, are striving in every possible way to reduce the cost of their products due to production in cheaper factories, as well as the materials used.

It should be noted that now the requirements of parents for the hygienic properties of children's shoes have risen sharply, namely, for the naturalness of the upper material, because many manufacturers from the inexpensive market segment, in an effort to reduce the price, make only insole and lining from genuine leather. To keep a child's foot healthy, toddler shoes need to be well thought out, down to the details.

When you consider that the growth of the foot, on average, is completed around the age of 18, you can imagine how important it is to have suitable and healthy shoes from the very beginning. In the process of leg growth, a transformation occurs: since at first the child begins to crawl, he still has crooked legs in the shape of the letter O. With the disappearance of these crooked legs, which is due to growth, crooked legs appear in the form of the letter X, when the sides of the knees are on the inside are in contact with each other. Until about 6 years of age, the foot of a small child grows, maintaining the shape of X. When learning to walk, the child seeks to align the body vertically, and the feet are subjected to great stress. The feet and legs begin to develop as they begin to have a functional load on the muscles, ligaments and tendons, begin to adapt to each other. During the period when the child begins to stand up spontaneously, the foot must necessarily be able to develop freely. This also applies to further stages of development and in older children. Shoes, from a hygienic point of view, should protect the body from cooling and overheating, protect the foot from mechanical damage, help the muscles and ligaments to keep the arch of the foot in a normal position, provide a favorable microclimate around the foot, help maintain the necessary temperature and humidity conditions under any microclimatic conditions. external environment. Footwear must meet hygienic requirements: be light, comfortable, not restrict movement, fit the shape and size of the foot. Then the toes are located freely and they can be moved.

Tight and short shoes make it difficult to walk, pinch the leg, impair blood circulation, cause pain and over time change the shape of the foot, disrupt its normal growth, deform fingers, contribute to the formation of ulcers that are difficult to heal, and in the cold season - frostbite, increases sweating. Too loose shoes are also harmful. Walking in it quickly tires, and scuffs can occur, especially in the instep area.

The area of support and stability are sharply reduced. The trunk leans back. Such a deviation in the age, when the pelvic bones have not yet grown

together, causes a change in its shape, changes the position of the pelvis, which in the future may adversely affect the generic function. This creates a large lumbar curve. The foot rolls forward, the toes are compressed in a narrow toe, the load on the forefoot increases, resulting in flattening of the arch of the foot and deformity of the toes. In shoes with high heels, it is easier to twist the leg at the ankle joint, it is easy to lose balance.

The sole should bend well. A hard sole makes it difficult to walk (the bending angle is limited, the heel of the shoe is pulled off the heel), reduces the performance of the muscles of the ankle joint, increases the temperature of the skin of the leg and sweating.

As much as it is necessary to ensure maximum mobility of the forefoot, it is also necessary to ensure maximum heel stability. The back must be strong, not allowing the foot to slip. The back should protect, tightly cover the heel, prevent its deformation.

In winter, shoes must be warm. For this purpose, fur, felt, cloth, felt are used. On cold winter days, not below -10ºC, schoolchildren can wear boots and boots made of porous rubber, insulated with synthetic fur (dacron with cotton) or lined with wool or felt. With chronic cooling of the legs, vasospasms occur and serious malnutrition of leg tissues develops due to obstruction of blood flow. In the summer months, the most hygienic light open shoes with a wide neckline are sandals, sandals, leather shoes or shoes with leather soles with uppers made of textiles and other materials with a porous structure (gunny, denim, etc.). Such shoes contribute to good ventilation and rapid evaporation of sweat due to air circulation around the foot (due to the selection of material, but more often the openwork pattern of the shoe upper).

In wet rainy weather, rubber boots or shoes with soles made of waterproof materials, rubber, rubber, nylon, etc. are comfortable. However, these shoes are characterized by low breathability, so you need to wear them only with insoles that absorb sweat well: felt, cloth, and in summer - from woven straw or cardboard. Care must be taken to ensure that the lining does not become wet.

Shoes that meet hygienic requirements help to avoid unpleasant, sometimes painful phenomena. Thus, shoes should not compress the foot, disrupt blood and lymph circulation, or interfere with the natural development of the foot. There should be a space of 0.5–1 cm.

Hygienic requirements for shoes for children and adolescents are made up of requirements for the design of shoes, due to the structural features of the foot during the growth period, and for the materials from which the shoes are made. The size, style and stiffness of the bottom of children's shoes should not interfere with the development of the foot.

The foot of a child at an early age differs significantly from the foot of an adult in anatomical and physiological structure. The children's foot is characterized by a radial shape, in which the greatest width is noted at the ends of the fingers. The foot becomes fan-shaped. A different ratio of the heel and forefoot: children have a relatively longer back (heel), which should be taken into account when designing shoes. The skeleton of the foot in childhood is formed by cartilage. Ossification is completed only with the end of growth (approximately21 g.), so the child's foot can be easily deformed under the influence of mechanical stress. In this regard, such qualities as thickness, flexibility of the sole, mass of shoes, as well as heat-shielding properties are subject to hygienic rationing.

The main elements of the cut of shoes are the top - this is the toe, heel, vamp, tibia and bootleg, and the bottom - this is the sole, insole, heel. The toe part should be wider than the beam part (part of the foot at the level of the metatarsophalangeal joints). Sock - the outer part of the top of the shoe, covering the surface of the toes to the level of the metatarsophalangeal joints. The toe cap is a part of the upper, located between the lining and the top in the fore part to maintain its shape. It protects the toes from injury, and its length should not exceed the area of the metatarsophalangeal joints. The heel is a part of the upper part of the shoe, located in the heel part to maintain its shape. The back should protect the heel, prevent its deformation, prevent the foot from sliding up and back. For the manufacture of the heel, thicker genuine leather is used. The production of shoes without a back is allowed for children over 11 years old. The vamp is a leather patch on the toe and instep of the boot, as well as the front part of the shoe blank. Shaft - the part of the boot that surrounds the shin.

The height of shoes is normalized depending on its type and type. The bottom of the shoe (insole, sole, heel) should have optimal stiffness indicators: resistance (expressed in N / cm) to bending along the line of the connecting head and metatarsal bones up to an angle of 25 degrees. “Shoe flexibility is regulated and should be 7 N/cm for goose shoes, 10 N/cm for preschool shoes, 9–13 N/cm for boys’ school shoes, and 8–10 N/cm for girls’ school shoes.”

The sole is the main element of the bottom of the shoe. The sole must have optimal flexibility, thickness, mass and thermal insulation properties. The heat-shielding properties of sole materials depend on their thermal conductivity. The lower the thermal conductivity, the higher their heat-shielding properties. Porous rubber in terms of heat-shielding properties significantly exceeds leather and solid rubber. At the same time, with an increase in environmental humidity, the heat loss of natural leather from wool (felt boots) increases, and the heat-shielding properties of porous rubber do not change. This creates the advantage of using porous rubbers for soles in children's shoes, which can provide not only thermal insulation properties, but also the thickness,

flexibility and anti-slip properties of shoes. In the summer, wearing shoes with rubber soles, including microporous ones, leads to increased sweating of the legs due to the complete absence of steam and breathability. For children's shoes, thread and combined fastening methods are allowed, providing greater flexibility in the beam region, ease of use of porous rubber, polyurethane and other materials, it is possible to use adhesive and injection methods of fastening that ensure the waterproofness of shoes, which is necessary in the autumn-spring and winter periods. The thickness of the sole is normalized depending on the materials and type of shoes. what is needed in the autumn-spring and winter periods. The thickness of the sole is normalized depending on the materials and type of shoes. what is needed in the autumn-spring and winter periods. The thickness of the sole is normalized depending on the materials and type of shoes.

The insole is an internal part of the shoe that has contact with the skin of the foot and contributes to the creation of a comfortable temperature and humidity regime inside the shoe space. It must have high air and vapor permeability. It should be made only from genuine leather.

The heel artificially raises the arch of the foot, increasing its springiness, protects the heel from bruises on the ground, and also increases the wear resistance of the shoe. When resting on a bare foot (without a heel), most of the load falls on the back of the foot. The absence of a heel is allowed only in shoes for young children (booties) until the child walks. In shoes with heels2 cmThe load is distributed evenly between the front and back of the foot. In shoes with high heels, that is, above4 cm, most of the load falls on the forefoot (with a heel height of 8–10 cmthe load on the forefoot is 7 times greater than on the hindfoot). Heel height: for preschoolers - 5 -10 mm, for schoolchildren 8–10 years old - no more20 mm, for boys 13–17 years old -30 mm, for girls 13–17 years old up to –40 mm.

Children's shoes should have a reliable and comfortable fastening on the foot, not hindering movement. For this, various types of fastening are used: lacing, Velcro, belts, zipper, etc. Open shoes without fasteners (such as boats) are not allowed for school shoes. The mass of shoes depends on the materials used, the design and type of fastening. The norm of the mass of shoes is normalized.

Genuine leather is recommended for the top of children's shoes for all seasons. it has high air and vapor permeability, softness, flexibility and heat-shielding properties. for summer shoes, along with leather, various textile materials or their combinations with leather are used: gunny, denim, etc. In insulated shoes for the top, cloth, drape, woolen and half-woolen materials, felt, felt, etc. are recommended. Genuine leather and cotton materials. For the manufacture of children's shoes, polymeric materials or natural materials with the attachment of chemical fibers, which are regulated by sanitary norms and rules, can be used. Shoes for everyday wear on the street or at school should be simple, comfortable, with wide, low heels (1–2 cm). Then walking will not be tiring. Older girls' weekend shoes can be on an average, but always stable heel, no more than 3 cm high.

There are also specific requirements for the color of children's shoes, and they differ depending on the age of the child (models for babies are always brighter, more cheerful, and for older children - darker, more practical). Our parents are not too fond of easily soiled light shades (they can only be in girlish summer shoes and sandals), as well as non-standard tones that are suitable for clothes of a strictly certain color. Yellow is especially disliked, although according to all forecasts it will be relevant this season.

Boys' preferred colors include black, gray, navy blue and brown, as well as beige and sand and swamp green. Dislike the traditional boyish blue and bright green. In older boys, another, more radical color scheme is already popular, including red and orange, the latter being increasingly used not only as bright finishing touches, but also as the main two. School-age children can be divided into two subgroups: children of primary school age and adolescents.

To revive the production of children's shoes in the Southern Federal District, first of all, it is necessary to create a number of footwear industry enterprises in the following regions of the district with a pronounced socio-demographic situation and employment in the republics: Chechen, Dagestan, Ingush, Kalmyk.

Newly created enterprises need state support, because their own funds are not enough, and borrowed funds are not available due to the high cost. It is necessary to solve at enterprises the general tasks of technological renewal of the industry, replenishment of working capital, increase in the efficiency of scientific and technical support, production for the manufacture of high-quality and affordable children's shoes.

Main part

It is necessary to intensify the work of regional and municipal bodies of social protection in organizing targeted assistance to children and their parents, including large and single-parent families.

We believe that this is a problem not only of private business, but also of the state, because the downward trend in oil prices is becoming persistent, which worsens the economy and, if measures are not taken in the industry, may lead to a decrease in real annual GDP growth rates (due to a decrease in profitability). This will lead to serious negative consequences in the economy. The positive development of the economy could have been without

a shock if the state had provided “starting” assistance in the revival of light industry, because. today light industry remains in crisis, which explains unemployment and low quality of life, especially in small towns, where1992. the city-forming sewing, shoe, and other enterprises necessarily functioned.

It is worth noting that today only a fifth of the output of light industry is produced by small enterprises. Reasonable expectations are paradoxical here: according to the proposals of the Chamber of Commerce and Industry of the Russian Federation and the Russian Union of Industrial Enterprises, obviously, in 2023, the permissive scale of restrictions on the volume of production of small enterprises (!), After the introduction of which the volume of production of shoes by small enterprises will increase at least than up to 60-70% of the total production. And once again in the development of the above.

Why is this growth not systematic? After all, there is the main thing: an immense market (the tax base for imports of goods and light industry products increased by $ 746 million; loyal consumer; capacity; qualified personnel; competitive advantages (easing tariffs for electricity / energy, water, land, etc. Based on the achieved volumes of production and its dynamics, it is realistic to predict the successful completion of the industry in 2025, but everything is in the hands (minds) of the business community, since one cannot count on preferential terms from the state.

I would like to believe that the instruction of the Prime Minister of the Russian Federation will be fulfilled, at least in terms of reducing the volume of shadow (counterfeit, falsified and contraband) products on the market, and domestic footwear will find its consumer.

Development of a range of children's shoes

The acute situation in the production of children's shoes at most Russian shoe enterprises, including the Southern Federal District and the North Caucasus Federal District, is associated with the abolition of subsidies from the federal budget, with the imperfection of the taxation of the children's assortment and insufficient production of lasts for its production. In the consumer market of the Southern Federal District and the North Caucasus Federal District of goods for children, domestic manufacturers were forced out by foreign manufacturers who supply cheaper shoes from low-quality materials. However, this product, for the most part, does not have certificates of conformity and hygiene certificates.

Providing children with properly selected, physiologically sound footwear is one of the main tasks for domestic manufacturers. Domestic children's shoes are produced in accordance with strict standards. This is ensured and put into effect in2003. interstate standard GOST 26165–2003 “Children's shoes. General technical conditions”, which defines the general requirements for shoe manufacturers both in Russia and in the CIS countries.

Children's shoes according to gender and age are divided into groups:

1) for toddlers;
2) little children;
3) preschool;
4) for schoolchildren-girls;
5) girlish;
6) for schoolboys-boys;
7) boyish.

Age group (0-4 years old)

In toddlers, motor-tactile forms of cognition of the world around us come to the fore. Shoes for this age, first of all, should be easy to put on and fasten on the foot. Accessories will attract the attention of the child only with their functionality. Attractive for the attention of the baby are the contrasts in the lines of articulation and color.

Age group (5-9 years old)

In children of preschool and early age, perception becomes meaningful, purposeful, analyzing.

The perception of the child specially organized by the designer will contribute to a better understanding of the phenomena of the surrounding world.

Therefore, the maximum manifestation of the principles of harmony should be present in the created shoes for children.

Age group (10-14 years old)

The third age group of children - school-age children - can be divided into two subgroups: children of primary school age and adolescents.

It is advisable to use a stylized image of a shoe model for children of primary school age in order to contribute to the development of the child's thought process: to stylize the image of cars, plants, insects. Decorative trim becomes the compositional center, so various buckles, brooches and other accessories significantly “refresh” the model and give it originality. A buckle of a simple geometric shape (square or circle), but with a small intricate pattern, will make the child look at it, and therefore concentrate their attention. Designers can use accessories that are complex in geometric shape, and through the use of different colors, help the child isolate simpler geometric bodies from the overall complex shape. Such developments in various versions will help train children's thinking to determine a complex shape.

A teenager is an observer contemplating the world from the outside, studying it as a complex phenomenon, perceiving not so much the diversity and presence of things as the relationship between them. He already clearly knows what shoes are needed and for what purposes, and from the presented models for a certain purpose he chooses, in his opinion, the best, thinking, at the same time, how it will look in the eyes of his comrades. In adolescence, the emotional background is uneven, unstable. The child rushes to

adulthood, claiming equal rights with elders, he considers himself a unique personality, but at the same time, he does not want to differ from his peers in any way. The new position is manifested most often in appearance, including shoes: a teenager likes adult models, but in brighter and bolder manifestations. Therefore, youth fashion is so specific.

Shoes for this group should be, on the one hand, beautiful, meet fashion trends, and on the other hand, comfortable, convenient, taking into account the fact that they have not yet completed the formation of the foot and shoes should exclude the development of pathologies. It must necessarily have distinctive features, that is, it must be shoes that today, today, their peers wear. Shoes may vary in color, style of the sole, there may be differences in design features both when assembling the upper of the shoe and its fastening on the leg, that is, the shoe may have an individual distinctive feature. Teenagers are not recommended to walk in tight shoes. Wearing it often leads to curvature of the fingers, ingrown nails, the formation of calluses and contributes to the development of flat feet. Flat feet are also observed when walking for a long time in shoes without any heels.

Adolescents aged 15-17

A separate group is a group of teenagers aged 15–17 years, shoes for which are created as a separate group, in which designers must take into account the peculiarities of youth fashion, somewhat repeating adult models, but without high heels and a very narrow toe, so as not to damage almost formed foot. Children of very early age become consumers of footwear of men's and women's groups. Thus, boys acquire men's shoes from the age of 11 (9%), by the age of 13, 40 to 60% use men's shoes, and from 15 years and older - almost 100% of adolescents. Even more difficult is the situation with shoes for girls. Women's shoes are purchased by 40 to 70% of 10-year-old girls and almost all girls aged 13 and older. Shoes for this age group should not only be in line with fashion, but be produced in a wide range, so that a teenager with her help can emphasize his individuality. Shoes can vary both in color and in the shape of the sole, various design features of the upper of the shoe and ways of attaching it to the foot can be used.

The consumer always faces a choice, which is a priority for him - the level of comfort of shoes, hygiene, durability, resistance to external influences or price. Currently, artificial membrane materials have been developed that successfully compete with natural ones. The main advantage of these materials is their versatility. They provide the same moisture protection as natural leather.

Children's shoes should have a reliable, comfortable fastening on the foot, which does not interfere with movement. For these purposes, modern fashion uses different types of fasteners: belts, zippers, rubberized inserts that fasten quickly and look modern. However, doctors recommend using laces for school shoes. With their help, you can adjust the height of the lift, which means to provide more comfortable conditions for the foot.

Teenagers have their own requirements for choosing shoes. They prefer what is fashionable in adults. Therefore, shoes are in demand, both classic, and sports, and extravagant - for "advanced" teenagers.

Teenagers prefer sports-style low shoes. Modern models of sports shoes have a specially designed ventilation system: sometimes a mesh or valves built into the sole are used, sometimes the arch support of the model has holes that allow the foot to "breathe", so more and more often sports shoes are offered as school and teenage shoes.

At present, an important trend in children's shoe fashion remains - the desire for maximum comfort. Everything is involved: constructive solutions, modern materials, the latest technologies. The high platform-like soles went out of fashion (which is very harmful for the fragile children's foot), the toe pieces became rounded, acquiring a comfortable shape. Teenage model shoes have small but pronounced heels. Exquisite fittings, elegant materials, leather with textured embossing, metal coating, etc. The tops of winter boots for girls, just like those of their mothers, are decorated with fluffy fur edges, mink fur appliqués, buckles and chains with rhinestones.

In order to form an idea about the assortment of the footwear market in the Rostov region, we analyzed the assortment of children's shoes in the distribution network of the city of Shakhty, which is shown in table 1.

Table 1. The structure of the assortment of children's shoes by price

Shoe manufacturing companies	Types of shoes	Price categories, rub.							
		up to 100	100–300	300–600	600–900	900–1200	1200–1500	1500–1800	1800–2000
"Antelope", Moscow city	sandal strap			X					
	Boots					X	X		
	Sport shoes				X				
"Kotofey",	shoes orthopedic				X				

Egoryevsk, Moscow region	Boots			X	X	X			
	Boots							X	
	low shoes				X	X			
"Thomas", Moscow region	Shoes Little children			X					
	Boots Little children			X					
Bombini, Moscow	Shoes for teenagers			X					
	Boots teenage						X		
	Low shoes for teenagers					X			
"Bagheera", Voronezh	Shoes						X		
	Boots							X	
	Boots								X
RIL, Rostov-on-Don	Sandal strap		X						
	Czechs	X							

Based on the analysis of the range of children's shoes entering the distribution network, it can be concluded that, in general, the demand for shoes is met by manufacturers from other regions.

Features of the development of an assortment of women's shoes

Women's shoes are produced in accordance with the interstate standard GOST 19116–2005 “Model footwear. Specifications".

When compiling a new assortment, the management of the enterprise should remember that the product combines tangible and intangible parameters to meet consumer demand. A new product refers to a modification of an existing product or innovation that the consumer considers significant. In order for a new product to succeed, it must have the parameters desired by consumers, be unique.

Such parameters for model shoes are the following features:

beautiful appearance (namely: korma (silhouette), material, color, decorations, design (execution), interior decoration), grace, elegance, compliance with the fashion trend;

plasticity, lightness, flexibility;

the convenience of shoes to wear, which is determined by the conformity of the shape and size of the shoe to the shape and size of the foot;

the ability of manufactured footwear to maintain its external and internal shape and dimensions throughout the entire period of operation.

Of particular importance in shoes for the buyer is the correspondence of the proposed models to the direction of fashion, which now calls for moderation and restraint, the restoration of ties with nature.

From the 40s and 70s. 20th century platforms, a combination of contrasting colors or different shades of the same color are returning to fashion. Shoes differ from previous seasons mainly in changes in style and volume, they use fewer accessories compared to previous periods. The shape of the forefoot becomes narrower, and the high heel is increasingly striving for stability. Classic stiletto heels, triangular and rectangular stable heels are in fashion. Many heels with inserts made of mirror materials in different sizes. Metal heels or half metal heels are still fashionable.

Among the materials, velor and suede are in the lead. It doesn't matter if the materials are natural or artificial - the main thing is that the shoes look spectacular. Unusually popular in shoe fashion today patent leather. Also, new models often combine materials of different textures, or high-quality natural materials with artificial ones.

Black returns to the color palette with the addition of red, white, silver, bronze decor or an unexpected explosion of pure gold. Black is followed by brown, beige, and also caramel and cognac shades, which have acquired some depth and often tend to red and purple, dark red, mustard, wine, elegant dark blue. Often the palette consists of muted tones interspersed with bright purple and scarlet.

In the assortment of shoes for winter, classic low-heeled boots with decorated multi-colored details or a freely draping top are relevant. Over the knee boots with or without high heels are also in fashion. Laces, straps, buckles, buttons, various metal fittings are welcome as decor.

In the assortment of women's shoes for spring and autumn, ankle boots are an absolute favorite. They can be very diverse: with fur trim, textile inserts, V-neck, all kinds of straps, buckles, decorative buttons and buttons ... They are usually ankle-high, and quite loose, with a narrow or square-shaped nose. Retro-style options are available with a slightly rounded and raised toe.

Fashion for summer provides wider and more interesting opportunities for updating. Models are based on designs with open heel and variable parts. Widely used combinations of straps, different in thickness, as well as criss-cross and T-shaped.

Special requirements are placed on elegant women's shoes. Actual constructive solutions - shoes "boat", low shoes. Modeling compositions of this stylecomes downto the development of a purely constructive basis of the model, often with the rejection of excessive decorativeness and a return to strict and clear lines. The fittings are distinguished by the complexity of forms and jewelry finishes using precious stones.

According to GOST 19116–2005, leather according to GOST 939–88 is used for the outer parts of the shoe upper: cowhide, outgrowth, chevro with a natural front surface, smooth, with a relief surface, with nubuck, velor finishes, as well as according to GOST 9705– 78 patent leather.

For the inner details of the top, in particular for the lining, leather is used for lining shoes according to GOST 940-81, a bike according to GOST 29298-92, natural fur according to GOST 4661-76. For winter shoes, removable insoles are used, consisting of two layers. In this case, the first layer is natural fur according to GOST 4661–76, the second layer is cardboard according to GOST 9542–89, which are glued together and trimmed around the perimeter.

According to the interstate standard GOST 19118–2005 “Model footwear. General Specifications” for the toe cap, thermoplastic materials are used according to TU 17-21-592–87, which have good elasticity and rigidity. For backs, thermoplastic materials are also used according to TU 17-21-958-73.

For details of the interlining, thermal calico TU 17-21-92-76, fumes-cord according to GOST 19196-80 are used.

For women's winter boots, molded soles based on thermoplastic elastomers according to TU 17-21-492–84 are used, since this material is resistant to abrasion, highly elastic, frost-resistant, and does not slip on snowy roads. For summer and autumn - spring shoes, soles made of leather fiber according to OST 17-92-71 are used.

Use heels of various heights and shapes made of ABS plastic according to OST 17-331-80.

The main insoles are made of shoe cardboard brand COM according to GOST 9542–89. The main semi-insoles are used to strengthen the calcaneal-gel knot in shoes with an adhesive fastening method on medium, high and extra high heels, which are made of PSM brand cardboard according to GOST 9542–89.

For laying, cardboard grade PR is used according to GOST 9542–89, which has low rigidity, i.e. resistant to repeated bending, stretching and compression.

Foam rubber is used as a soft heel pad in accordance with TU 06-1688–78.

For the gel, cardboard or metal is used according to OST 17-24-83.

The range of women's model shoes that can be offered to a shoe company for the summer, autumn-spring and winter seasons is shown in Figures 1-6.

As an example, consider the technical description of women's winter model boots (model B).

Technical description of model B:

genus - women's shoes;

view - boots;

purpose - model;

the design of the blank of the upper of the shoe - the adjusting part of the vamp, the decorative belt of the shaft;

category of complexity - the second;

the nature of the processing of the visible edges of the outer parts of the top - in the bend;

method of fastening on the foot - zipper;

block style - 845281M:

8 - for women's shoes;

4 - for insulated shoes;

5 - height of heel elevation50 mm;

2 - the shape of the toe is medium;

81 - the serial number of the block in the series;

M - for model shoes.

Table 2 shows the assortment of shoes with the time of release of models during the year (by months).

Table 2. Assortment of women's shoes

Genus, type, purpose of shoes	Symbol for a shoe model	Shoe model release time during the year
Women's summer shoes	figure 4.5 (model A)	April May
Women's autumn boots	figure 4.6 (model B)	June August
Women's winter boots	figure 4.7 (model B)	September - November
Women's spring shoes	figure 4.8 (model D)	December - February

From the presented assortment, the basic model B was chosen: boots, model socks for the winter season, since it is the most time-consuming.

Model A

Figure 1 - Assortment of women's summer shoes

Model B

Model B

Figure 2 - Assortment of women's autumn shoes

Model B

Figure 3 - Assortment of women's winter shoes

Figure 4 - Assortment of women's spring shoes

Figure 5 - Office shoes

Figure 6 - Footwear for outdoor activities

Features of the development of an assortment of men's shoes

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

It is quite difficult to find differences in the men's shoe fashion of individual seasons - the difference is barely noticeable. The most intensive period in the development of men's fashion is the last 10 years. In connection with the ongoing changes in the habits of the new generation, “formal” men's shoes, exactly like clothing, have gone beyond the usual “urban” and “fashionable” in the traditional sense of these words.

In the men's shoe fashion for the autumn-winter 2008-2009 season, serious changes will take place. They will touch on the forms of blocks, materials, colors and decor. But the main changes will still affect the style of the collections: slightly forgotten retro and newfangled techno-sport style will come to the fore.

Men's shoe fashion will continue to develop in three stylistic directions: classic, comfortable and

sporty, but the retro influence will become very noticeable next season. Along with the "eternal" classics - oxford, derby and chelsea designs - such long-forgotten shoe details as gaiters will return to fashion. two more novelties from the “new is a well-forgotten old” series - boots with a wide cross-lifting belt - an overlay fastened with two small buckles, as well as loafers. The latter - low shoes with an oval insert (most often imitated) - are sometimes decorated with an overhead strap or lace with a tassel. However, retro will manifest itself not so much in the borrowing of old designs, but in decor and finishes typical of this style, such as perforation patterns and others.

Another trendy style is techno-sport, which has an increasingly active influence on urban fashion. Solid brown, gray and greenish-marsh shades are relevant, which may not be shiny, but made of smooth leather in combination with velor or nubuck. Today it is customary to wear this very comfortable and practical type of footwear even with a classic suit.

Significant changes will also occur in the form of lasts for men's shoes. Perhaps, no season has brought such a variety of their species and such a number of innovations before! All types of toe parts are relevant: rounded, pointed, square-shaped, round-trapezoidal, rounded square, etc. At the same time, many models have a stylish hump in the toe or ally part of the shoes, therefore, a pronounced square with a hump in the vamp area or narrow noses with a convex "influx" at the very tip.

The bottom of the shoe will also change: the soles thicken, noticeable welts and corrugations appear on the running surface.

In the spring-summer season of 2023, men's fashion will not undergo drastic changes. However, it is also impossible to say that absolutely no changes will occur. Men's wardrobe will noticeably expand due to shoes, expensive sneakers and summer sandals, often reminiscent of women's models (table 3).

Along with classic low shoes with laces, stylish shoes will also appear in summer men's fashion. These are moccasins and loafers with a low oval insert or tongue, noticeably lighter, soft, comfortable, on a thin studded or leather sole with plastic breaks.

Shoes are beautifully decorated with embroidery, including contrasting, and sometimes gold threads, mainly on heraldic or nautical themes, and moccasins are decorated with bridles, lifting straps (made of contrasting material or striped rep ribbon), tassels, flags. In moccasin-type shoes, the oval insert is often made of exotic leather (hand-painted python is especially fashionable) or leather with embroidery or embossing. Also popular are braids, both real and stamped on the skin, and frequent figured perforations.

Being athletic is always in fashion. Equipment for various sports is being introduced into everyday life. And first of all it concerns shoes. Sneakers, sneakers, sneakers, pantolets are worn not only for training, but also for the office, school, institute, and, what is very important, they look stylish and trendy at the same time. The toe parts of sneakers, sneakers, sneakers are rounded, without a characteristic elevation; Of the fastening elements, lacing dominates, as a rule, understated, close to the toe. Low shoes and shoes are structurally relevant, with the exception of only some types of sneakers with high berets. Many fabrics are used in the range of footwear for outdoor activities: cotton, linen, mixed with fashionable floral, abstract (pop art), animalistic (under the skins of wild animals) heels. Relevant and smart "sports" materials, meshes, breathable climate membranes, perforated faux leather. For men, checkered, striped, pied-de-poule, graffiti-style textiles, etc. are offered.

Shoes reminiscent of sports sneakers are made of natural leather, often with inserts of gold, bronze or silver metallic leather, which contrast effectively with a matte toe or suede or velor piping. Also made of leather are typically sports elements or materials, meshes, for example, or decorative trim strips. The decision of the bottom of the shoe is also interesting: along with a typically sneaker, massive sole, some models have a leather, opal type, with plastic breaks through the skin or a rubber sole, consisting only of toe and heel parts. Some sneakers resemble sneakers made of leather, including embossed varnish. In summer, white and beige models with gold, silver, black, blue, red or brown inserts will be especially relevant.

Gradually, strapped sandals are being introduced into the conservative men's wardrobe, which have significantly pressed the position of the sandal. Unlike the latter, the sandals are noticeably more open and consist entirely of various weaves of straps. Particularly relevant are models with a strap wrapping around the thumb (the other keeps the leg up), and sandals with an interdigital jumper, reminiscent of flip flops made of leather. True, their color scheme is still quite conservative: black, white, brown and various beige shades.

Men's low shoes with laces for the summer season are noticeably lightened. They are made of thin soft leather, sometimes unlined, and also have a thin sole, including leather with plastic islands. Both oxfords (with adjustable berets) and derbies (with adjustable socks) are relevant, the finish is very fashionable this season with frequent perforations. But the main highlight is the bright color of low shoes, unusual for men's classics, for example, pink, blue or purple. Two-tone models are also relevant, especially black and white, white and gray, gray-blue and beige-brown.

Table 3. Assortment of men's shoes

Genus, type, purpose of shoes	Symbols of the shoe model	Shoe model release time during the year
Men's summer clogs with a leather upper on a molded sole with a glue fastening method	figure 4.14, model G	January March
Men's winter boots with a leather upper on a molded sole made of TPE, adhesive fastening method	figure 4.11, model A	July - September
Men's autumn low shoes with a molded sole made of PU, adhesive fastening method	figure 4.12, model B	April June
Men's spring shoes with a leather upper with side elastics and a customizable vamp on a molded PU sole, adhesive fastening	figure 4.13, model B	October December

The range of men's shoes that is relevant in this region is shown in Figures 7 - 14. The proposed range of men's shoes is manufactured in accordance with GOST 26167–2005 “Casual footwear. General technical conditions” and in accordance with GOST 19116–2005 “Model footwear. General technical conditions".

Figure .7 - Assortment of winter men's shoes

Figure 8 - Assortment of autumn men's shoes

Figure 9 - Assortment of men's spring shoes

Figure 10 - Range of summer shoes

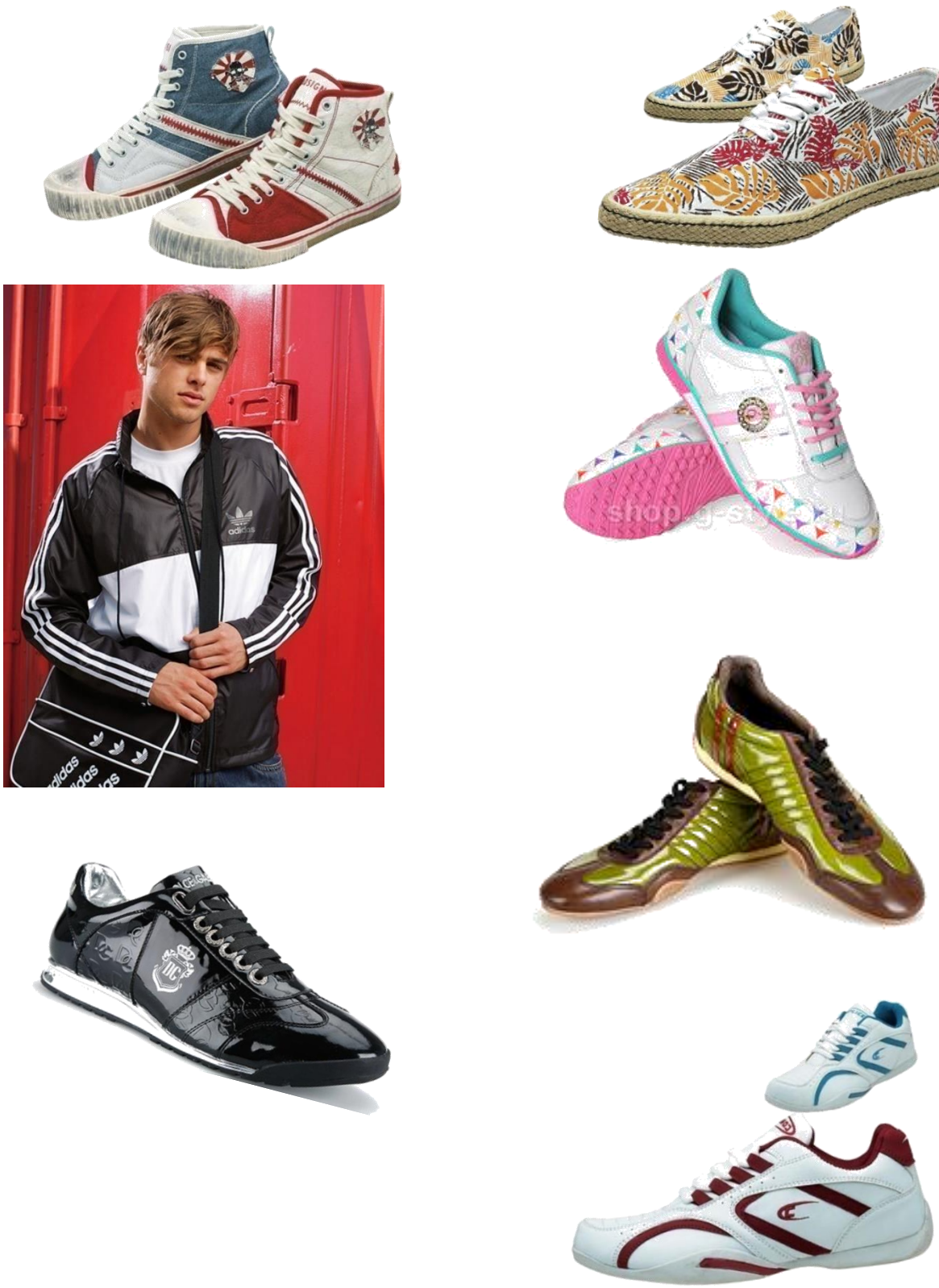


Figure 11 - Assortment of shoes for outdoor activities

Figure 12 - Assortment of men's work shoes and specials. shoes

Figure 13 - Assortment of men's strap-sandal shoes

Figure 14 - Office men's shoes

Features of the formation of an innovative technological process for the production of children's shoes for the regions of the Southern Federal District and the North Caucasus Federal District.

Thus, when developing an assortment policy, shoe enterprises should focus on both external (price and consumer niche, competing enterprises, market conditions, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible take into account and provide for all situations that may arise during the sale of shoes, i.e. some shoe models are not in demand at a certain stage. In this case, another, usually not advertised, side of marketing should appear: if shoes, even without taking into account market requirements, have already been produced, then they must be sold. For this purpose, in order to respond to the lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, liquidate leftovers, attract a large number of

consumers, stimulate the consumption of shoes, using discounts for this. There are about twenty types of discounts, but for shoes the most common are those types of discounts that are used at various levels of the enterprise, sales organizations, and trade. In addition to using discounts, an enterprise can go for an initiative price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, helps to increase the competitiveness of certain types of leather products and the enterprise as a whole. in addition, the greater the number of footwear products produced, the more production costs are reduced, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive consumer reaction.

At present, the production of competitive high quality shoes that are in demand in the market requires frequent changes in the assortment. The flow-conveyor form of organizing the production of shoes is justified in the production of shoes of the same type for a long time. When organizing production according to the principles of a conveyor flow, various types of conveyors are used as a means for automatically transporting objects of labor from operation to operation (from the launch point to the release of the finished product) and as a means of organizing the work of a team of workers.

The layout of the enterprise is understood as a symbol on the scale of the relative position on the plan of the enterprise of production, administrative, utility, auxiliary and utility rooms. When planning workshops, the following requirements are met:

economical use of space;

minimization of the length of cargo flows and transitions of workers;

ensuring the safety of employees, as well as isolation of workplaces with harmful working conditions from other workplaces;

observance of norms of the area on one workplace;

ensuring effective maintenance of workplaces, their availability, creating conditions for equipment repair.

When planning an enterprise on a scale of 1:100, a grid of columns is applied to the enterprise plan and the dimensions of the entire enterprise, workshops and those premises that are available in it are indicated. The grid of columns is the same for the entire production building.

When arranging the equipment in the workshop, the minimum allowable distances must be observed. Work on refining the dimensions of the designed workshop begins with refining their length. To do this, work stations are applied to graph paper in a technological sequence separately for assembly and blank sections, taking into account the rational organization of workplaces, installation dimensions of equipment and the distances between workplaces allowed by safety regulations.

One of the most important issues that is solved when arranging the equipment of the production workshop is the layout of the workplace in accordance with the requirements of the organization of labor. At the same time, rational techniques and methods of work, the posture of workers are determined, provision is made for equipping workplaces with auxiliary equipment, technological and organizational equipment. The layout of the enterprise includes the presence of new equipment, at the shoe assembly site, a new division of assemblers into workers performing operations preceding molding, molding operations, operations for attaching the upper blank to the bottom of the shoe, finishing and shoe packaging operations was carried out. This division provides a high quality shoe assembly (table 4).

Table 4. Specification of equipment for assembling the workpiece of a children's low shoe

1	ST-B (Russia)	Base table	7	Pfaff 591-726 (Germany)	Sewing machine for fastening parts with automatic thread trimmer
2	SS20 Comelz (Italy)	Top Hemming Machine	8	01276/P12 (Czech)	Machine for smoothing the seam with simultaneous gluing of tape

3	A2000 "Selmac" (Italy)	Duplication of the top with an interlining and insertion of a thermoplastic toe cap	9	GP 2 "collie" Italy	Sewing machine for fastening parts while trimming excess lining
4	RPP67TE "Sagita" (Italy)	Machine for bending the edges of parts with simultaneous application of hot melt adhesive and gluing of reinforcing tape	10	SZh-2	Shelf rack
5	Pfaff 574-900 (Germany)	Sewing machine for fastening parts with a double-row seam	11	TO.059-76	Shoe trolley
6	ST-B with hood (Russia)	Table for spreading and gluing parts	12	F81CMCI (Italy)	Moccasin stitching machine
The coefficient of mechanization is 0.643. The number of workers is 28 people.					

To implement this project for the development of a strategy for the production of competitive leather products, it is advisable to develop a layout of technological equipment, on the basis of which it is possible to form a technological process for the production of both men's and children's shoes with an optimal capacity of 500, 600 and 700 pairs per shift, regardless of the production area and forms of organization of production. It should also be noted that the developed technological chains can only be used for the production of footwear with an adhesive fastening method. The layout of technological equipment and workplaces for assembling the workpiece and assembling children's shoes is shown in Figures 15 - 16.

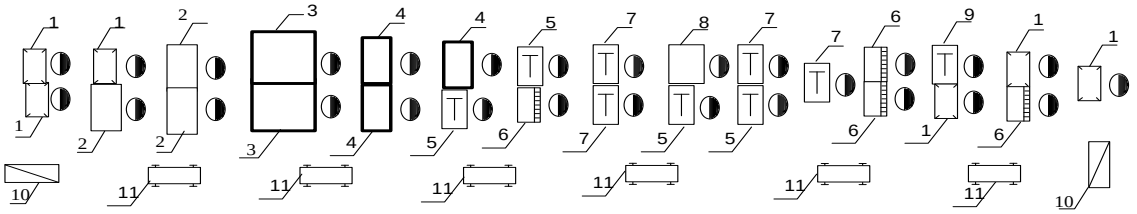


Figure 15 - Scheme of the technological process of assembling the workpiece of children's shoes (capacity - 562 pairs per shift)

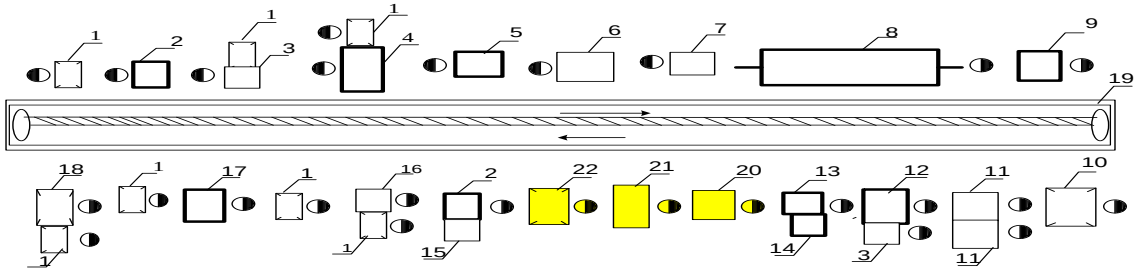


Figure 16 - Scheme of the technological process of assembling shoes for children's school shoes (capacity - 562 pairs per shift)

Features of the formation of an innovative technological process for the production of women's shoes for the regions of the Southern Federal District and the North Caucasus Federal District

In shoe production, scientific and technological progress is manifested in equipping it with new technical and automatic means, improving the technological process and production management system, expanding the use of new materials, methods for controlling the quality of finished products and production processes. The use of new equipment and advanced technologies determines the peculiarities of

performing a number of footwear manufacturing operations, increasing requirements for the properties of materials, and using more advanced forms of organization and production management.

The use of flexible technological processes is justified by their high maneuverability and the possibility of using former premises that can be adapted for the production of shoes.

Therefore, for the effective operation of domestic shoe enterprises in the production of competitive products, it is advisable to provide for the use of flexible technological processes, various fastening methods, expand shoe production, production of technical equipment, accessories, production of auxiliary materials, which will ensure a reduction in the cost of its production and increase the competitiveness of manufactured shoes. only in the markets of the SFD region, but also in the domestic markets of Russia, guaranteeing it a steady demand and sale, thereby ensuring a less painful and more effective replacement of one shoe model with another.

When developing a strategy for the production of competitive leather goods, the production of shoes will be organized using mechanized innovative technical processes, using nanotechnologies, but, possibly, in this case, the use of manual labor, which is due to the desire to satisfy the demand for exclusive products for both the elite consumer and mass satisfaction (table 5). In recent years, science and production in the light industry have become very separated from each other, and today the task is to "close" the priorities of industry with the developments of scientific schools and institutes.

Table 5. Equipment purchased under leasing

Name of equipment, office equipment	Performance	Manufacturer of equipment, office equipment	Installed capacity of equipment, kW	Quantity	Price per piece of equipment, rub.	Equipment cost, rub.
1	2	3	4	5	6	7
Sewing single-needle machine with a flat platform 441 cl.	-	pfaff, Germany	0.27	7	75000	525000
Sewing single-needle core machine 591–900 class.	-	pfaff, Germany	0.27	6	79400	476400
Two-needle sewing machine with a flat platform for stitching with a two-row seam 244 class. Pfaff	-	pfaff, Germany	0.27	four	78100	312400
Sewing two-needle core machine 574–900 cells. Pfaff	-	pfaff, Germany	0.27	3	79600	238800
630 DG	150 pairs/h	"Shen" Germany	4.5	one	341000	341000
640C	250 pairs/h	"Shen" Germany	3.25	one	362100	362100
333E	250 pairs/h	"Shen" Germany	13.0	one	87000	87000
RS2400	120 pairs/h	IROX FOX Italy	7.0	one	29000	29000
755PC	100 pairs/h	"Sigma" Italy	2.2	one	520000	520000
FR4500	150 pairs/h	IROX FOX Italy	7.5	one	42500	42500
173226/P1	-	"Svit" Czech	1.1	one	125000	125000
Total				27		3059200

It should also be noted that the developed technological chains can only be used for the production of women's shoes with an adhesive fastening method. The layout of technological equipment and workplaces for assembling the workpiece and assembling women's shoes is shown in Figures 17–18.

From the presented assortment, the basic model B was chosen: boots, model socks for the winter season, since it is the most time-consuming.

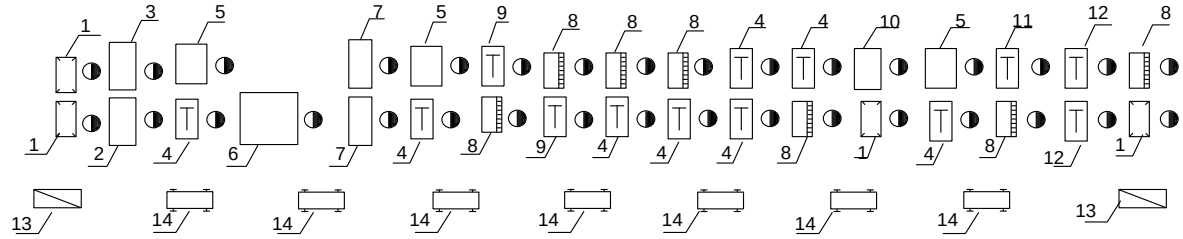


Figure 17 - Scheme of the technological process of assembling the workpiece of women's shoes (capacity - 471 pairs)

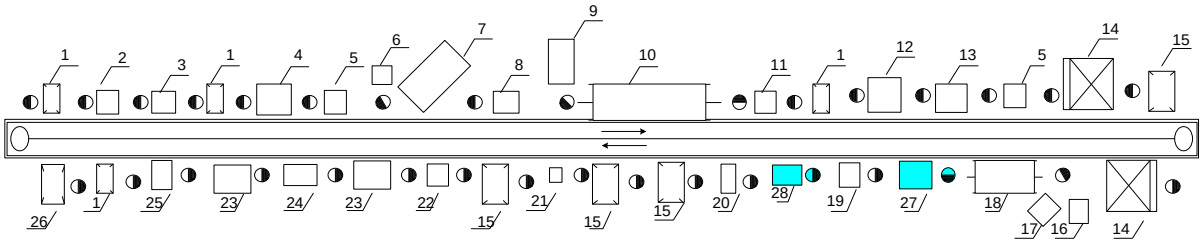


Figure 18 - Scheme of equipment for the presented scheme of the technological process of assembling women's shoes (capacity - 471 pairs)

Features of the formation of an innovative technological process for the production of men's shoes for the regions of the Southern Federal District and the North Caucasus Federal District. In shoe production, scientific and technological progress is manifested in equipping it with new technical and automatic means, improving the technological process and production management system, expanding the use of new materials, methods for controlling the quality of finished products and production processes. The use of new equipment and advanced technologies determines the peculiarities of performing a number of footwear manufacturing operations, increasing requirements for the properties of materials, and using more advanced forms of organization and production management.

The use of flexible technological processes is justified by their high maneuverability and the possibility of using former premises that can be adapted for the production of shoes. Therefore, for the effective operation of domestic shoe enterprises in the production of competitive products, it is advisable to provide for the use of flexible technological processes, various fastening methods, expand shoe production, production of technical equipment, accessories, production of auxiliary materials, which will ensure a reduction in the cost of its production and increase the competitiveness of manufactured shoes. only in the markets of the Southern Federal District and the North Caucasus Federal District, but also in the domestic markets of Russia, guaranteeing its stable demand and implementation, thereby ensuring a less painful and more effective replacement of one shoe model with another.

When developing a strategy for the production of competitive leather goods, the production of shoes will be organized using mechanized innovative technical processes, using nanotechnologies, but, possibly, in this case, the use of manual labor, which is due to the desire to satisfy the demand for exclusive products for both the elite consumer and mass satisfaction (table 6). In recent years, science and production in the light industry have become very separated from each other, and today the task is to "close" the priorities of industry with the developments of scientific schools and institutes.

Table 6. Specification of equipment for assembling the blank of men's low shoes

1	ST-B (Russia)	Base table	7	Pfaff 591-726 (Germany)	Sewing machine for fastening parts with automatic thread trimmer

2	SS20 Comelz (Italy)	Top Hemming Machine	8	01276/P12 (Czech)	Machine for smoothing the seam with simultaneous gluing of tape
3	A2000 "Selmac" (Italy)	Duplication of the top with an interlining and insertion of a thermoplastic toe cap	9	GP 2 "collie" Italy	Sewing machine for fastening parts while trimming excess lining
4	RPP67TE "Sagita" (Italy)	Machine for bending the edges of parts with simultaneous application of hot melt adhesive and gluing of reinforcing tape	10	SZh-2	Shelf rack
5	Pfaff 574-900 (Germany)	Sewing machine for fastening parts with a double-row seam	11	TO.059-76	Shoe trolley
6	ST-B with hood (Russia)	Table for spreading and gluing parts	12	F81CMCI (Italy)	Moccasin stitching machine
The coefficient of mechanization is 0.643. The number of workers is 28 people.					

It should also be noted that the developed technological chains can only be used for the production of men's shoes with an adhesive fastening method. The layout of technological equipment and workplaces for assembling the workpiece and assembling men's shoes is shown in Figures 19–20.

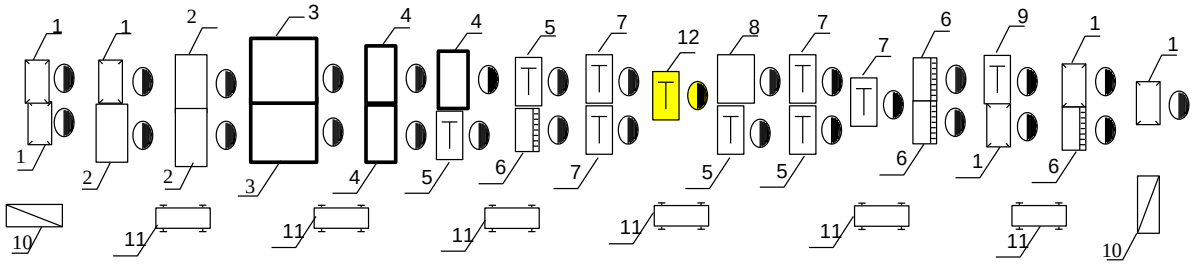
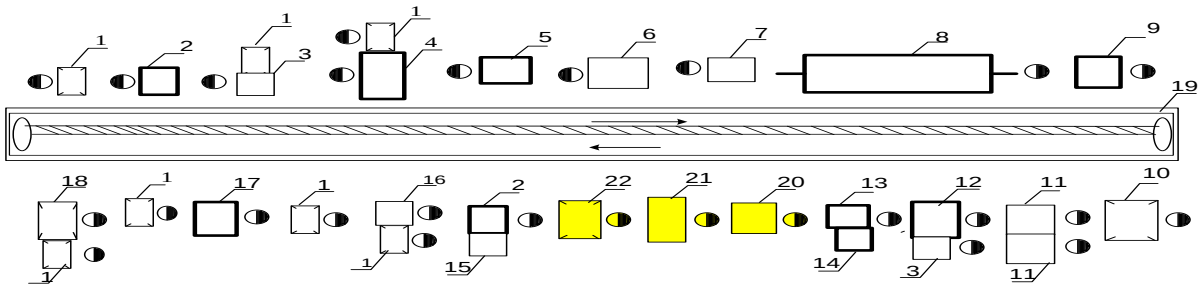


Figure 19 - Scheme of the technological process of assembling the workpiece of men's low shoes (capacity - 650 pairs per shift)



Picture. 20 - Scheme of the technological process (capacity - 650 pairs per shift)

Financial and economic evaluation of the effectiveness of decisions made. Most often, an enterprise sells shoes through stores with payment after sale, concluding contracts with trade, indicating the timing of receipt of funds to the manufacturer's accounts. In this case, if the footwear is in demand and is sold in full, then the company receives money on time, which is also needed to pay salaries, purchase working capital and other expenses to ensure the development of production. With the full sale of manufactured shoes, profit (Ppr) of profitability of 16.05% will amount to 188,930 rubles per month. If shoes are not in demand, then the company can reduce sales per month by the value of the safety indicator -

the excess of real sales over the volume of equilibrium sales.

The main tasks of control and analysis of sales are to find reserves for the most complete satisfaction of customers, increase sales of products, maximize the use of the production capacity of the enterprise, material and labor reserves, and increase the efficiency of production and economic activities.

In the process of monitoring and analyzing sales, an assessment is made of the degree of fulfillment 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 for their development, which should be aimed at accelerating product turnover and reducing losses, which will allow achieve significant economic benefits.

Table 7 shows the relationship between revenue, costs and production volume, managing which, you can analyze the financial results of the enterprise.

Table 7. Financial results for various sales volumes of autumn low shoes

Indicators	The value of the indicator for various sales volumes per month (%)					
	100	80	60	54.4	40	30
Sales volume, pairs	13433	10746.4	8059.8	7307.55	5373.2	4030
The price of one pair, rub.	1152.5	1152.5	1152.5	1152.5	1152.5	1152.5
Sales proceeds, thousand rubles	15481.53	12385.22	9288.91	8421.95	6192.61	4644.17
Unit cost, thousand rubles	998.5	998.5	998.5	998.5	998.5	998.5
Full cost, thousand rubles, including:	13412.72	11223.5	9034.27	8421.95	6845.07	5750.57
Fixed costs, thousand rubles	2466.57	2466.57	2466.57	2466.57	2466.57	2466.57
Conditionally variable costs, thousand rubles	10946.15	8756.92	6567.7	5954.7	4378.5	3284
Profit (+) Loss (-) from sales, thousand rubles	2068.81	1161.72	254.64	0	-652.46	-1106.4
Taxes, thousand rubles	413.76	232.34	50.93	-	-	-
Net profit, thousand rubles	1655.05	929.38	203.71	-	-	-

Thus, when developing an assortment policy, shoe enterprises should focus on both external (consumer enterprises, competition, market conjuncture, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise when selling shoes, i.e. some shoe models are not in demand at a certain stage. In this case, another, usually not advertised, side of marketing should appear: if shoes, even without taking into account market requirements, have already been produced, then they must be sold. For this purpose, in order to respond to the lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, liquidate leftovers, attract a large number of consumers, stimulate the consumption of shoes, using discounts for this. There are about twenty types of discounts, but for shoes the most common are those types of discounts that are used at various levels of the enterprise, sales organizations, and trade. In addition to using discounts, an enterprise can go for an initiative price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, helps to increase the competitiveness of certain types of leather products and the enterprise as a whole. In addition, the greater the number of footwear products produced, the more production costs are reduced, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive reaction from consumers. (tables 8 - 11).

Table 8. Financial results for different sales volumes of winter boots

Indicators	The value of the indicator for various sales volumes per month (%)					
	100	80	60	48.1	40	30
Sales volume, pairs	15752	12601	9451	7576.71	6300	4725
The price of one pair, rub.	1186.44	1186.44	1186.44	1186.44	1186.44	1186.44
Sales proceeds, thousand rubles	18,688.8	14,950.33	11,213.04	8989.31	7474.57	5605.93
Unit cost, thousand rubles	1007.07	1007.07	1007.07	1007.07	1007.07	1007.07
Full cost, thousand rubles, including:	15,863.36	12,690.1	9517.82	8989.31	8952.2	6583.86
Fixed costs, thousand rubles	2607.66	2607.66	2607.66	2607.66	2607.66	2607.66
Conditionally variable costs, thousand rubles	13,255.72	10,082.44	6910.16	6376	6344.54	3976.2
Profit (+) Loss (-) from sales, thousand rubles	2825.44	2260.23	1695.22	0	-	-
	-	-	-	-	-1477.63	-977.93
Taxes, thousand rubles	565.088	452.05	339.044	-	-	-
Net profit, thousand rubles	2260.35	1808.2	1356.2	-	-	-

Table 9. Financial results for different sales volumes of spring low shoes

Indicators	The value of the indicator for various sales volumes per month (%)					
	100	80	60	45.6	40	30
1	2	3	4	5	6	7
Sales volume, pairs	15426	12340.8	9255.6	7034.26	6170.4	4627.8
The price of one pair, rub.	1033.8	1033.8	1033.8	1033.8	1033.8	1033.8
Sales proceeds, thousand rubles	15947.4	12757.91	9568.44	7272.01	6378.96	4784.22
Unit cost, thousand rubles	856.77	856.77	856.77	856.77	856.77	856.77
Total cost, thousand rubles, including:	13216.7	11030.4	8844	7272.01	6657.8	5564.6
Fixed costs, thousand rubles	2285.2	2285.2	2285.2	2285.2	2285.2	2285.2
Conditionally variable costs, thousand rubles	10931.5	8745.2	6558.8	4984.76	4372.6	3279.4
Profit (+) Loss (-) from sales, thousand roubles.	2730.7	1727.51	724.44	0	-278.84	-780.38
	-	-	-	-	-	-
Taxes, thousand rubles	546.14	345.5	144.88	-	-	-
Net profit, thousand rubles	2184.56	1382.01	579.56	-	-	-

Table 10. Analysis of financial results for various sales volumes of summer clogs

Indicators	The value of the indicator for various sales volumes per month (%)					
	100	80	60	55.5	40	30
Sales volume, pairs	15512	12409	9307	8609.16	6204	4653
The price of one pair, rub.	754.23	754.23	754.23	754.23	754.23	754.23
Sales proceeds, thousand rubles	11699.61	9359.24	7019.62	6493.28	4679.24	3509.43
Unit cost, thousand rubles	643.72	643.72	643.72	643.72	643.72	643.72
Total cost, thousand rubles, including:	9985.84	8415.7	6896.15	6493.28	5276.01	4491.32
Fixed costs, thousand rubles	2137	2137	2137	2137	2137	2137
Conditionally variable costs, thousand rubles	7848.76	6278.7	4709.15	4356.06	3139.01	2354.32
Profit (+)	1713, 77	943.54	123.47	0	-	-
Loss (-) from sales, thousand rubles	-	-	-	-	-596.77	-981.89
Taxes, thousand rubles	342.75	188.71	24.7	-	-	-
Net profit, thousand rubles	1371.02	754.83	98.77	-	-	-

Table 11. Annual results of the shoe enterprise in the production of the entire range of footwear

Indicators	Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sen.	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
Unit cost 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, 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 rubles	1509	1509	924.36	924.36	924.36	732.112	732.112	732.112	978.5	978.5	978.5	1509
Net profit, thousand rubles	6036	6036	3697.4	3697.4	3697.4	2928.448	2928.448	2928.448	3914.19	3914.19	3914.19	6036
Product profitability, %	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

Conclusion

In recent years, the system of values that existed in industry has undergone major changes. In the improvement of production processes at European light industry enterprises, the rate on intellectual resources is noticeably increased. The guarantors of success are not the size of the enterprise and capital, but ingenuity and creativity, the use of computers, marketing, the latest management methods and the ability to quickly respond to changing world market demands.

Therefore, the authors of the collective monograph tried to present their vision of a way out of the crisis of the domestic light industry in order to ensure demand for the products of the enterprises of the Southern Federal District and the North Caucasus Federal District and create prerequisites for its competitiveness. Such a decision is expedient not due to the transfer of production to other countries (use of outsourcing), but due to the formation of efficient production within the framework of the ASEZ. This is possible provided that all branches of government are interested in creating additional jobs, reducing the number of unemployed with a significant easing of tension in the already explosive regions of the Southern Federal District and the North Caucasus Federal District. After all, no one has canceled the old truth: if you want to know if a person is well dressed, look at his legs, but for a person to have such a desire,

1. An assortment policy has been developed for the formation of competitive men's, women's and children's shoes, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic features of the regions of the Southern Federal District and the North Caucasus Federal District, the production of which using modern innovative technological processes, as well as for meet the demand of the elite consumer, using manual labor create the basis for meeting the demand for shoes for the buyer of these regions.

2. Innovative technological processes have been developed for the production of men's, women's and children's shoes using modern technological equipment with advanced nanotechnologies, which form the basis for reducing the cost of footwear and providing it with an increase in competitiveness with the products of leading foreign companies, with the possibility of a wide range of footwear production not only by types, but also by methods of fastening, which guarantees its demand in full.

3. Layouts of technological equipment are proposed, on the basis of which it is possible to form a technological process for the production of men's and children's, as well as women's shoes with optimal power from the production area and the form of production organization.

4. Software has been developed for calculating cash receipts from the operating activities of shoe enterprises based on 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 for their development, which are aimed at accelerating product turnover and reduce losses, which guarantees enterprises a stable TEP and prevents them from bankruptcy.

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

6. Comprehensive indicators of the effectiveness of innovative technological processes for the manufacture of shoes are calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective one has been selected; the possibilities of streamlining the flow were identified, allowing to eliminate bottlenecks, to minimize equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of the calculations carried out to assess the effectiveness of technological processes using targeted programming methods for various technological and organizational solutions is confirmed by calculations of economic efficiency indicators: cost, profit and profitability, etc.

7. The proposed method allows to reduce the duration of technological preparation of production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the research is expressed in the intellectualization of the work of a technologist with a reduction in the time spent on developing an assortment of manufactured shoes and evaluating the effectiveness of technological processes in comparison with a typical economic calculation of the total cost of manufacturing shoes.

8. The analysis of the influence of the forms of organization of production and manufacturing technology on the cost of footwear was carried out using the example of the technological process of manufacturing children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual costing items in general and other technical and economic indicators in order to prevent enterprises from bankruptcy.

9. An effective solution has been developed to manage the competitiveness of shoe industry

enterprises formed into a cluster based on the ASEZs, through the use of an innovative technological process for the entire assortment of the shoe cluster, equipped with universal, highly efficient and multifunctional equipment.

10. Recommendations have been developed on providing regulatory documentation for the formation of quality and confirmation of the conformity of shoes within the framework of the Customs Union, which will make it possible to prepare certificates of conformity and declarations of conformity of the Customs Union for the entire assortment of the shoe cluster based on ASEZs.

11. Substantiated proposals for the creation of a testing laboratory within the cluster, in which it is supposed to test footwear to verify its compliance with the quality and safety indicators established in regulatory documents.

12. The role and main tasks of the metrological service are formulated, its organizational structure is developed.

13. Measures have been developed for testing and assessing the quality and safety of footwear.

To assess the effectiveness of the production activities of a shoe enterprise, it is necessary to analyze the annual results of the enterprise's work on the production of men's and women's footwear assortment. These calculations indicate that with 100% of the sale of men's and women's shoes in the specified period of time, not only the costs of production and sale of products are covered, but there is also a profit in the amount of 3697.4 thousand rubles. This indicates the effective operation of the enterprise, as well as the correct marketing and assortment policy. Product profitability is 14.9%.

Most often, an enterprise sells shoes through stores with payment after sale, concluding contracts with trade, indicating the timing of receipt of funds to the manufacturer's accounts.

In this case, if the footwear is in demand and is sold in full, then the company receives money on time, which is also needed to pay salaries, purchase working capital and other expenses to ensure the development of production.

During the year, the company produces 327,903 pairs of shoes. With 100% sales of these products, the company will receive revenue in the amount of 392202.1 thousand rubles. However, this situation is not always the case.

For example, when selling autumn low shoes in the amount of 80% of the production volume, the profit is reduced by 43.15% and amounts to only 1178 thousand rubles, while the sale of shoes less than 47.4% of the production volume brings losses to the enterprise. Due to the lack of funds, it is necessary to reduce the volume of production, delay the payment of wages to workers, for which at present the heads of the enterprise can be held accountable, even criminally. If such a situation arises, it is necessary to attract borrowed funds to cover costs and organize subsequent production, which is currently associated with certain difficulties: the interest on the loan has been significantly increased (up to 18%), the loan repayment period has been reduced, etc., leading to an even greater increase in production costs. Shoe enterprises should focus on both external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise during the sale of shoes, i.e. some shoe models at a certain stage are no longer in demand. In this case, another, usually not advertised, side of marketing should appear: if shoes, even without taking into account market requirements, have already been produced, then they must be sold. For this purpose, in order to respond to lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, liquidate leftovers, attract a large number of consumers, stimulate shoe consumption, using discounts. There are about twenty types of discounts, but for shoes the most common are those types of discounts that are used at various levels of the enterprise, sales organizations, and trade. In addition to using discounts, an enterprise can go for an initiative price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. All this requires large financial expenditures from enterprises, but, nevertheless, helps to increase the competitiveness of certain types of leather products and the enterprise as a whole. In addition, the greater the number of footwear products produced, the more production costs are reduced, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive reaction from consumers.

The developed software allows the head of the enterprise not only to monitor the flow of funds on a daily basis, but what is especially important, to predict the replacement of one model, the demand for which has decreased to a critical volume, when funds are not provided to cover the production costs associated with this model, and the transition to production of a new model, the demand for which, based on the analysis of the marketing service, as it were, guarantees its viability and demand in an amount sufficient not only to cover the costs of its production, but also to obtain the necessary profit to ensure the production itself without provoking bankruptcy. Of course, it’s good when there is already the necessary support for this very demand for a new model, namely:

 agreements with consumers on delivery with prepayment;

 a guarantee of branded stores that during the trial sale the models caused demand and there is a demand for themwithin the limits of those volumes at which the return of funds spent on their launch will be ensured and profit will be ensured, which will ensure that the enterprise receives high TEC and stability in the formation and provision of competitive and demanded products to the consumer.

Thus, taking into account the software for tracking the movement of cash flow and the presence of a well-established marketing service that is able to provide the very process of regulating the demand for the company's products, it is always possible to make the right decision to replace one model with another, while creating the basis for obtaining high TEC and preventing the labor collective from bankruptcy.

Of course, all this is just a wish, but in reality such work should be carried out daily. For this, it is necessary to reconsider our attitude to the so-called break-even point, which, as it were, forms the conditions for the implementation of all our conclusions on the formation of competitive industries, providing labor collectives with high TEP and creating the basis for preventing their bankruptcy.

The traditional version of building a break-even point provides an understanding that the output of a given model cannot be less than a certain number of pairs of a given model.

But with a large assortment of production, the number of manufactured pairs is formed by its demand, and if demand does not ensure its implementation in the volume that ensures the return of all funds spent on this model to the enterprise, in this case the manager must decide on the advisability of launching it into production. Therefore, we consider it justified when constructing the break-even point to indicate not only the volume of production of this model, which would guarantee the return of all costs for this model, but also for how long it is necessary to replace it with a new one so that the return of these funds is provided in full and with receipt arrived.

Almost all experts agree that in the conditions of international competition of the next century, it is not the largest, but the most flexible light industry enterprises that retain their positions.

According to the Institute of Commodity Science and Wholesale Market Research, domestic production in Russia in 2021 decreased to 55.6 million pairs. In the context of the global economic crisis, this may lead to a shortage in some footwear price categories. It is obvious that with the total demand of Russia within 540÷580 million pairs of shoes per year, Russian enterprises face the problem of increasing production volumes, a similar situation with other domestic light industry enterprises.

The continuing exchange rate of the dollar against the ruble entails a further increase in prices for foreign-made products. Right now, those Russian manufacturers that produce high-quality light industry products can count on new sales markets within Russia and on new segments of buyers. Evidence of this is the fact that many large Russian trading companies have partially or completely switched to the production and trade in domestic light industry products.

Encouraging phenomena, albeit timidly, but appear directly in the shoe market. So, in 2021, there was a certain stabilization in sales of products through trade organizations. According to most experts, this is due to the reorientation of the population to the purchase of shoes in stores where quality assurance is higher than in "wholesale". In Russia, a new consumer standard is clearly being formed, in which cheap, low-quality shoes may not find their buyer. By the way, this is also manifested in the fact that the once unconditional trust of Russians in imports has noticeably shaken. This gives domestic manufacturers some chance, at least, to press the Asian competitors who have usurped the sector of cheap shoes, they are quite capable of. It is only important to remember that focusing exclusively on the production of inexpensive mass-demand products in a saturated market is fraught with a sales crisis. The prospects of Russian manufacturers are connected primarily with buyers who are ready to pay a little more for guaranteed quality and a fashionable style. Everything suggests that this particular group of buyers will expand faster than others in our country.

In the new economic conditions, only such production is progressive, which actively and dynamically responds to emerging tasks. The principle of “producing only what is needed, when needed, and as much as needed” requires light industry enterprises to adapt to the conditions for producing products in small batches with frequent changes in the assortment, i.e. to the conditions of many assortment small-scale production. The efficiency of the activity of light industry enterprises, and in many respects the ability to survive in the competitive struggle, depend on the ability to quickly and cost-effectively change to produce products in accordance with fluctuations in demand. Great opportunities for this are opened by the development and implementation of flexible production systems.

Technological and organizational flexibility of production systems determines the variable potential of enterprises, their ability to quickly and adequately respond to changes in market conditions and acts as a mechanism for optimizing the structure of the technological system in order to reduce the cost of footwear. Thus, the development of flexible technological processes for the production of light industry products will ensure high efficiency of the light industry and provoke a sharp increase in demand

for the products of light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

The authors outlined the structure of the assortment of shoes of manufacturing companies in the region by types, materials, season of wear, price levels, in order to analyze the market situation, which made it possible to identify those types of shoes that will be in high demand. Their aesthetic and constructive characteristics are formed.

The elements of the expert system for the operational management of a multi-assortment production developed by the authors make it possible to calculate the optimal structure of the assortment of footwear produced and determine the total cost of production of the entire assortment range of models, which makes it possible to calculate the price niche for the full sale of manufactured footwear.

Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual costing items in general and other technical and economic indicators. At the same time, an analysis was carried out and the influence of the forms of organization of production and manufacturing technology on the cost of footwear was determined using the example of the technological process of manufacturing children's, men's and women's shoes, taking into account the shift program.

Recommendations have been developed for varying the share of costs of costing items for the manufacture of a large assortment of output with the possibility of predicting the cost and sales volumes of products, taking into account the demand for shoes in the regions of the Southern Federal District and the North Caucasus Federal District.

Functional and simulation models of business processes for the production of leather goods have been developed, a formal description of the organization of the current technological process and initial data for evaluating the effectiveness of technological processes for the manufacture of various types of footwear, taking into account the existing demand for it, have been obtained.

A methodology has been developed for multi-criteria evaluation of the effectiveness of innovative technological processes for the production of leather goods based on the application of the target programming methodology.

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

The complex indicators of the effectiveness of innovative technological processes for the manufacture of shoes are calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most efficient one has been selected, the possibilities for streamlining the flow have been identified to eliminate bottlenecks and minimize equipment downtime, which is one of the conditions for designing flexible technological processes for the production of light industry products with a demanded price niche.

The economic effect of the results of scientific research is determined, which are estimated in terms of increasing labor productivity, the level of mechanization of production, lowering the indicators of work in progress and production costs. An accessible tool for light industry production technologists to improve the design of technological processes is proposed, which allows the enterprise to form a competitive assortment and predict the maximum income from the production of light industry products for the regions of the Southern Federal District and the North Caucasus Federal District.

The authors support the idea of creating vertically integrated associations (TORs) in the Southern Federal District, which would deal with the entire cycle of ensuring the production of light industry products. This will improve quality control, reduce costs, increase profits, vary the price niche, providing domestic products with competitiveness and sustainable demand, and social protection for residents of the regions of the Southern Federal District and the North Caucasus Federal District. We believe that the results of the study and analysis of the state of the light industry, presented by the authors, will help industry representatives in choosing an effective solution for implementing the strategy for the development of all sectors of the light industry in the mining single-industry towns of the Rostov region in order to reduce the migration of the population of these cities and create social conditions for the population to live.

— It is planned to create ASEZs on the basis of the mining towns of the Rostov Region in accordance with the Federal Law of December 29, 2014 No. 473 - FZ "On the Territories of Advanced Social and Economic Development in the Russian Federation", since in accordance with it, residents are provided with a preferential tax treatment and reduction administrative barriers, solving such a topical problem for domestic enterprises as preventing them from bankruptcy. This decision acquires special significance in the formation of new, or in the restructuring of former light industry enterprises located in these regions, filling them with innovative technologies. The implementation of these proposals will create more than 30 thousand new jobs in these

territories and provide more than 109 million rubles of investment.

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