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ABOUT THE POSSIBILITIES OF THE FACTORY PRODUCTION OF DEMANDED AND ATTRACTIVE PRODUCTS FOR CONSUMERS OF THE REGIONS OF THE SOUTH AND SKFD

Abstract: the authors recommend that the market revise the concept of forming it with in-demand and import-substituting goods, taking into account their attractiveness. Such a concept will fully correspond to the consumer's desire to satisfy his desire and desire to make a purchase, taking into account his social status, providing manufacturers with the sale of their products in full and guaranteeing enterprises stable TPP of their activities.

Key words: competencies, professionalism, qualifications, respondent, concordance coefficient (W), weight, survey, questionnaire, reliability, competence, decision-making, demand, competitiveness, demand, profit, financial condition, reference answer.

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Introduction

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The attractiveness of a product is a relatively new concept both for production and for science. It requires a systematic study, which implies an appeal to the theory of conceptual thinking. Economic activity is

carried out on two levels, relying on common sense derived from many years of experience and on the generalization of practice in scientific terms. Scientific knowledge grows in concepts! Common sense deserves a high mark, but it orientates only within the limits limited by direct experience. Theoretical comprehension at the level of scientific methodology

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expands the existing framework, opens up prospects. It is more reliable and versatile.

Reliability and versatility are signs of the quality of knowledge. Reliability allows you to minimize risks, versatility relieves stress from the search for new solutions to the problem - "they do not seek good from good". Quality comes at a price. Fees are generally considered to be financially dependent, but this does not always look straightforward. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly did not receive an equivalent assessment, namely: the discovery of the price of knowledge, comparable to the price for a person of things, "knowledge is power"; awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thinking - judgments, inferences. This naturally led to the need to develop a specific technology for their production - a methodology for understanding the essence of the relationship of existing phenomena. The visible part of the world is "designed" for the consumer, the invisible part for the manufacturer. Competition between manufacturers can be formalized in the form of a simple technical problem - to penetrate through the chaotic multitude of phenomena of the visible part of the world into its hidden part, to understand it, so that, upon returning, we can understand chaos as an order of coexistence and development of phenomena. Orderliness is regularity. Laws only in textbooks exist by themselves, separately. In reality, the law is stability, community and the necessity of the order of what we interact with - we cognize, reproduce, change, manage.

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

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

such a complexly built production only with the involvement of scientific analysis based on conceptual thinking.

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

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

From Hegel's point of view, Aristotle's logic was just a special case, which has value in the fact that in order for knowledge to integrate into the process and conduct a general reconnaissance, it is important, albeit conditionally, to stop change. Aristotle sacrificed the content of concepts in the name of achieving the regularity of formal relations. Simply put, looking at the logic of Aristotle is akin to the expression "general plan" for a given time. The past and the future of the concept of Aristotle was not interested, which, again, in general, corresponded to the nature of historical time. K. Jaspers called the described era "Axial time", emphasizing the role of culture as an axis around which ancient civilization began to spin, but it is hardly necessary to see in his assessment the actual historical scale of the changes that took place, and the very understanding of time by the Greeks was cyclical. In a word, Aristotle in his logic reproduced the spirit of the era in which he lived and worked. Another thing is G. Hegel, who worked in the heyday of the modern era with its political, scientific, technical, industrial and cultural revolutions. G. Hegel needed to understand the spirit of the times in the context of radical social changes, to fill the content of concepts with movement.

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

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

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

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

Dialectical thinking did not come into economics immediately, it started with individual ideas, mainly the idea of development. The Italian economist A. Serra was the first to draw attention to the division of labor (RT) and looked at this feature of economic activity in dynamics. Statistically, he proved that the wealth of a country grows depending on the depth and spread of Tajikistan. W. Petty and A. Smith expanded the perspective of A. Serre's conclusion on a transnational scale. As a result, A. Smith found himself in a dead end of non-dialectical reflections - when the Republic of Tatarstan embraces the economy of the whole world, will development stop? A. Smith and D. Ricardo perceived capitalism identically to world history, they were sure that capitalism arose to be infinite. Economic thought buried itself within its limits, because it could not acquire a political principle equal to the economic one. K. Marx predicted that the logic of economic development will inevitably lead to

political and social metamorphoses, turning the apologists of capitalism against themselves.

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

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

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

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

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Sorros, while economic theory retained its political orientations.

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

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

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

science is unified in its objectivity, but its objectivity reflects historical epochs and therefore has the form of a chain made up of separate concrete historical links that are naturally interconnected. Perhaps, temporarily, such links coexist. A similar experience was calculated by V.I. Lenin's NEP, which he defended in the fight against his comrades-in-arms and caused the rise of the country's economy, and the official political doctrine of the PRC: one state - two structures.

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

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

K. Marx developed the dialectics of capitalist production from the initial concept of "commodity", seeing in the contradictions of the commodity the embryos of the contradictions of the mode of production. But the commodity was not and could not be the initial phenomenon of economic history. The product itself is a historical product. The commodity and the corresponding concept in political economy are due to the previous stage of economic development. The history of material production started with the manufacture of products that were necessarily related to the life of the manufacturer in the form and quantity in which they were received. The problem of alienation was born and became one of the basic ones in the characteristics of the mode of production later in connection with the possibility of obtaining products in excess of the need to reproduce the conditions for the continuation of labor. Be that as it may, the product turned into a commodity, and the process of alienation from a socio-political phenomenon into an economic law. The concept of "market" also did not fall from heaven. The market grew out of random forms of exchange. As it gained some stability, chance, through the intermediate form of fairs, was formed into a necessity. The market became the basis of exchange activities, and fairs were its supplement. The nature of the market is driven by the need for reproduction. The market is inscribed in the production process and all its attempts to rise above production are unnatural. But the very existence of the market as a way of satisfying the conditions of reproduction is absolutely natural, which allows the market, within certain limits, to manifest its legal position in production. As everyone knows, you

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can show yourself in different ways, especially since the market unites the interests of different subjects of production, each of which wants to be the winner.

Main part

Production unites not only technical and technological actions, their objectively dependent organization, it includes the "human factor", which recently is often called "human capital" - it sounds more pleasant, instills pride in the right to be "reasonable man", besides, almost a capitalist. The "human factor" more accurately describes what is happening directly in production, since production can be completely decomposed on the basis of the concept of "factor" into its constituent "didactic" units. The "human factor" introduces a goal into production, if you are lucky with "human capital" - the professional culture of management, you can "grow" expediency from the goal, that is, systematically organize the relationship of goals, means, methods and forms of achieving it, optimize the production process. In general, production looks like an activity aimed at converting a goal into a result. The correct choice of the goal of production is already considered the first victory, that "good start" that in folk wisdom is equated to "half the battle."

The goal is achieved, the desired result is obtained. A new story begins. The result was not produced for own consumption. So that production does not stop, and the victory does not turn out to be Pyrrhic, the resulting product in the rank of goods must be exchanged for the necessary conditions for the continuation of production. The business involves the market, the task of which is to attach the goods - to find a buyer. The buyer, of course, has his own interests, perhaps not entirely personal, on the contrary, first of all, production. To some extent, the market is also a production; it organizes intermediary services. Such production, however, is more like ersatz production, because it does not perform the function of creating added value for the product, but it actively affects the change in the price of the product. The very concept of "price" is of market origin, therefore it is indirectly related to the fundamental concepts of production of "cost" and "cost" of goods. Price provides profit to the market and the market is an interested subject of the pricing process. This is where another interesting story for the buyer begins.

The market has great opportunities to manipulate goods and prices in the absence of a clear, well-thought-out and organized interaction in the system of relations between producers and consumers. Liberal political economy focuses on the freedom of the market, not caring about the content of the concept of "freedom". Arbitrarily invading the sphere of responsibility of philosophy, liberals pretend to solve their problems by misleading professional thinking and public consciousness. Not all economists-theorists and practitioners are sophisticated in philosophical

reflection. Taking advantage of this situation, liberals cultivate their market "concept" of freedom, trying to free the market from submission to necessity in any of its expressions. In fact, the economic liberalism proclaimed by A. Smith in a specific format was transformed into a banal market anarchism. In countries where democratic traditions are strong, loaded with humanistic values and social responsibility, liberalism is losing its political positions, but it has a serious roof in the face of a thriving financial capital that feeds off the market.

We do not want to deprive the market of the status of a subject of developed cultural production. The market is beyond any doubt it is, but to put the market in the general row of subjects of production, therefore, to ignore the obviousness of a different attitude to the most important indicator of the development of production - the ability to increase value by labor.

The freedom of the market is comparable to the freedom of referees on the football field. The referees do not play, they ensure that the game is played according to the current rules. By their actions, they can slow down the pace, bring down the pressure, play along, but all this happens in plain sight, under public and professional control and is prosecuted in the prescribed manner.

The exchange function of the market objectifies it, it is only important to remember about the ways of manifesting objectivity. The material form of objectivity - the technical and technological objectivity of production, the physical reality of the commodity - is really primary and subordinated to the natural basis of social life; objectivity of production and economic relations, including the organization and division of labor, is a "secondary" objectivity created with the creative participation of subjects of labor - this is natural-historical objectivity. There is also, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence, such a different reality of the market, the ability for organizers to manipulate quite arbitrarily within the market and in the interests of the market. F. Engels explained to E. Dühring: "In a society where commodity production is the dominant mode of production," the market has always been ... a very well-known border among "business people". Due to its specific reality of the "transitional type" from the strictly regulated existence of production to the relativity of the dependence of exchange conditions on natural-historical concreteness, the market combines actions adequate to reality with actions of a specific property, organizing its infrastructure from the latter. The "market people" hide behind an "iron argument" - the market is a "barometer" of the state of production. In a similar situation, all those actions that, according to Hegel's classification, are not valid, are allowed as necessary-conditional. Quite according to the logic of Petzold, who saved Machism from solipsism by introducing into the formula of being a "potential member of a"

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relation”. Petzold did not personify the “potential member,” but it was not difficult to understand that it must be something universal, standing above the subjective form of consciousness. Marketers, absolutizing the position of the market, or rather, exchange by means of the market, achieve control over production. The interest of the market people again makes us remember the power of money.

According to its objective position, the market should not earn more than manufacturers. Otherwise, production will stop, and with it social progress. Now the situation is critical, and the first cause of the crisis is the policy of financiers, the second is market speculation. The prices of real goods on the market have long fallen short of the cost of their actual production, delivery and selling costs. The problem for liberals is one thing - the education of the masses. After all, the 21st century is on the street. Therefore, the world policy in the field of modernization of education is aimed at its "market" division. The overwhelming majority of graduates are doomed to be clerks, a clear minority, mostly of their own, plus those who are especially talented make up the pool of top managers. The point is not in the name of the university, but in the interest in you, which very rarely depends on you.

The flourishing of the market and its infrastructure is due to the birth of mass production. At the first level of mass production, the market was maximally regulated by the task of expanding the sale of goods on a production scale so that reproduction was dynamic. Everything was dominated by the need of production for working capital, since the advantage of mass production is the ability to reduce costs, thereby reducing the cost and increasing the competitiveness of the goods. The key factor was the delivery time. "Time is money". Mass production has given rise to the trading principle: the consumer cannot but find what he is looking for! Universal mega stores offered almost the entire assortment of goods in all its possible variety, including price. It soon became clear that the lack of certainty is associated with high costs of raw materials, energy, maintenance of premises, a large number of unsold products, especially those with limited shelf life. The market did not perform as planned with its function. An important event took place that did not receive a well-deserved assessment, perhaps, they did not want to lower the reputation rating of the market. Producers "went to the people" - to study demand with regard to social stratification. This is a troublesome matter, the certainty achieved is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning.

B.S. Alyoshin and his colleagues describe the new approach, called “lean production”, as follows: “This type of production fundamentally changes the very purpose of the production process. At the same time, the traditional task of manufacturing a large number of products of the same type that meet the requirements of regulatory documents, from which the

consumer must choose the most suitable for him, is replaced by the task of manufacturing exactly such a product that is needed by this consumer and in the required volume and at a certain time. " Assessment of the transition of mass production to a new stage - the acquisition of rationality - B.S. Alyoshin and his co-authors are clearly idealizing. The shoe fit right at the time of Cinderella in the fairy tale, and that because it was her second shoe, nevertheless, marketing research is really significant for all subjects. Producers cut costs, consumers get more reliable guarantees to purchase the product they are looking for, intermediaries lose their former freedom to manipulate goods and prices. But it is also inappropriate to get carried away with the assessment of transformation. Over the three-hundred-year history of industrial production, the market has developed a protective and compensatory mechanism against "collisions" from below - from producers, and from above - from rulers, the saddest thing is that the market has grown into power through lobbyists, consolidated its interests in the formulation of laws and their interpretation. Its second pillar was the mass media, going without hesitation to any violation of the regulatory limits for commercial advertising, advertising both "white" and "black" - outside the advertising time.

Market information work is universal. It is included in the essence of the functioning of the market and has changed throughout the history of the market. It is no less obvious that market information has sometimes developed faster than the basic part of the market, having formed into a separate segment of market reality, which has as its main reason increased competition between manufacturers - there were more and more goods on the market, and the number of manufacturers also grew. Over time, the market itself has become a subject of competition, actively involving advertising and the means of its distribution.

A high-quality product that satisfies the urgent needs of the consumer does not need advertising. The advertising on the market was the name of the manufacturer, in Russia and in Europe recognized manufacturers added the sign “supplier to the court” of the state ruler to the emblem of their trade. Trade was part of production and was carried out under the control of the owner. Take, for example, the Ivanovo Manufactory, Filippov's bakeries and bakeries in Moscow, K. Faberge's jewelry business. Advertising was the consumer's appraisal, by the way, the ideal of advertising as an objective informational activity and the product should be appraised by public opinion. Today, the ideal criteria for advertising practice is neither written nor spoken about. Advertising was not just separated from the information flow, built on objective data, made a purely commercial event, defining its quality narrowly pragmatically in the interests of the seller. The seller pushed the manufacturer into the background. As for the buyer, in the raging sea of advertising, he is akin to the people

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depicted by I. Aivazovsky in the painting "The Ninth Wave", tied to the wreckage of the mast and hoping for God's help. The best advertising motto is "If you don't cheat, you won't sell!" Based on the "qualitative analysis" of advertising, we introduced the concept of "advertising quality", opposing it to the real quality.

"Real quality", in turn, is also a difficult problem. In international documents, in order to reach a consensus, the concept of "quality" is deliberately simplified, defining either as a set of specific properties of an object or service; or, as a high level of ability to meet the needs of the user. Hence the desire to formalize quality, to bring it to quantitative characteristics in order to obtain a technical problem at the end of the process. The plurality of quality representation is a condition for quality manipulation, the highest demonstration of which is the "work" with the quality of advertising craftsmen.

Production makes sense only as a way of satisfying the needs of the user, therefore, the characteristic of the quality of the product reaches its

peak in the consciousness of the consumer, although the objectivity of quality is revealed by the manufacturer as a specialist. In the old days of guild and manufactory production, the problem of mutual understanding and bilateral satisfaction rested solely on the high cost of production. Watches in the time of Huygens - the creator of the pendulum mechanism - were available only to very wealthy customers. Huygens presented the watch to the King of France. Louis asked: how long will they serve? Huygens replied: they will satisfy your descendants with a constant degree of accuracy. Metal cookware has been calculated for generations. The product did not need to be displayed, the assortment was also limited. The relationship between the manufacturer and the consumer, as a rule (when it comes to durable goods), turned out to be direct, the information was objectively given, guaranteed by the manufacturer and the given goods.

The quality of a product is easier to represent in the form of a triangle (Fig. 1):

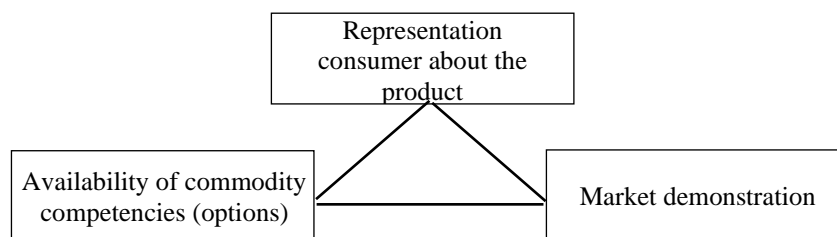


Fig. 1. Architecture of product quality features

Advertising felt freedom both from the objectivity of quality and from responsibility for the sale of the advertised product, when market information lost its direct connection with its subject base, ceased to be essential, moving to the phenomenological level - the art of "presenting" the product won. It is interesting to trace the nature of the evolution of the visual arts and the art of advertising. Realism in painting at the turn of the 19th and 20th centuries gave way to impressionism in popularity. If the realist artist strove to recreate objective reality in the context of human aesthetic feelings - the landscape was intended to show the beauty and power of nature, the portrait - to reveal the spirit of the personality, relying on the originality of the depicted object, then the Impressionists made the play of light their subject, creating new technologies in painting. They preserved the reality of the depicted object, it is easy to see, but the viewer sees the object through interactions with light, the action of which is conveyed by an innovative display technique. With impressionism, a new concept appeared in painting - "plein air".

The transformation of information is similar to the evolution of painting, and advertising is commensurate with the approach to the subject that brought the art of plein air to life. Advertising cannot exclude goods. Elements inherent in the advertised

product must necessarily be present in the advertisement, like the subject of the impressionists, but how to portray the product? This already belongs to the creator of the advertising product, the market of mass production of the "consumer" society, practically does not limit the freedom of advertising fantasy. The difference is in the form of risk. The impressionist risked himself - he could be left without a buyer and go bankrupt, the advertiser, in the worst case, would lose for a while some part of his confidence in his competence.

The informational origin of the organization of market relations was clearly shown by Z. Nozhnikova, a cultural historian, who collected in her monograph "Mysterious Muscovy" the notes of Western ambassadors who visited Russia in the 15th - 17th centuries. The overwhelming majority of Europeans who visited Muscovy on official visits as part of the embassies were surprised by the everyday culture, construction, order and ... prices in the markets. Many made their fortune when they returned home, based on the differences in the prices of goods purchased in Russia and those sold at home. Then information about the quality of Russian goods and their real price was strictly objective, as it should be information, because they received it, as they say, "first hand" - from merchants or manufacturers. Both those and

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others acted within the established by the government regulations under the supervision of the royal orders. Based on documentary sources (P. Petrey, P. Allepsky, I.-F. Kilburger and others), Z. Nozhnikova concludes: "The markets seemed most interesting to many foreigners. There was something to see in the markets (that is, the product advertised itself better than any custom-made advertisement - Yu.M.).

Walking around the market, it was possible to successfully combine the important task of studying the state of trade in Muscovy, to ask the price of future purchases, which, as gifts to relatives and friends, should be bought before the return journey and - perhaps most importantly - marvel at miracles after miracles, as the Moscow market called Ayrman (assistant to the Swedish ambassador - Yu. M.). Markets in Moscow and Arkhangelsk worked as an advertisement for the development of Muscovy itself, were its calling card for Europeans who did not know Russia well. It is highly unlikely that today's Europeans from the Russian markets experienced the same feelings with which their ancestors left the market. In Central Asia there is a saying: "No matter how much you say halva, halva, halva, your mouth will not be sweet." It perfectly characterizes our liberal politicians who argue about the market achievements of the Russian Federation. It remains to add to what has been said that the market, being an economic phenomenon, simultaneously reflects political reality. The market can be set free to float, or political control can be introduced over it in the social spectrum of interests; it, like our national toy "tumbler", will remain an indicator of the quality of political management of the economy. And advertising here performs the same function as a concertmaster in a symphony orchestra - tunes the sound. A normal market, that is, truly freely and equitably organized trade, regardless of the size and position of the seller, inevitably requires information support. Everything else is built over the objectivity of information and is designed to objectively refine, cultivate the original objective information product.

In the 1950s - 1970s, agricultural enterprises and industrial enterprises focused on the production of mass-produced goods participated in direct trade without intermediaries. Their outlets were everywhere - stalls, shops, car stalls, etc. The only intermediary was the co-seller, interested in a percentage of sales not less than a percentage of profit, and buying quality goods. All advertising consisted of a beautifully designed signboard informing the manufacturer's address so that the buyer could orient himself and make a choice for the future. The absence of intermediaries (and among them "advertisers") significantly reduced the costs of production and trade, made it possible to reduce prices, to make the goods massively available. On the "collective farm" markets, in the shops of the co-trade, queues were really not formed, the exception was the sale of

products of industrial enterprises that deserved the confidence of buyers - furniture, household appliances, clothes, footwear. However, there were significantly more buyers, unlike modern supermarkets. The low inflation rate for 2016 demonstrates the price cap. Prices are comparable with the famous "eight thousand" of the Himalayas. The ascent is not within the power of a mass buyer with its limited purchasing power, but rather individual groups, whose number is also declining. Advertising potential is depleted, and along with the value of advertising, the proportion of information "hidden" behind the external surroundings also falls. There comes a turning point when the true quality of the advertised product is replaced by the desire to make it attractive in any way. In the foreground, instead of the objectivity of information, there is an image, the quality of which becomes attractiveness.

"Attractiveness" is being transformed from an advertising category into an economic one, more precisely, a market brand. Theoretically and even methodologically, "attractiveness" refers to "cross-cutting" concepts that characterize an activity and its products. There are hardly any opponents of this statement. The essence of considering "attractiveness" in the light of our problematics is not in defining "attractiveness" as such, but in its concrete historical manifestation. Activity is a way of implementing an idea; outside of practical activity, the idea will not go beyond the element of consciousness, it remains knowledge and is likely to lose its meaning after some time. Relevance, meanwhile, is not inherent in the activity itself, but in the way of implementing the plan, while the way of carrying out the activity is regulated by space-time coordinates that reveal and limit the relevance of the mode of action. History is made up of actual historical periods - actual stories. A historical phenomenon, regardless of its nature - material or ideal, becomes not when it happens, but only when it is included in the historical chain of events. In dialectics, social development is therefore described by a pair of categories "historical-logical", and historical phenomena can "drop out" from the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history.

"Attractiveness" in a broader context has always stimulated activity. In recent history, this concept has acquired a new meaning and, accordingly, a new meaning. It found itself at the center of economic contradictions in the market. It is actively exploited in their own interests by all those for whom the market is the main source of speculation, they will go to "all the hard". Those who have retained the honor of a professional manufacturer see it as a salvation for consumers.

The question arises: why is the position of speculators so stable in the market? The question falls into two parts. The first part - at whose expense do

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they have their "margin"? The answer is simple - they are fed by producers and consumers, of course, not of their own free will, forcedly, obeying the lawful order. The second part - why the laws are spelled out this way and what the government is undertaking at all its levels to be the rule of the people - democracy. On this question, we have to stop asking. Statistics will tell you the answer. In quantitative terms, in comparison with the Soviet period, the government has significantly strengthened by branching, increasing the number of its employees from two to three times, financially increasing the provision of their well-being and merging with the legal marketing business. It would seem that there is little chance of turning "attractiveness" in the interests of production and consumption. So it is, but objectively they exist.

Let's try to approach the solution of the problem in a systematic and comprehensive way. The dissemination in modern scientific knowledge, the systemic and integrated approaches are successfully combined with each other, making it possible to look at the subject of research in two basic projections: from the outside (from the outside) and from the inside. With an integrated approach to production planning, it is required to analyze all the available facets of the object's functioning in order to achieve not just the limiting value of the objectivity of knowledge, but also to obtain the "bulk" of knowledge about the object, to exclude the possibility of overlooking any of its essential manifestations. We often hide behind an accident. This usually happens when we forget the origin of randomness. Chance is born at the intersection of necessities. Prevention of undesirable random events relies precisely on active involvement in the process of cognition and management of an integrated approach.

The systematic approach reveals to us the inner secrets and gives "keys" to the control of the object itself. In the XX century, the concept of "system" has become one of the basic methodological concepts of the philosophy of science. "A system, a set of elements in relationships and connections with each other, which forms a certain integrity, unity." The systemic nature of the construction of knowledge (or the phenomenon of reality) is determined as follows: the object of analysis is conventionally divided into its components, if the sum of the properties of all parts of the system does not coincide with the sum of the properties of the system itself, then we are faced with the system. The relationships between the parts of the system cause synergistic effects, which is the reason for the discrepancy in the values of the sums of properties.

The system is also distinguished by the presence of a special factor that forms the system, it is defined as system-forming. System-forming factors can be monistic - for example, a crystal grows, on the same factor D.I. Mendeleev built the Periodic Table of Chemical Elements, the first to understand the significance of the difference in atomic weights, or dualistic. For a long time they could not decipher the systemic basis of the hereditary function of DNA until the idea came to split its chain. It seems that the DNA chain is born by the relationship of two bases, functionally interdependent - an element and a property. They are, as it were, "tied" to one another, due to which the double helix of DNA appears. K. Marx, as already noted, revealed the systemic structure of the commodity, presenting the commodity as an alienable product with exchange and use value. The systemic status of the goods determined the order of relations in the commodity market, but not immediately. A. Smith understood why an increase in labor productivity is not accompanied by an increase in workers' wages.

Political economy, as a science, penetrates into the logic of systemic relations that determine the existence of a rank, but not its reality. The reality of the market is already a different system, different from the system of being of commodity production. The market is determined by socio-political reality, therefore, something happens on the market that is not included in the logic of commodity production, but is an actively operating infrastructure. The formal logic is simple: historically, mutual satisfaction of the interests of the producer and the consumer is necessary. Only then will history also be a "reasonable history" of a "reasonable person". The real story seems to be outwardly irrational. In fact, real history is also reasonable, the path to the reasonableness of historical movement is similar to the movement of a train leaving a large station with many tracks and switches to the main track.

The system-forming factor in constructing the concept of product attractiveness, in our opinion, should be the ability of the product to cause the relevance of the need for it. There is little interest in the buyer; interest must be given the form of an actual need for the offered product. Need is the most important indicator of the psychophysiological mood of a person. "Needs - the need of a living organism for something that is necessary for its life and development; needs create the motives of behavior." In the scientific literature, there are several attempts to classify human needs. Unfortunately, none of those that we know appear to be systemic. The most often mentioned is A. Maslow's Pyramid of Needs, shown in the following fig. 2.

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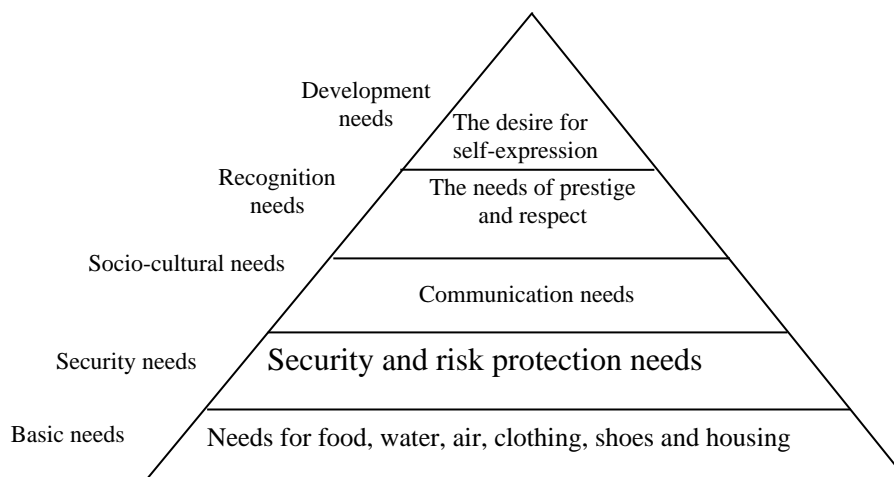


Fig. 2. The pyramid of needs (according to A. Maslow)

A. Maslow believed that based on the analysis of the degree of satisfaction of the given needs, it is possible to build effective company management. Some authors, in particular B.S. Alyoshin, L.N. Alexandrovskaya, V.I. Kruglov, A.M. Sholem confirm that "during its use, a number of clarifications were made," and in general, it "became the most important tool for the manager's activity."

In our understanding, the Maslow Pyramid is interesting as a general approach to the collection of needs. It lacks cultural - moral and aesthetic needs, needs for knowledge and skills, physical development, health. Physiological needs are traditionally laid in the foundation of the structure, which clearly limits them functionally. The system of human needs should be built on the principle of the dualism of human nature. The dualism of human nature, in one way or another, manifests itself not only in relation to the basis and superstructure, but also functions at all levels of the individual's personal and social life. In addition, it is necessary to emphasize the socio-temporal and socio-spatial concreteness of needs, the importance of their relevance.

In terms of analyzing the problem of "attractiveness" of a product, the genesis of the buyer's needs is of particular importance. From the point of view of genesis, human needs are studied mainly in the two most general angles, due to specific species - biological and social. Distinguish between inborn needs and those acquired in socio-cultural history. We think this is insufficient, since the time factor and social specifics are not reflected in the development of needs. It is important to separate needs into potential and actual. Actual needs are initiated by external factors of life; in a market economy and its mass stage, they are very significant in the light of work on a business perspective.

The modern buyer from the outside looks "advanced", but his awareness is clearly amateurish type, especially among young people who try to show

themselves as knowledgeable, not realizing that the guide of his awareness is, with rare exceptions, the same advertisement that induces knowledge in a direction beneficial to the seller ... The consumer finds himself on a leash with market interests. The consumer needs to be educated and the market is happy to do this, least of all, naturally, thinking about the needs of buyers. It is important for the market to awaken the need and activate it supposedly in two-way interests. Interests, possibly, are mutual, only here it is far from parity.

We do not assess the market as a whole. The market is diverse, morally responsible sellers work on it, unfortunately, they do not determine the state and dynamics of market policy. The famous painting by I. Shishkin "Morning in a pine forest" depicts three bears in the very center of the canvas. It is on them that the gaze of a visitor to the Tretyakov Gallery falls, but the artist in the title of the work points to the morning forest, inscribing the awakening of bears into its silence. The market is also inscribed in the general picture of the contradictions of world production aimed at the benefit of the producer and the intermediary. They are ready to share with the consumer, but not as an equal partner. The "third" is doomed to pay for the interests of the first two.

Formally, such a ratio is objectively necessary. Production needs development, it needs profit. Profit is mainly provided by the market. The seller is also a kind of employee and rightfully has his share. Only the buyer turns out to be a non-worker in the market, even the police and that in the service. To the consumer and to promote production progress with his wallet - after all, production is market-based. The market is likened to controlled chaos. This is the essence of liberal economic policy. In those countries where management has been practiced for centuries, chaos is less noticeable. The principle formulated by V.S. Chernomyrdin. There are only doubts about the first part of it - the desire to do what's best has almost

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disappeared. In connection with the above considerations, the question arises: is it possible to change the situation in the interests of the consumer? It is possible by changing the policy regarding production, but first about private.

The concept of "attractiveness", used to characterize a product, can be correctly considered in two editions - objective and subjective-objective. An attractive product should objectively be such - of high quality in order to exclude deception. As for the value for money, it is well known how this is speculated. At the same time, it is also clear that a quality product is not a cheap pleasure. The quality of a product does not

automatically mean that the ability to purchase it is limited. Quality has several levels - quality states. It is necessary to strive to provide an assortment of quality in order to expand the purchasing experience at the expense of the price range.

The quality of a product is a basic objective parameter of attractiveness. Above the quality is built on what we define as "a subjective-objective characteristic of the attractiveness of a product." The name emphasizes the duality of the nature of the properties of attractiveness that form the superstructure. It is advisable to depict them schematically for clarity (Fig. 3).

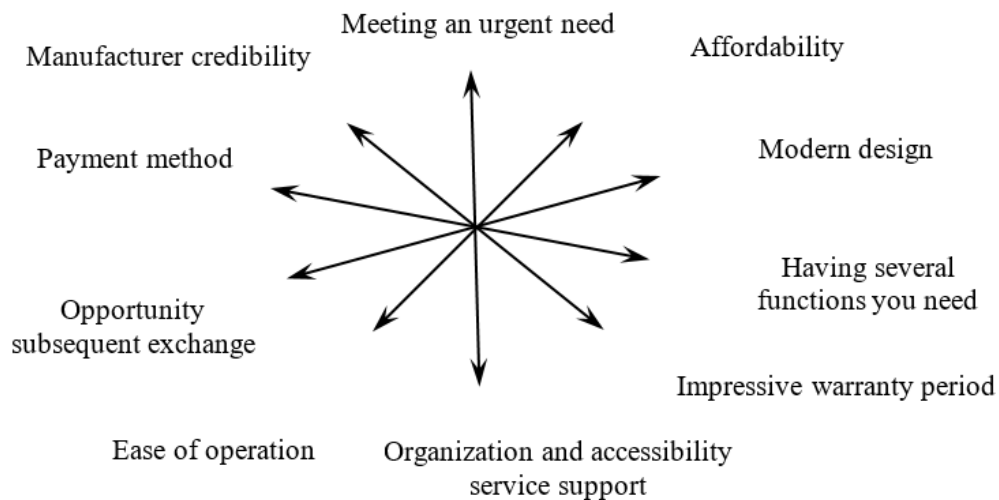


Fig. 3. Architecture of factors of product attractiveness

The concept of "product attractiveness" has not been specially researched. It existed in the form of an idea, mainly not in the interests of the consumer, but as a task of advertising work. Therefore, the attraction was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting it as an exclusive product that cannot be passed by.

The time has come to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer was carried out in Japan, and it is with them (but not only) that the successes of Japanese industry in the 1980s and 90s are associated. "The Japanese," writes B.S. Aleshin, were the first to realize the importance of a better understanding of the needs of the consumer (client) and the need for a systematic approach to analyzing his expectations in order to identify the degree of their influence on the technical characteristics of the product being created and ultimately ensure the maximum value of the product for the consumer. " Japanese economists have calculated that by creating attractiveness of a product, producers activate their reserves and move production forward, i.e. "Attractiveness", in its true sense, is

mutually beneficial and it is not necessary either in production or in the market to disorient the consumer.

In Japan, and not in America and Europe, for the first time a ball was given an assessment of the quality of the attractiveness of a product. It was the Japanese experts who revised the thesis that work on the quality of an attractive product will inevitably lead to an increase in prices and inflict an irreparable blow on the original goal. One of the leading analysts, I. Ishikawa, refuting the opinion of skeptics, everywhere asserted the immorality of raising prices while improving the quality of products. He explained that getting better quality products is due, first of all, to a reduction in production costs - a decrease in defectiveness, an improvement in the organization of production, technological discipline. All of these operations do not require a significant increase in costs and are associated with a reduction in the ultimate cost, and hence the price of the goods. An exception is the case when a better quality product is produced as a product of a "fundamentally new technical level".

Effective economic management in a developed and responsible production environment is based on

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the “three golden truths” learned from many years of successful management practice:

- economic longevity and authority in the market are associated with concern for the quality and price of a quality product;
- greed is not only immoral, but also very uneconomical, as it testifies to the ignorance of management, which always costs dearly to production;
- people as consumers and producers are the gold fund for the development of production.

If you want to earn professional authority, organize the production of a product that is necessary, of high quality and accessible to a consumer with limited purchasing power. Then it will be possible to think about sales without being nervous, and not to pay advertisers, risking to end up at the “broken trough”. A popular Canadian writer in the middle of the last century, S.B. Leacock explained: “Advertising can be said to be the science of obscuring the mind of a person until you get money from him. “Advertisers” are difficult to judge. They did not invent themselves, they were born by those who were not saved by simple but objective information. Unable to win the consumer's gratitude, manufacturers that were not in demand “in white” were looking for an outlet to the buyer through an intermediary who was ready to work “in black”, and most importantly, to put aside high moral principles.

Recently, the President and the Government have increasingly emphasized the importance of ties with eastern neighbors. The concept of “Total Quality Management (TQM)” is positioned as an economic theory of a mass consumer society. We agree, but note that its basic part is built on social philosophy. The origins of TQM were the same Japanese in collaboration with creative Americans. K. Ishikawa organized in the 1950s JUSE - “The Japanese Union of Scientists and Engineers”. E. Deming and J. Juran actively helped him. The central goal of JUSE was to develop a methodology for economic policy to improve the quality of industrial products. Drawing on the experience of the USA and Europe, JUSE was only taking its first steps. Further, not without the influence of the national mentality, the developers went their own way with an emphasis not on quality control, but on the consumer - “the consumer is always right”. The frame of reference has changed from “manager” to “consumer”. The place of the “boss” was taken by the “consumer”, the castling demanded to change “the very system of achieving the goal in the new conditions of competition in the market.

The emphasis on the consumer means not only his leading role in the activities of the system, but also obtaining reliable information about the needs and wishes of the consumer. Therefore, there is a need for “contact personnel”, on which depends not only the reliability of information coming from the consumer,

but also the subjective image of the company in the eyes of the consumer. The people involved in the development, production and delivery of a product in accordance with the new paradigm should be seen as a customer satisfaction support person. They must be combined and included in a system that fulfills the main goal - to increase the value of the product for the consumer and reduce its cost”. This is how the essence of the new paradigm for the development of production was determined by B.S. Alyoshin et al., And we found an economic prototype of the concept of “attractiveness” in our predecessors.

Initially, it acted as a tandem of the concepts of “value” and “decrease in value”. Now we can confidently name the time when the mass consumer will “live well” in Russia - when the current paradigm will change - “to snatch the jackpot”. Not soon. The Japanese were promoted by the national mentality, the Europeans - a three-hundred-year history of grinding relations in the market, the Americans - a well-fed life without wars on the territory. In order for our manufacturers and managers to move the economic arrow to a new paradigm, they must have a dispatcher's order. Their psychology - individual exceptions, like the first swallow, do not change the picture, stronger than the walls of the Brest Fortress and the market is ready to stand to the last. Our market is interested in the buyer exclusively as an economic entity, but not as a person, personality, fellow countryman. The national flavor of the market has long been different from the national composition of the Russian Federation. Market prices are not set by the buy-to-sell ratio; they are regulated by the boss's margin. If we do not really implement TQM in the near future - not by bureaucratic reports, it is not clear who and what will be protected by the valiant Aerospace Forces, the Navy and the army.

Where are serious, systemic studies of satisfaction with the product of the Russian buyer? Meanwhile, the indexing of the degree of satisfaction allows one to quantify the contribution of various components of the quality of production, and not to operate with average values. It is hard to get rid of the thought that the official reaction to TQM serves as a cover for the practical activity of blocking the introduction of this system into the real process of the economic movement. The fact is that TQM radically changes the understanding of the value of the contribution of all participants in the production of a product, clearly defining who did what and how. Our manufacturer is hardly ripe to welcome such an audit.

Methodologically, the turn of producers and sellers to face the consumer is already outlined according to the main items, nothing needs to be invented, and serious funds are invested. In the literature, there is a step-by-step route for comprehending the idea of real humanization and democratization of production, corresponding to the construction of a consumer society. It can even be

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found in textbooks. We read "The focus on the consumer is as follows:

- processes exist to meet the needs of people and the needs of society;
- processes are useful if they add value to people and society;
- desires and needs are different in time and space (for different nations and cultures);
- the processes are different in different cultures and in different nations;
- needs and processes for their satisfaction can be modeled and tracked using statistical analysis;
- the best model of the process of meeting the needs of society should be adopted by the management with the direct participation of each member of society. "

The last position is formulated not quite correctly in relation to "every member of society", such a total task is more romantic than realistic. For a start, a simple majority of consumers will be enough. Then a chain reaction will begin and with each step everyone will be closer to the result.

Consumers differ not only in their requests and claims. The bottom has a different social status, their subjectivity. The consumer can be a person, a social group, an industrial education. Therefore, in theory there is a classification of the external consumer, which is based on the principle of the "final link" of the production chain. The consumer status is similar to the production status. Just like the production process, consumption involves several stages in the preparation of the final product. Manufacturers can also be consumers, but they represent intermediaries. The end consumer is a single person. Man is the beginning of social history, its main tool and goal of social progress. Is it possible to put the consumers of other subjects in the row? Naturally, but their consumption is conditioned by human activity. For example, science is primarily interested in the exploration of outer space. She is a direct consumer of the resulting product, she is also a customer and a participant in a technical project. Spacecrafts are a product of scientific and industrial interaction. In this way, production develops its technological base, therefore, technological innovations undoubtedly belong to a number of products. As a rule, various departments cooperate with scientific research, receiving their share of the product. Nevertheless, no matter how much we continue to track the path of the research product, the end point will be the person - his health, well-being, safety, cognitive and practical interests.

Highlighting the final status in human consumption, this conclusion should not be absolutized. The interests of a single person - the consumer - are important, but they cannot be viewed in isolation. Mass production, no matter how "zealous" it may be, is not capable of working for

individuality. As much as possible, it can be closed to a small social group.

The imperative of fashion and technical and technological capabilities form specific social and specific historical limitations of production. Individuality manifests itself through the group form of reality. Only through social belonging - gender, age, purchasing opportunities, psychological status, upbringing, nationality, a person is guided in the consumption market, while having quite enough freedom of action within the framework of the social conditioning of their tastes. Someone makes their choice consciously, others - subconsciously, and still others, combining prudence with the collective unconscious (K. Jung).

Economic science considers the external consumer as a combination of three groups: a specific end user - a person; an intermediary consumer (reseller, distributor); collective unitary enterprise. To correctly determine economic priorities, it is necessary to study the consumer interests of all external consumers. The meaning of consumer preferences for a manufacturer is different and depends on the status of the enterprise itself, its production orientation. But the problem of "attractiveness" of the product cannot be avoided in all cases.

"An enterprise must carefully control the entire chain of the supplier-consumer interaction process. Large enterprises practice questioning their regular and potential customers once a year. The questionnaires include, as a rule, no more than seventy questions. To adjust their goals in long-term planning, once every three years, manufacturers send out more detailed questionnaires intended for large consumers of the manufactured product.

The Japanese mentality has prompted reflective managers that those who look forward to the future should not limit themselves to understanding the current consumers. The end consumer is a member of a family, a local community. Behind him are future buyers, who have not yet decided for themselves the question of what to buy from whom. Word of mouth is free and more productive than advertising. The buyer should be transferred from an abstract opportunity to the state of "his" person, included in the system of partnerships. While the thought of buying, consolidating the need for a product, matures as a desire, it should be informed of the vector of movement to the appropriate manufacturer.

"Focus on the consumer" is freely converted into a technical and economic task - to give their products an attractive look. Such a product does not need advertising costs of production, on the contrary, it helps to reduce the cost in the end, make a real "sale" and accelerate the turnover of funds spent on production. B.S. Alyoshin correctly explains to manufacturers who underestimate the value of the factor of product attractiveness for the consumer, who

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

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

only think about how to reduce production costs: "The emphasis on the consumer in solving all issues allows the supplier to check its course in the competition according to the consumer's compass every time, guaranteeing itself a fair reward and at the same time satisfying the consumer's expectations regarding the value of the product, its cost and delivery time. A satisfied customer not only returns to such a supplier, but also contributes positively to the marketing of that business through the 'passing along the chain', which affects the overall image of the company. "

The renowned management specialist and his colleagues needlessly spared the producers' sentiments by presenting the case in a positive light. Our manufacturer and salesperson often needs to be immersed in a negative perspective in order to intimidate, especially the employees of the "counter". The buyer through the information consumer chain is able to turn away from the purchase of problematic goods, and then the manufacturer will have "disease No. 1" according to E. Deming.

The producer and the final consumer of his product are separated by the continuation of production and the market. It is necessary to reduce this division to a minimum, so that there is less mediation between the two workers - the one who produces the goods, and those who, with their honestly earned funds, legitimately want to buy what he likes and at a fair price. The solution to that problem lies in the market plane. The manufacturing company must include itself in the market process by organizing a proprietary way of selling the product. This will free the market from counterfeiting, reduce the price burden on the end consumer, monitor the promotion of goods, better and easier to study the buyer's demand, accelerate the receipt of working capital, and work more effectively on the quality of the goods, taking into account the wishes of the consumer.

In Japan, along with the traditional Kairio method of quality management, aimed at technical and technological leaps - micro revolutions, under the influence of the development of relations with the consumer, the Kaizen approach has become widespread. Unlike "Kairio", "Kaizen" does not imply large investments, it is aimed at small improvements in the quality of the product, but it stands out favorably in that it is designed to involve an unlimited number of specialists-researchers, designers, scientists, and all thinking, interested workers in the process. ... A qualitative effect that adds to the attractiveness of the product and the consumer is achieved by combining a large number of small steps with a large number of people willing to take part and able to work for the result.

The Americans had a similar idea of how to solve the problem, they called it "cervelat tactics." It is not customary to cut sausage of the cervelat type with thick circles - it is inconvenient to eat, so they cut

it off with thin plastics, but the result is the same as in the case of soft sausage. The Japanese, impressed by the mental imperative, remarkably described by the international journalist V. Ovchinnikov ("Sakura Branch"), squeezing ideas out of the product to the end, adapted the cervelat principle to the management of production development, mainly to increase the attractiveness of the product. In addition to the described effect, "Kaizen" consolidates employees, convincing them of how important each of them is, if he is interested in the result, forms the need to improve personal skills, and develops a sense of professional pride.

There is a lot to learn from the Americans, in particular their persistence, self-confidence and their capabilities. W. Churchill once said: "You can always count on the Americans to do everything right after they have tried all the other options." In the 1990s, US industry faced serious sales and development problems. After analyzing the results of the business, the Americans identified three priorities: customer satisfaction, the need to reduce production costs and cycle times.

The analysis of the situation made us pay attention to the importance of combining efficiency factors, especially the focus on the consumer, reengineering and informational component. "Mass consumer" has supplanted "mass production". This is how the American company "Levis", famous for sewing jeans, has returned the leading position of the manufacturer of women's jeans.

Leveraging information technology, Lewis has offered customers 2,400 sizes in a variety of colors and styles. Directly in the company store or department, it was determined on the basis of jeans with built-in magnetic measurements, the individuality of the sizes, the clerk transmitted the order for production by computer and without delay the customer received what she dreamed of. Smaller enterprises generally began to go directly to the consumer, bypassing intermediary stores and warehouses, accepting customers in offices with the function of selling goods.

The concept of "product attractiveness" is partially revealed in the concept of "product value". In special literature, "product value" is defined as "a set of quality parameters expected by the consumer for the product he needs and their values that meet the needs of the consumer." The product value unfolding is called the "customer satisfaction tree".

For the value of the product to cause consumer satisfaction, it is important not only to be concerned about the quality of the product, but also to remember that the consumer's consciousness is not a constant, it moves and matures. The expression "the client is ripe" characterizes the process of interaction between the producer and the consumer. The consumer in such an interaction is primarily represented by mental activity. The sources of mental readiness to accept the

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manufacturer's proposal as coinciding with their own idea of the attractiveness of the product are not uniform. Usually they include:

- the authority of the manufacturer;
- information from reliable sources;
- consumer communication, informal communication;
- the presence of the product in the past experience of the buyer;
- the relevance of this purchase for the buyer.

If psychologically the image of the product as attractive has formed, then relations from the phase of abstract possibility pass into real possibility. The next step - the transformation of a real opportunity into the reality of purchasing a product you like will depend on the ratio of producer and consumer costs. For the first, we are talking about the ratio of cost and price, for the second - the price and quality of the product.

J. Juran emphasized a special place in the structure of consumer demands for the quality of services. B.S. Alyoshin gives a decoding of the qualities of a service that can interest a consumer in a purchase.

In all modern quality management systems in the context of provisions on prestigious awards (EFUK, UOK, IAQ, TQM, etc.), such an indicator as the degree of satisfaction with consumer products stands above all others, occupying in a weight ratio from 1/5 to 1/3 cumulative points. This indicator has the least points - 180 (out of 1000) in the Regulation on the

Prize of the Government of the Russian Federation in the field of quality.

We understand that customer satisfaction with a product should not be limited to the consumer appeal of a product. Product attractiveness is superimposed on satisfaction, remaining part of attractiveness. There are products that initially, perhaps, did not belong to the range of attractive ones, for example, gifts or something purchased "on the occasion" by necessity. The attractiveness was discovered later, as it was used for its intended purpose. But the comparison between satisfaction and attractiveness is quite correct and indicative. Moreover, at the junction of these concepts there is a test zone for characterizing the degree of development of production.

Dear respondent!

What indicators would you give preference to when analyzing and researching the status of the concept of "Product attractiveness", taking advantage of the privileges - to assign them an appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a higher digit, ensuring that the requirements of the arithmetic series are met, namely, avoiding missing digits in the arithmetic series. If you have difficulties in choosing preferences, you can use the "linked ranks", assigning two or more factors the same rank, but here you must comply with the requirements of the arithmetic series (Table 1 - 7; Fig. 4 - 10).

Table 1. Analysis and research of the status of the concept of "Product attractiveness"

№	Product attractiveness indicators	Rank
1	Feeling the need to buy a product	7
2	Reliability of goods	2
3	Manufacturer's responsibility for the quality of the goods	1
4	Completeness of goods	3
5	Service courtesy	17
6	Trust in the seller, manufacturer	16
7	Impressive warranty period	4
8	Product availability	8
9	Communication with the seller	25
10	Mutual understanding with the seller, his interest	26
11	Service culture	27
12	Affordability	9
13	Customer satisfaction	10
14	The level of readiness of the consumer to make a purchase	111
15	The level of interest of the manufacturer in the formation of the attractiveness of the product	19
16	Consumer buying opportunity	12
17	Manufacturer credibility	5
18	Consumer communication	24
19	Presence of opinion of an earlier made purchase of an ideal product	13
20	The consumer's need to buy an attractive, original product	23
21	The relevance of this purchase for the buyer	14
22	Possibility of subsequent exchange of goods	20

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23	Availability of several necessary functions for the product	6
24	Modern design	22
25	Payment method for purchase	15
26	Ease of operation of the product	21
27	Organization and availability of service support for purchased goods	18

Table 2. Results of a survey of teachers and students - commodity experts on the impact of "Product attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors																										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27
Lecturer 1	2	1	3	6	19	11	15	9	22	14	23	4	12	27	17	25	7	18	13	20	5	16	26	21	10	8	24
2	2	1	3	24	9	8	21	17	22	10	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6
3	5	6	7	12	13	14	15	4	16	17	5	3	17	18	19	2	23	20	7	17	1	21	8	9	10	11	22
4	24	4	8	10	11	3	12	7	24	2	1	26	18	20	19	5	9	13	16	21	14	15	17	22	23	6	25
5	25	4	5	10	11	3	12	6	13	14	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19
6	7	2	1	3	17	18	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18
7	2	5	4	3	26	17	6	16	27	25	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13
8	1	3	11	12	13	5	6	5	12	14	6	7	8	9	10	12	5	3	2	1	12	13	15	11	1	2	3
9	1	3	11	22	5	15	16	14	4	8	6	2	13	19	17	24	12	18	4	23	21	7	26	9	10	20	25
10	1	7	10	17	18	19	15	8	20	21	16	2	9	6	22	11	12	11	13	14	3	23	4	25	24	5	26
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10
12	2	8	9	13	23	22	7	12	21	20	27	11	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17
13	1	2	18	16	17	14	15	11	13	12	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23
14	3	1	4	11	7	5	6	8	10	9	19	2	25	15	22	13	12	26	20	21	14	15	16	23	24	17	18
15	1	19	18	17	22	4	6	3	26	25	24	2	21	15	15	14	12	13	5	11	6	20	7	10	9	8	23
16	13	4	8	23	20	7	19	12	11	10	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14
18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15
19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25
20	4	2	3	1	16	7	5	6	14	17	13	9	8	19	22	12	18	11	19	21	23	24	20	20	25	15	10
21	1	5	6	2	23	7	22	24	21	20	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10
22	4	1	2	3	6	5	7	8	22	10	9	11	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26
23	9	1	2	4	14	13	26	3	15	16	17	4	10	11	18	5	6	12	19	20	7	21	8	23	22	24	25
24	5	19	20	21	27	6	23	4	26	25	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22
25	2	5	12	19	6	26	13	7	18	20	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14
26	7	5	1	4	8	6	14	9	24	15	26	20	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13
27	5	3	11	15	21	6	20	12	7	19	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14
28	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27
Lecturer 29	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26
Student 30	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27
31	14	3	15	13	12	22	26	6	10	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27
32	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10
33	2	8	1	25	23	18	9	5	24	21	22	6	18	10	11	13	12	20	7	14	4	19	15	3	26	16	17
34	5	6	11	18	12	9	13	3	23	19	22	4	8	1	20	7	10	25	14	16	2	24	15	21	26	17	12
35	3	3	10	9	9	8	8	5	19	17	11	4	18	1	18	11	2	15	16	14	2	6	7	13	12	12	7
36	3	3	13	12	11	10	9	5	25	22	14	4	23	1	24	9	15	20	21	19	2	6	7	18	17	16	8
37	3	2	13	12	11	10	9	5	26	22	14	4	23	24	25	9	15	20	21	19	1	6	7	17	18	16	8
38	1	2	1	4	4	2	5	11	13	14	6	3	1	21	12	7	8	15	16	18	1	19	9	2	20	17	10
39	9	2	8	12	21	11	27	10	10	20	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20
40	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16
41	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27

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42	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22
43	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10
44	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27
45	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5
46	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8
47	2	3	8	6	20	19	12	18	21	22	23	5	9	6	13	8	9	4	7	10	1	11	14	3	15	17	16
48	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19
49	5	1	2	4	19	16	6	7	22	23	24	8	11	12	13	9	17	25	18	14	3	26	10	20	15	17	21
50	1	3	4	5	7	6	2	8	10	9	11	12	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19
51	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16
52	19	1	2	6	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18
53	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21	6	20	23	24	25	2	5	13	22	26	21	19
54	1	2	6	3	12	18	15	13	16	19	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23
55	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25
56	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25
57	6	7	8	23	25	24	9	17	27	22	18	10	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16
58	3	10	16	1	8	22	27	9	18	13	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19
59	1	6	5	10	4	7	3	8	2	9	13	24	12	15	22	23	14	21	16	27	26	11	20	25	17	19	18
60	3	5	11	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10
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63	6	2	1	16	24	8	7	23	25	26	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15
64	3	2	3	4	2	1	4	5	4	5	3	2	5	5	6	7	4	5	5	4	7	8	5	4	3	8	6
65	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22
66	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16
67	7	1	14	20	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11
68	3	1	14	15	20	4	23	2	26	16	6	4	24	25	22	19	18	17	13	11	5	6	12	10	8	7	9
69	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12
70	2	9	2	3	10	12	21	1	11	13	14	15	16	22	26	4	25	17	20	5	6	24	18	23	19	7	8
71	5	1	4	12	18	11	14	13	16	17	15	6	7	25	19	2	3	20	26	23	8	22	21	9	24	10	24
72	14	1	13	2	11	12	19	15	16	17	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27
73	25	1	4	5	14	24	6	2	17	23	22	3	16	21	18	7	8	20	13	15	9	15	10	11	19	15	12
74	2	7	12	16	4	13	17	10	14	8	15	22	3	10	6	5	21	23	25	20	9	11	24	1	26	19	18
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76	3	8	20	10	22	15	24	9	25	23	21	2	11	6	16	5	13	26	17	14	1	19	4	7	27	12	8
77	8	1	9	7	18	23	27	2	10	19	26	24	3	20	11	21	4	17	12	22	16	5	13	15	6	25	14
78	10	2	5	27	21	14	26	20	25	24	23	8	17	22	19	18	16	15	9	3	6	11	1	13	12	4	7
79	5	4	24	3	9	8	7	6	18	19	20	21	10	22	14	23	1	11	25	18	12	13	26	2	15	16	17
80	6	26	5	18	19	4	25	2	3	15	14	24	13	12	2	23	22	10	11	9	1	16	8	17	20	21	7
81	1	2	6	8	23	14	7	3	15	16	24	4	9	17	25	18	19	27	20	21	5	26	22	12	13	10	11
82	2	1	7	6	19	3	18	17	20	21	13	12	23	8	22	24	4	15	16	26	5	11	10	27	25	9	14
83	1	12	9	17	8	10	7	13	21	27	6	16	19	20	25	5	26	22	2	3	23	4	11	14	24	15	11
84	1	2	4	7	17	11	8	9	22	19	20	3	18	27	12	5	13	23	14	21	10	25	6	16	26	15	24
Student 85	12	9	2	24	14	8	25	4	20	15	22	5	6	18	13	19	7	21	16	17	1	23	13	12	3	11	10
Etalon 86	2	1	3	4	13	14	5	15	16	17	18	1	6	19	7	8	9	9	10	2	6	11	7	3	12	5	4

Table 3. Results of a survey of teachers and students - commodity experts on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factors																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	QC
1	2	1	3	6	19	11	15	9	22	4	23	4	12	27	17	25	7	18	13	20	5	16	26	21	10	8	24	0,4 8

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2	2	1	3	24	9	8	21	17	22	0	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6	0,4	3		
3	5,5	7	8,5	14	15	16	17	4	18	0	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	0,4	7		
4	24,5	4	8	10	11	3	12	7	24,5	2	1	7	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26	0,2	8		
5	25	4	5	10	11	3	12	6	13	4	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	0,3	0		
6	7	2	1	3	17	16	4	8	25	2	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	0,7	5		
7	2	5	4	3	26	17	6	16	27	2	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13	0,7	5		
8	8	6	18,5	21,5	24,5	10	12,5	10	21,5	2	12,5	1	4	15	16	17	5	10	6	3,5	1,5	5	21,5	24,5	27	5	1,5	3,5	6	0,2	7
9	1	3	12	23	6	16	17	15	4,5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	0,2	9		
10	1	7	10	18	19	20	16	8	21	2	17	2	9	6	23	11,5	13	11,5	14	15	3	24	4	26	25	5	27	0,5	6		
11	1	1	3	5	16	17	6	7	21	2	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	0,5	0		
12	2	8	9	13	23	22	7	12	21	0	27	1	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17	0,7	5		
13	1	2	18	16	17	14	15	11	13	2	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23	0,4	5		
14	3	1	4	11	7	5	6	8	10	9	20	2	26	5	23	13	12	27	21	22	14	15	17	24	25	18	19	0,5	1		
15	1	2	19	18	23	4	17	3	27	2	25	2	22	5	15	14	12	13	5	11	6	21	7	10	9	8	24	0,3	5		
16	13	4	8	23	20	7	19	12	11	0	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17	0,4	1		
17	1	5	10	11	16	7	12	24	17	1	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	0,5	9		
18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15	0,3	6		
19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25	0,3	6		
20	4	2	3	1	16	7	5	6	14	7	13	9	8	19,5	24	12	18	11	19,5	23	25	26	21,5	21,5	27	15	10	0,4	4		
21	1	5	6	2	23	7	22	24	21	0	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10	0,4	8		
22	4	1	2	3	6	5	7	8	22	0	9	1	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26	0,4	5		
23	10	1	2	4,5	15	14	27	3	16	7	18	5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	0,5	4		
24	5	9	20	21	27	6	23	4	26	5	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22	0,3	1		
25	2	5	12	19	6	26	13	7	18	0	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14	0,5	1		
26	7	5	1	4	8	6	14	9	24	5	26	0	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13	0,4	4		
27	5	3	11	15	21	6	20	12	7	9	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14	0,4	7		
28	14	3	15	13	12	22	26	6	20	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,4	1		
29	14	3	15	13	12	22	26,5	6	20	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26,5	0,3	9		
30	14	3	15	13	12	22	26	6	20	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,4	0		

Impact Factor:

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

31	14	3	15	13	12	22	26	6	20	2	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,4
32	11	1	7	14	18	12	8	3	17	9	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	0,5	
33	2	8	1	26	24	18,5	9	5	25	2	23	6	5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0,6	
34	5	6	11	19	5	12,9	14	3	24	0	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,5	0,7	
35	4,5	4,5	15	13,5	13,5	11,5	11,5	7	27	4	16,5	6	5	1	5	25,5	16,2	22	23	21	2,5	8	9,5	20	5	5	9,5	0,7	
36	3,5	3,5	15	14	13	12	10,5	6	27	4	16	5	25	1	26	5	10,17	22	23	21	2	7	8	20	19	18	9	0,6	
37	3	2	14	13	12	11	9,5	5	27	3	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	0,6	
38	2,5	6	2,5	9,5	9,5	6	11	17	19	0	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	0,5	
39	9	2	8	12	21	11	27	14	10	9	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	0,3	
40	11	1	9	22	6	25	12	7	15	6	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	0,4	
41	10	4	17	23	5	11	24	1	18	2	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	0,3	
42	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	0,3	
43	1	5	6	12	26	13	14	15	23	4	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	0,6	
44	9	1	22	14	6	17	7	2	23	6	5	0	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	0,3	
45	3	1	4	1	7	17	12	26	19	11	2	2	3	25	18	6	24	15	8	27	20	16	4	21	9	10	13	0,2	
46	2	1	1	13	21	22	12	24	23	7	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	0,3	
47	2	3,5	10,5	7,5	24	23	16	22	25	6	27	6	5	12,7,5	17	10,5	12,5	5	9	14	1	15	18	3,5	19	21	20	0,4	
48	1	6	7	13	14	8	15	9	24	3	22	0	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	0,5	
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50	1	3	4	5	7	6	2	8	10	9	11	2	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19	0,3	
51	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16	0,3	
52	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0,4	
53	1	3	7	9	11	12	10	8	14	5	16	4	17	18	5	6	20	24	25	26	2	5	13	23	27	5	21	0,6	
54	1	2	6	3	12	18	15	13	16	9	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23	0,4	
55	16	2	17	12	10	13	18	14	19	1	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,4	
56	16	2	17	12	10	13	18	14	19	1	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,4	
57	6	7	8	23	25	24	9	17	27	2	18	0	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16	0,3	
58	3	1	16	1	8	22	27	9	18	3	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19	0,3	
59	1	6	5	10	4	7	3	8	2	9	13	4	12	15	22	23	14	21	16	27	26	11	20	25	17	19	18	0,2	

Impact Factor:

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

60	3	5	4	6	24	25	2	23	26	7	22	2	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10	0,3	
61	19,5	4	3	2	5	15	25	1	14	6	13	6	12	18	11	27	10	16	24	19,5	9	22	23	21	17	7	8	0,3	
62	10	1	7	18	3	13	23	11	9	24	4	25	2	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7	0,3
63	6	2	1	16	24	8	7	23	25	6	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15	0,7	
64	6,5	3	6,5	11,5	3	1	11,5	18	11,5	1	8	6,5	3	18	18	5	22,5	24,5	11,5	18	18	5	11,5	24,5	26,5	11,5	26,5	22,5	0,3
65	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22	0,4	
66	26	7	6	20	2	9	10	18	27	1	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16	0,2	
67	7	1	14	2	18	24	3	13	27	8	19	0	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11	0,3	
68	3	1	15	16	21	22	24	2	27	7	6,5	4	25	26	23	20	19	18	14	12	5	6,5	13	11	9	8	10	0,3	
69	1	1	3	2	14	21	22	15	3	23	4	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12	0,5
70	2,5	0	2,5	4	11	13	22	1	12	4	15	6	17	23	27	5	26	18	21	6	7	25	19	24	20	8	9	0,3	
71	5	1	4	12	18	11	14	13	16	7	15	6	7	26	19	2	3	20	27	23	8	22	21	9	24,5	10	24,5	0,5	
72	14	1	13	2	11	12	19	15	16	7	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27	0,3	
73	27	1	4	5	14	26	6	2	19	5	24	3	18	23	20	7	8	22	13	16	9	16	10	11	21	16	12	0,5	
74	2	7	13	17	4	14	18	10,5	15	8	16	3	3	10,5	6	5	22	24	26	21	9	12	25	1	27	20	19	0,3	
75	11	1	2	12	27	13	3	10	26	5	24	9	14	23	15	21	16	17	18	19	4	8	5	7	20	22	6	0,6	
76	12,5	9	2	26	16	8	27	4	22	7	24	5	6	20	14,5	21	7	23	18	19	1	25	14,5	12,5	5	3	11	10	0,3
77	3,5	1,5	5,5	7,5	21	22	9,5	23	24	2	26	5	11,5	13,5	15	16,5	16,5	18	3,5	11,5	19	13,5	5,5	20	9,5	7,5	4	0,5	
		no heretic																											
		Sum. rank																											
	W																												
X2	512,7	0,26	0,75																										
		22	18	17	39	110	79	30	66	121	121	124	32	61	66	90	38	40,5	113	80	82	35	107	48	82	101	82,5	85	
		549	358	652,5	895,5	1120	1057	1081,5	766,5	1486	1342	1255,5	519	1106,5	1304,5	1320	1070,5	1021,5	1456	1337	1118	714,5	1444	1175	1023	1420	1191	1322	

Impact Factor:

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



Fig. 4. Results of a survey of teachers and commodity research students on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

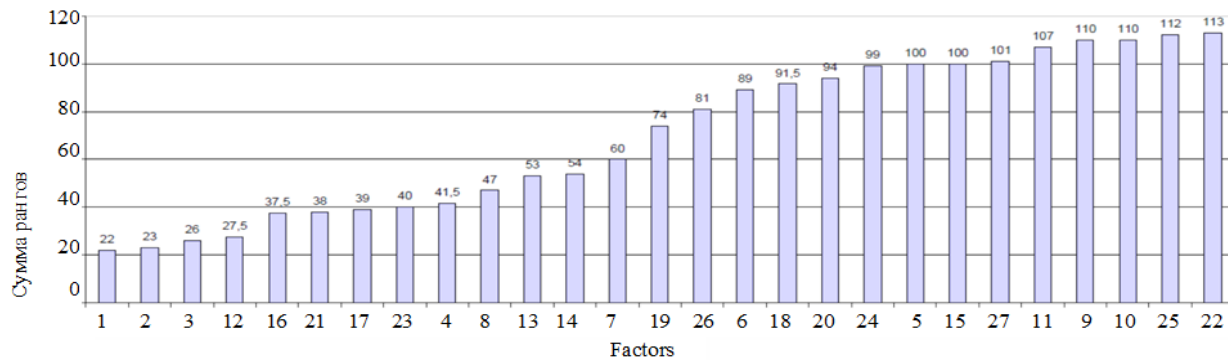


Fig. 5 Results of a survey of teachers and commodity research students on the impact of "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

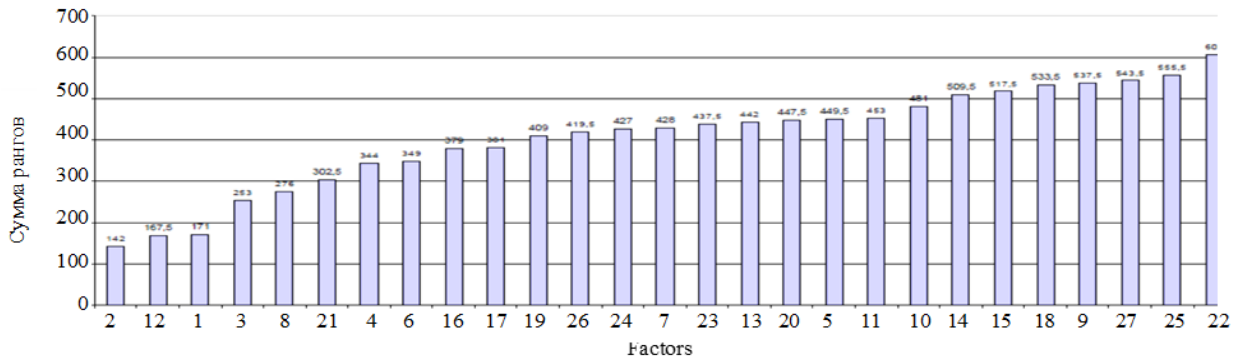


Fig. 6. Results of a survey of teachers on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

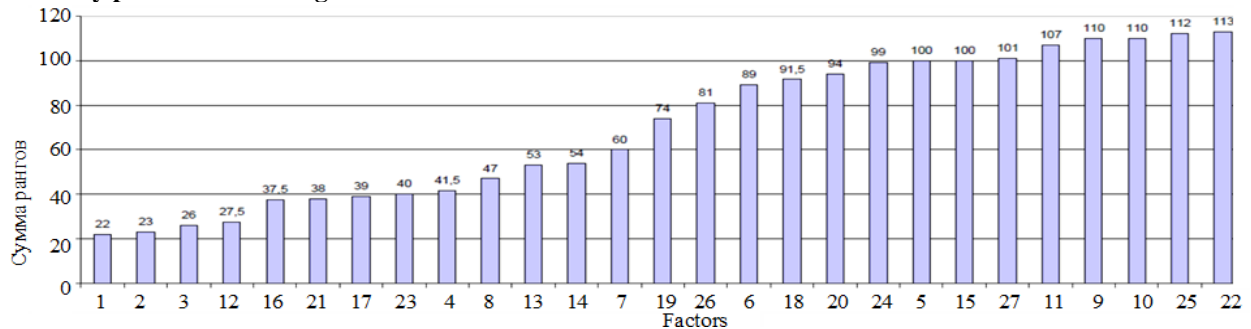


Fig. 7. Results of a survey of teachers on the impact of "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

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

Table 4. The result of a questionnaire survey of teachers about the impact of "Product attractiveness" on its competitiveness

Expert	Factor																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	
1																												
2	2	1	3	24	9	8	21	17	22	10	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6	
3	5,5	7	8,5	14	15	16	17	4	18	20	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	
4	24,5	4	8	10	11	3	12	7	24,5	2	1	27	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26	
5	25	4	5	10	11	3	12	6	13	14	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	
6	7	2	1	3	17	16	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	
7	2	5	4	3	26	17	6	16	27	25	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13	
8	8	6	18,5	21,5	24,5	10	12,5	10	21,5	26	5	14	15	16	17	5	10	6	3,5	5	21,5	24,5	27	18,5	1,5	3,5	6	
9	1	3	12	23	6	16	17	15	4,5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	
10	1	7	10	18	19	20	16	8	21	22	17	2	9	6	23	5	11,5	11,5	14	15	3	24	4	26	25	5	27	
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	
12	2	8	9	13	23	22	7	12	21	20	27	11	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17	
13	1	2	18	16	17	14	15	11	13	12	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23	
14	3	1	4	11	7	5	6	8	10	9	20	2	26	15,5	23	13	12	27	21	22	14	15,5	17	24	25	18	19	
15	1	20	19	18	23	4	17	3	27	26	25	2	22	15,5	15,5	14	12	13	5	11	6	21	7	10	9	8	24	
16	13	4	8	23	20	7	19	12	11	10	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17	
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	
18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15	
19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25	
20	4	2	3	1	16	7	5	6	14	17	13	9	8	19,5	24	12	18	11	19,5	23	25	26	21,5	21,5	27	15	10	
21	1	5	6	2	23	7	22	24	21	20	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10	
22	4	1	2	3	6	5	7	8	22	10	9	11	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26	
23	10	1	2	4,5	15	14	27	3	16	17	18	5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	
24	5	19	20	21	27	6	23	4	26	25	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22	
25	2	5	12	19	6	26	13	7	18	20	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14	
26	7	5	1	4	8	6	14	9	24	15	26	20	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13	
27	5	3	11	15	21	6	20	12	7	19	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14	
28	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
29	14	3	15	13	12	22	26,5	5	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26,5

Table 5. The result of processing a survey, teachers about the impact of "Product attractiveness" on its competitiveness

Expert	Factor																										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27

Impact Factor:

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

X2	W	Sum of ranks without heretics
	22	171
0,29	23	142
	26	253
0,67	41,5	344
	100	449,5
	89	349
	60	428
	47	276
	110	537,5
	110	481
	107	453
	27,5	167,5
	53	442
	54	509,5
	100	517,5
	37,5	379
	39	381
	91,5	533,5
	74	409
	94	447,5
	38	302,5
	113	606
	40	437,5
	99	427
	112	555,5
	81	419,5
	101	543,5

Table 6. Results of a survey of students - commodity experts on the influence of "Product attractiveness" on its competitiveness

Expert	Factors																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	
1	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
2	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
3	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	
4	2	8	1	26	24	18,	9	5	25	22	23	6	18,	10	11	13	12	21	7	14	4	20	15	3	27	16	17	
5	5	6	11	19	5	9	14	3	24	20	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,	
6	4,5	4,	15	13,	13,	11,	11,		27	24	5	6	25,	1	5	16,	2,5	22	23	21	2,5	8	9,5	20	5	18,	18,	
7	3,5	3,	15	14	13	12	10,		27	24	16	5	25	1	26	10,	17	22	23	21	2	7	8	20	19	18	9	
8	3	2	14	13	12	11	9,5	5	27	23	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	
9	2,5	6	2,5	9,5	9,5	6	11	17	19	20	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	
10	9	2	8	12	21	11	27	14	10	19	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	
11	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	
12	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	
13	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	
14	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	
15	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	
16	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5	
17	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	
18	2	3,	10,										12,			10,	12,											
19	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	
20	5	1	2	4	20	16	6	7	23	24	25	8	11	12	13	9	17,	26	19	14	3	27	10	21	15	17,	22	

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

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

Table 7. The result of processing a survey of students - commodity experts on the influence of the concept of "Product attractiveness" on competitiveness

Expert	Factor																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	QC
1	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,41
2	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,40
3	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	0,66
4	2	8	1	26	24	18,5	9	5	25	22	23	6	18,5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0,69

Impact Factor:

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

5	5	6	11	19	12,5	9	14	3	24	20	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,5	0,55
6	4,5	4,5	15	13,5	13,5	11,5	11,5	7	27	24	16,5	6	25,5	1	25,5	16,5	2,5	22	23	21	2,5	8	9,5	20	18,5	18,5	9,5	0,52
7	3,5	3,5	15	14	13	12	10,5	6	27	24	16	5	25	1	26	10,5	17	22	23	21	2	7	8	20	19	18	9	0,53
8	3	2	14	13	12	11	9,5	5	27	23	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	0,56
9	2,5	6	2,5	9,5	9,5	6	11	17	19	20	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	0,63
10	9	2	8	12	21	11	27	14	10	19	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	0,39
11	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	0,59
12	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	0,36
13	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	0,32
14	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	0,72
15	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	0,31
16	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5	0,26
17	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	0,47
18	2	3,5	10,5	7,5	24	23	16	22	25	26	27	6	12,5	7,5	17	10,5	12,5	5	9	14	1	15	18	3,5	19	21	20	0,50
19	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	0,51
20	5	1	2	4	20	16	6	7	23	24	25	8	11	12	13	9	17,5	26	19	14	3	27	10	21	15	17,5	22	0,72
21	1	3	4	5	7	6	2	8	10	9	11	12	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19	0,35
22	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16	0,36
23	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0,46
24	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21,5	6	20	24	25	26	2	5	13	23	27	21,5	19	0,54
25	1	2	6	3	12	18	15	13	16	19	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23	0,46
26	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,45
27	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,43
28	6	7	8	23	25	24	9	17	27	22	18	10	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16	0,49
29	3	10	16	1	8	22	27	9	18	13	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19	0,29
30	1	6	5	10	4	7	3	8	2	9	13	12	15	22	23	14	21	16	11	27	26	11	20	25	17	19	18	0,28
31	3	5	4	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10	0,37
32	19,5	4	3	2	5	15	25	1	14	26	13	6	12	18	11	27	10	16	24	19,5	9	22	23	21	17	7	8	0,37
33	10	17	18	3	13	23	11	9	24	4	25	12	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7	0,33

Impact Factor:

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

34	6	2	1	16	24	8	7	23	25	26	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15	0,72
35	6,5	3	6,5	11,5	3	1	11,5	18	11,5	18	6,5	3	18	18	22,5	24,5	11,5	18	18	11,5	24,5	26,5	18	11,5	6,5	26,5	22,5	0,34
36	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22	0,38
37	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16	0,30
38	7	1	14	2	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11	0,33
39	3	1	15	16	21	22	24	2	27	17	6,5	4	25	26	23	20	19	18	14	12	5	6,5	13	11	9	8	10	0,42
40	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12	0,72
41	2,5	10	2,5	4	11	13	22	1	12	14	15	16	17	23	27	5	26	18	21	6	7	25	19	24	20	8	9	0,38
42	5	1	4	12	18	11	14	13	16	17	15	6	7	26	19	2	3	20	27	23	8	22	21	9	24,5	10	24,5	0,61
43	14	1	13	2	11	12	19	15	16	17	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27	0,29
44	27	1	4	5	14	26	6	2	19	25	24	3	18	23	20	7	8	22	13	16	9	16	10	11	21	16	12	0,57
45	2	7	13	17	4	14	18	10,5	15	8	16	23	3	10,5	6	5	22	24	26	21	9	12	25	1	27	20	19	0,31
46	11	1	2	12	27	13	3	10	26	25	24	9	14	23	15	21	16	17	18	19	4	8	5	7	20	22	6	0,72
47	12,5	9	2	26	16	8	27	4	22	17	24	5	6	20	14,5	21	7	23	18	19	1	25	14,5	12,5	3	11	10	0,40
48	3,5	1,5	5,5	7,5	21	22	9,5	23	24	25	26	1,5	11,5	27	13,5	15	16,5	16,5	18	3,5	11,5	19	13,5	5,5	20	9,5	7,5	0,72
Rank sums	378	216	399,5	551,5	670,5	708	653,5	490,5	948,5	861	802,5	351,5	664,5	795	802,5	691,5	640,5	922,5	928	670,5	412	838	737,5	596	864,5	771,5	778,5	
Sum of ranks	22	23	26	41,5	100	89	60	47	110	110	107	27,5	53	54	100	37,5	39	91,5	74	94	38	113	40	99	112	81	101	
Coef. concord.		0,26		0,72																								
Crete. Pearson		322,77		9,77																								

Impact Factor:

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

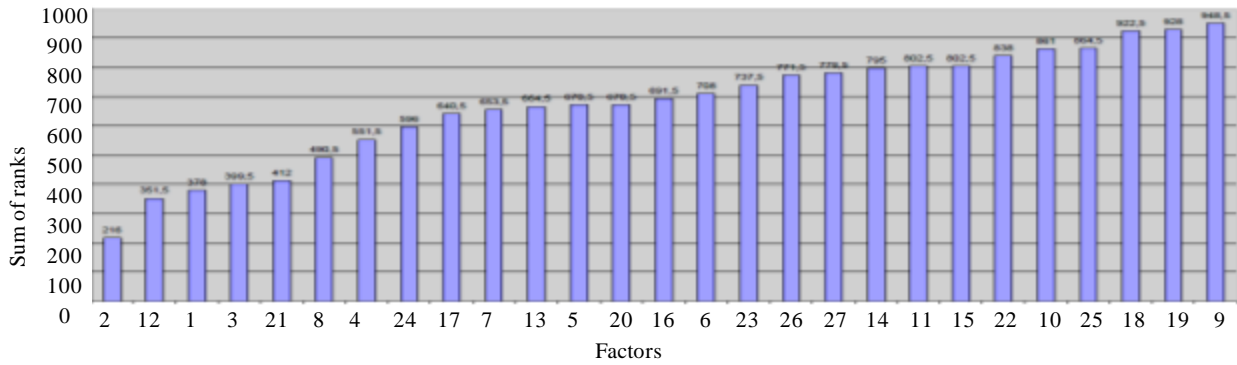


Fig. 8. Results of a survey of commodity research students on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

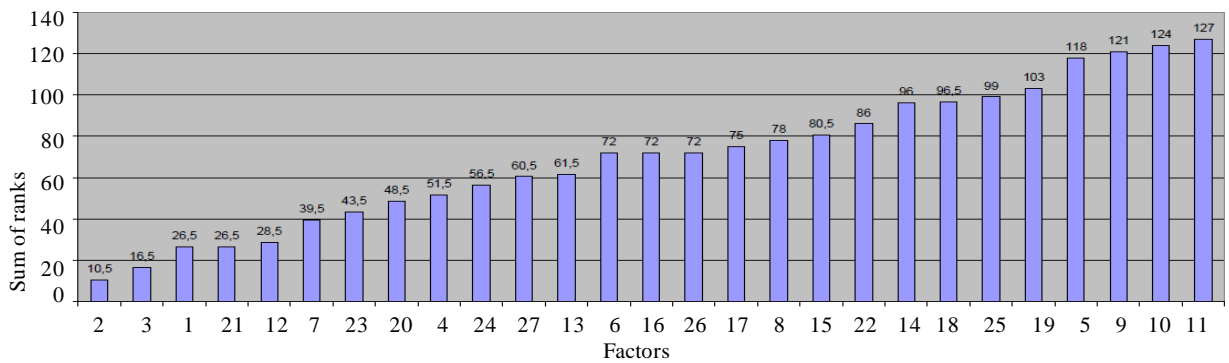


Fig. 9. Results of a survey of commodity research students on the impact of "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

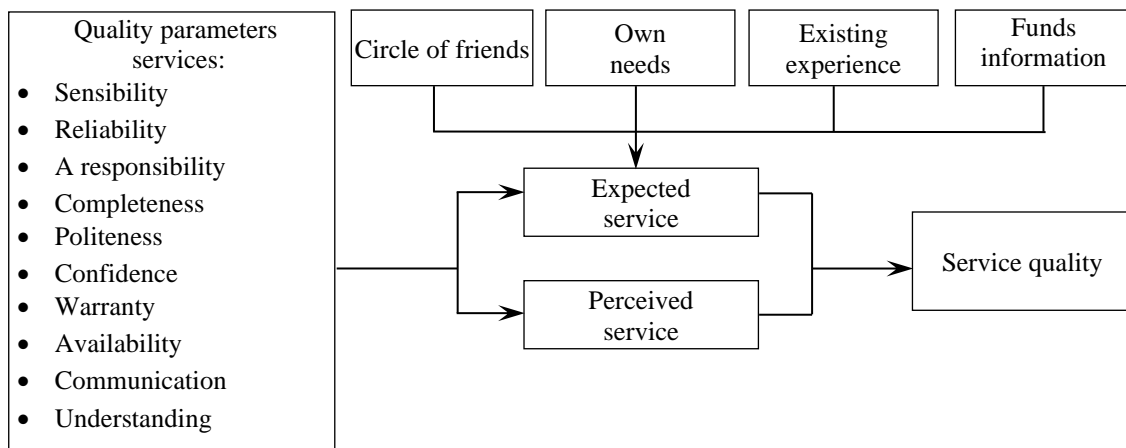


Fig. 10. The architecture of consumer expectations

Summing up the analysis of the concept of "product attractiveness", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. As a problem for discussion and improvement, the diagram shown in Fig. eleven.

An analysis of the results of a survey of respondents on the influence of the criterion "Attractiveness of goods" (on their demand) confirmed the importance of rehabilitating this criterion in marketing activities to form sustainable

Impact Factor:

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

demand not only for light industry products, but also for all consumer goods.

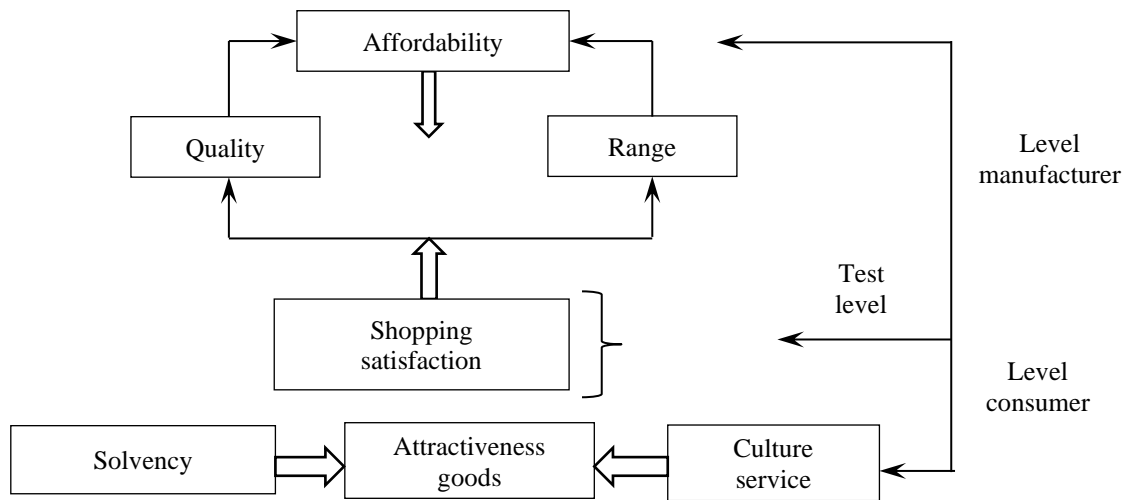


Fig. 11. The architecture of customer satisfaction

What is interesting is the fact that is due to the coincidence of the studies carried out by the authors on the formation of the architecture of customer satisfaction based on the criterion - product attractiveness - as one of the main factors on demand and the results of a priori ranking on its impact on the sale of consumer goods, for participation in which students were involved in commodity studies, students - experts in the field of certification and standardization, students - technologists, constructors and designers, teachers of these specialties and graduates of the same specialties, who are currently leading specialists in enterprises engaged in the production of this very product for consumers in the regions of the Southern Federal District and the North Caucasus Federal District

If customer satisfaction is formed at the expense of the manufacturer's level, i.e. its test level is formed by the price availability of the product, which is offered either by the assortment range, of course, by quality, and by the consumer level, i.e. its test level assumes the presence of a culture of customer service, the attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers themselves, then the respondents who took part in the survey believe that consumer satisfaction will be ensured with the reliability of the product, its affordability, and the availability of the opportunity for buyers make purchases, i.e. their solvency. Natural, product quality, variety of product range, attractiveness, design decision, i.e. correspond to fashion, the products must have a sufficiently long

warranty period and, interestingly, all respondents are unanimous that manufacturers should fight for respectful attitude of buyers to the manufacturer, win their trust and desire to make a purchase of the products of these enterprises, i.e. brand and image are always in demand.

Unfortunately, the respondents, when filling out the questionnaires offered to them, did not pay due attention to communicating with sellers, methods of payment for a purchase, the possibility of exchanging a purchase made if necessary, the level of service and other factors, and only because our consumer is not spoiled by all this list of services both the manufacturer and the retailer still have plenty of room for improvement in their interactions with consumers to ensure they have sustained demand.

Thus, the criteria for the attractiveness of a product has a right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish for finding its consumer.

An analysis of the results of a survey of respondents on the impact of the criterion "Attractiveness of goods" confirmed the importance of the rehabilitation of this criterion in marketing activities to form sustainable demand not only for light industry products, but also for all consumer goods (Table 12).

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

Table 12. Characteristics of the influence of factors on the results of the survey of respondents on the "Attractiveness of goods"

Factors	Expert opinions			
	All respondents	Teachers and specialists	Students	Agreed
1	2	2	2	2
2	12	12	12	12
3	1	1	1	1
4	3	3	3	3
5	21	8	21	21
6	8	21	8	8
7	4	4	4	4
8	17	6	24	17
9	24	16	17	24
10	6	17	7	6
11	16	19	13	13
12	7	26	5	7
13	13	24	20	5
14	20	7	16	16
15	5	23	6	23
16	23	13	23	20
17	26	20	26	26
18	11	5	27	14
19	14	11	14	11
20	15	10	11	27
21	27	14	15	19
22	19	15	22	15
23	10	18	10	10
24	25	9	25	18
25	22	27	18	25
26	18	25	19	22
27	9	22	9	9

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors made it possible for the first time to formalize the role of experts - respondents on the basis of their competence to the problem under consideration. The need for such an approach is due to the desire to have an objective assessment of competence, taking into account not only the opinion of the invited party of expert respondents to participate in the survey, but also using the assessment criterion - the coefficient of concordance (W) - the value of which varies from 0 to 1. And if $W = 0 - 0.5$ - then this is their lack of agreement with the opinion of those experts whose value of the coefficient of concordance (W) tends to 1, which confirms their high competence and the possibility of their further participation as expert respondents. The results of a survey of experts on assessing the competitive potential of light industry enterprises, although they received the value of the coefficient of concordance (W) in the range of 0.4 - 0.6, but excluding heretics,

that is, those respondents whose opinion does not coincide with the opinion of most other experts, we found it is a pleasant fact that the opinion of those respondents whose authority is beyond doubt, and those whom the program classified as heretics, have an unambiguous or close opinion that the factors characterizing the influence of competitive potential on the competitiveness of an enterprise are identical, and they can be used in further research in assessing this very competitiveness of enterprises, assuming that he is able to manufacture import-substituting products for consumers in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, manufacturers have all the grounds for these criteria, namely: the ratio of the quality of the product and the costs of its production and marketing; sales growth rates; costs of innovation; labor productivity; the level of partnerships with interested participants in the production of import-substituting products; costs per ruble of products sold, and the main criterion; the competitiveness of the

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goods weighted average for the assortment of goods should be considered in demand.

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

We agree with them on the issue of the role of highly qualified personnel, which of course, although it was reflected in the questionnaire in the form of one criterion - the staff turnover rate - but did not cause the experts, with regret, concern about the liquidation of lyceums, colleges, on the basis of which they trained highly qualified workers and middle managers - foremen, technicians, mechanics, technologists, engaged in servicing not only an innovative technological process, but also innovative equipment.

Summing up the analysis of the concept of "product attractiveness", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. Table 7 shows the results of a survey of all respondents on the formation of the image of goods, its attractiveness, ensuring competitiveness and demand among consumers.

Unfortunately, the respondents, when filling out the questionnaires offered to them, did not pay due attention to communication with sellers, methods of payment for a purchase, the possibility of exchanging a purchase made if necessary: the level of service and other factors, and only because our consumer is not spoiled by all this list of services service, both the manufacturer and the trade still have a lot of opportunities for improvement in interaction with consumers in order to guarantee themselves a steady demand.

Thus, the criteria for the attractiveness of a product has a right to life and are more important for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish for finding its consumer.

The most significant factors:

X3 - manufacturer's responsibility for the quality of the goods; X1 - the perceptibility of the need to purchase a product; X4 - completeness of the product; X7 - impressive warranty period; X6 - trust in the seller, manufacturer; X10 - mutual understanding with the seller, his interest in selling products; X12 -

affordability; X13 - customer satisfaction; X23 - the availability of several necessary functions for the product; X27 - organization and availability of service support for the purchased goods.

Significant factors:

X2 - product reliability; X8 - product availability; X11 - service culture; X14 - the level of the consumer's readiness to make a purchase; X16 - consumer purchasing power; X18 - consumer communication; X19 - the consumer has an opinion about the purchase of an identical product made by him earlier; X21 - the relevance of this purchase for the buyer; X22 - the possibility of subsequent exchange of goods; X24 - modern design.

Minor factors:

X5 - courtesy of service; X9 - communication with the seller; X15 - the level of the manufacturer's interest in the formation of the "Product Attractiveness"; X17 - manufacturer's authority; X20 - the consumer's need to purchase an "Attractive Product"; X25 is a method of payment for a purchase; X26 - ease of use of the product. The choice of mechanical engineering enterprises as an object for assessing the effectiveness of the socio - psychological factor in the implementation of QMS is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more efficiently and at lower costs due to three main aspects: employee involvement, process approach and systems approach. In addition, the personnel of mechanical engineering enterprises are more efficiently able to implement the goals and objectives of the QMS also because control activities are more efficiently ensured for the implementation of the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productive work and effective use of the business qualities of employees.

The need to improve the quality management system at mechanical engineering enterprises is due to the following important reasons. Firstly, this is an increase in the confidence of potential consumers in the products manufactured by this enterprise. Secondly, this is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand the spheres of influence by entering new domestic and foreign markets. And thirdly, this is a significant increase in labor productivity of any industrial enterprise where the implementation of the QMS is planned, using participatory management.

Currently, organizations pay great attention to the motivation of employees, since depending on how motivated the employee is, the results of his activities will also be visible. The main task of managers is to fully utilize the full potential of employees in their work. Moreover, managers understand that material incentives do not increase loyalty and commitment to

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the company. Participatory governance solves this problem.

The essence of such management is that under it the employees of the organization are included in the management process, participate in the activities of the company, and make decisions on a number of issues. Moreover, if an employee of the company has the right to vote, takes part in the activities of the organization, receiving remuneration for this, then he will work better and more productively. An employee whose opinion is taken into account, whose ideas are being implemented, will have a better attitude to their place of work and will work with full dedication.

In participatory management, employees can negotiate with the manager the goals and tasks that he will need to accomplish. Employees of the organization can form working groups from those employees with whom it would be pleasant and comfortable for them to work. In addition, employees of the organization can put forward their ideas and suggestions for improving the work of the company as a whole. Moreover, for the advancement of ideas there should also be a reward.

Participatory governance has several benefits. Participation in the management of employees leads to an increase in the quality of decisions made, since employees may have information that is not known to the manager. With such management, employees can fully express themselves, show their knowledge and skills, and also feel their importance in the organization, thus increasing motivation. Motivation is usually based not only on the personal achievements of the employee, but also on the overall result of the firm's work. The consolidation of employees into working groups can best reflect the corporate spirit of the company.

However, the participatory approach has its drawbacks in addition to its advantages. Not all people, by their nature, are ready to participate in the management of the organization and put forward ideas and proposals, bearing responsibility for them. Many employees find it much easier to do work as directed by their supervisor. The involvement of employees in management in the organization may not have the best effect on managers, as they may lose their influence on employees. A lot of time will also be spent on discussing problems, while an unambiguous decision may not be made, but time is wasted. Many ideas and suggestions of company employees may be irrational and inappropriate due to lack of knowledge. Therefore, the leaders of the company need to inform employees about the state of affairs in the company, train personnel in order to deepen their knowledge and put forward more effective and relevant proposals. Lack of recognition of the employee's idea can cause an ambiguous reaction from the employee putting forward his innovative proposals, thereby demotivating him. Therefore, the leaders of the

organization need to explain why this idea does not fit in a given situation.

Having considered all the pros and cons of participatory management, we can conclude that such management is not a lifesaver for improving things in the organization, but it allows you to see the problems of the organization from the inside and try to solve them not by the efforts of one person, but by a group of people where everyone can express themselves. for the good of the organization.

Regardless of the fact that the participatory method of personnel management of an organization is gaining more and more approval in most countries with developed and developing economies every year, Russian organizations are not yet ready to implement and fully realize the advantages of this method. This is because HR services prefer to operate in a traditional fashion.

The majority of Russian enterprises, both long-running and newly established, use a directive management method. At such enterprises, managerial decisions are made individually, career growth is due to "good connections" with the manager, and not their own merits in work, frequent violations of labor laws are commonplace. The reason for the preference of the directive method is the national mentality of our country that has developed over many centuries, as well as the Soviet ideology still present in many companies. As a result, management in such enterprises is centralized, administrative and formal in nature.

No more than half of HR managers can achieve and skillfully use the consistency of the goals set with the capabilities of the enterprise and the interests of employees.

Another very important factor that does not allow adopting the parsitiative method of personnel management at Russian enterprises is the influence of the national culture of Russia. The choice of a strategy for managing human resources in the practice of an organization depends on this influence.

The cultural peculiarities of Russian entrepreneurs, according to the majority of researchers who used a systematic approach in determining, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, and avoiding responsibility. Often the personal qualities of the employee are given priority over their success in the work performed, there is a mixture of personal and business relationships. Also, our Russian reality has noticed a tendency of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee; in other words, it can be said that the head of the company is not available to lower-level employees. It was also noticed that Russians have an

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average level of individuality and often try to get around uncertainty.

As a result of the foregoing, the conclusion suggests itself that in Russia the organization and management of personnel management is formed ineffectively and there are practically no working collective ties. Companies devote all their attention to fulfilling the conditions set by the state bureaucratic apparatus, and not to fulfilling responsibility to consumers and society. Therefore, it becomes difficult to introduce "Western" management methods into Russian practice.

In order to most successfully implement parsitiative personnel management and prepare employees for a change in the approach to working in a team, it is first of all necessary to establish measures to encourage individuality in each employee of the company and to eliminate the established inaccessibility of the leader for the lower level. It is important to create a high-quality and effective motivation system and continuous professional development so that personnel become a source of the company's competitiveness, meet modern requirements for human resource management.

The quality manual is aimed at applying a "process approach" in the development, implementation and improvement of the effectiveness of the quality management system in order to increase customer satisfaction by fulfilling their requirements.

The advantage of the process approach is the continuity of control, which it provides at the junction of individual processes within the system, as well as in their combination and interaction.

The main processes of the quality management system are:

- product design and development;
- drawing up a production plan;
- production
- control and testing of products;
- packaging and storage of products;
- sale;
- purchases;
- provision of resources;
- marketing research.

Measurement and monitoring activities to ensure and verify product conformity are defined in comprehensive documentation, production plans and shift orders, workflows, measurement, analysis and improvement procedures.

Monitoring, measurement, analysis and improvement activities include:

- customer satisfaction survey;
- internal audit;
- monitoring and measurement of processes;
- product monitoring and measurement;
- management of nonconforming products;
- continuous improvement, including corrective and preventive actions;

- determination of places of application of engineering and statistical methods.

Manifesting obtained in the field of pistons sales or in the process of materials use of products will constitute a marriage, indicating not only poor product quality defects, but also the unsatisfactory work of the enterprise.

A team of workers and employees, together with the management of JSC "Shakhty plant Gidroprivod", made a collective decision to develop and implement the QMS, as well as to continuously improve its effectiveness and efficiency. These goals and objectives will be implemented in the form of the company's quality policy and goals in 2020, for which quality goals have been formulated. The quality policy and goals were drawn up in accordance with the production goals of the enterprise, documented and communicated to all workers and employees of the enterprise with the necessary explanations and the setting of specific tasks for the personnel and their approval by order. Since the losses in 2019 amounted to 16,167,620 rubles, the management of the enterprise was interested in the implementation of planned measures to ensure defect-free production and improve product quality.

Considering, that defective products are not subject restoration and repair, the design bureau was offered to the management of the enterprise dispose of them, and the resulting metal is reused use for production of new products, which they began to do. General metal mass obtained through recycling of defective parts in 2019 turned out to be equal to the product of the number of defective pumps - 473 pcs., by the weighted average mass of one pump, which is 38 kg, namely:

$$m = 473 \cdot 38 = 17974 \text{ kg.}$$

Expenses for disposal consisted of electricity (23 rubles per 1 kg), workers' wages (13 rubles per 1 kg), and depreciation charges through the use equipment amounted to 76 rubles. for 1 kg, that is, in total:

$$C = (76 + 13 + 23) \cdot 17974 = 2013088 \text{ rubles.}$$

FROM taking into account the treaty metal prices, after their melting by the enterprise was received: (negotiable value 1 kg metal - RUB 350) RUB 6,290,900

Return money to the enterprise in 2017 due to the disposal of defective products, taking into account costs amounted to

$$Eub = 6290900 - 2013088 = 4277812 \text{ rubles.}$$

The annual sales volume minus losses for 2016 amounted to

$$OR = 15541148100 - 16167620 + 4277812 = 1542258292 \text{ rub.}$$

This result became possible due to the use of participatory management of the implementation of the Policy and goals in the field of quality and procedures developed by the management of the enterprise within the framework of the quality management system, which form the requirements for

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all participants in the process to create conditions at the enterprise for the production of defect-free products and with strict control over their implementation:

1. Quality manual. It is the fundamental document of the management system. The quality manual describes the structure and content of the quality management system aimed at ensuring the conformity of products to customer requirements and mandatory requirements of regulatory documents (ND), and also outlines the Procedures (or provides links to them) developed within the QMS, describes the interaction between the processes of the management system quality.

2. Internal audit of the quality management system. This procedure is a mandatory documented procedure that establishes the order and sequence of actions when conducting internal audits (checks) of the quality management system.

3. "Warranty repair of products". This document describes the Product Warranty Repair process and sets out the procedure for handling customer claims.

4. Control of documents and records. Controlled documents are documents that are prepared, identified, reviewed, agreed, distributed, stored and revised on the basis of predetermined, systematically used rules.

5. Management of nonconforming products. This document is a mandatory documented procedure that establishes: a) specific responsibilities of structural units, officials and individual performers for the management of nonconforming products; b) goals, objectives, terms, procedure for registration and registration of records and documents for the management of nonconforming products in the main and auxiliary production.

6. Organization of quality control. This document establishes: a) the procedure for organizing product quality control at the enterprise; b) the specific responsibilities of officials and individual performers to control the quality of the company's products, manage and identify nonconforming products.

7. Purchases. This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, defines a unified procedure for purchasing components, materials and semi-finished products, storing them, ensuring production and guaranteeing products.

8. Design, product development and serial production. This document establishes the procedure for the process "Design, product development and launching" and is intended for: a) regulation and management of the activities of the design and development of new types of products; b) continual improvement of the quality management system and the results of the process.

9. Production of products. This document establishes the procedure for the implementation of the process "Manufacturing products" and is intended to regulate and manage the activities of units for the production of products.

10. Customer Satisfaction. To determine the dynamics of customer satisfaction, the QMS manager collects and organizes data from information sources. Sources of information about customer satisfaction are: questionnaire for assessing customer satisfaction; consumer reviews; production volumes; volumes of products shipped; prizes, awards and diplomas.

11. Technological preparation of production. This document establishes the procedure for performing the process "Technological preparation of production" and is intended for: a) to regulate and manage the activities of the division for the technological preparation of production of new types of products. b) continual improvement of the quality management system and the results of the process.

12. Organization and procedure for the "Quality Days". "Quality Day" is an operational meeting of the heads of structural divisions, dedicated to the control and analysis of the quality of the enterprise and its divisions.

13. Statistical methods of quality management. Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking a group or batch of products is carried out before and after the process, and not during the process.

The main purpose of using statistical methods is to regulate the process of creating a high quality product at all stages from marketing to maintenance with lower economic costs and high efficiency.

Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

The implementation of the quality system is a complex of works that affects various aspects of the organization and its subsystem - the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document flow, etc. In this regard, the implementation of the quality system is quite difficult. a long and time consuming task. The solution to this problem, as a rule, takes place in several stages.

The main stages of QMS implementation are as follows:

Improving the QMS makes sense only if the enterprise team has a desire to achieve significant results in the struggle for the quality of its products, but all this should provoke the team's desire to reach

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new heights, move forward and guarantee itself and its enterprise stable results of its activities.

To implement the formulated procedures of wishes, the following activities must be performed, namely:

- step 1 - awareness by the top management of the goal of creating and implementing the QMS at the enterprise;
- step 2 - establishing the needs and expectations of customers and other interested parties;
- step 3 - formation of the management strategy, policy and quality objectives;
- step 4 - organizing quality training for all employees;
- step 5 - planning of work on the implementation of the QMS;
- step 6 - implementation of the QMS with the formation of a team consisting of various specialists;
- step 7 - establishing a system of processes, their coordinated relationship and interaction, highlighting the key processes necessary to achieve quality goals;
- step 8 - documenting the QMS (to the extent and degree of specification required specifically for your organization - not forgetting about the obligation of some documentation in accordance with the requirements of ISO 9001-2015);
- step 9 - internal audits;
- step 10 - revision of the QMS documentation and elimination of comments based on the results of internal audits and testing during the implementation of the developed regulatory documentation;
- step 11 - certification of the QMS;
- step 12 - further development of the QMS.

JSC Shakhty Plant Hidroprivod has defined and manages numerous interrelated activities. The procedures have been identified, described and documented.

In addition, JSC "Shakhty Plant Hidroprivod" has developed, documented, implemented and maintains a quality management system, which ensured continuous improvement of its performance in accordance with the requirements of GOST R ISO 9001: 2015.

Such procedures within the framework of the quality management system are:

Basic procedures:

- design, development, production of prototypes and setting for serial production of GP 08-01;

- drawing up a production plan for GP 03-01;
- control and testing of products;
- packaging and storage (produced according to standard and individual technological processes for each product);

- sale (The process is carried out by LLC "Trading House Hidroprivod");

- provision of resources.

Management procedures:

- management processes of management;

- marketing research;

JSC "Shakhty plant Hidroprivod":

- determined the sequence and interaction of processes;

- defined, for each procedure, the criteria and methods necessary to ensure the effectiveness of both the implementation and management of these procedures.

The procedure for selecting criteria is set out in GP 01-01 "Procedure for the development, design, coordination and approval of quality management system processes" and assumes:

- ensure that each process has the resources and information necessary to support and monitor those processes;

- monitor, measure and analyze these processes;

- take actions necessary to achieve planned results and continuous improvement of these processes.

The processes transferred to LLC Trading House Hidroprivod are provided with management: in terms of marketing, this is joint participation in exhibitions, issuing an assignment for advertising and researching market trends, in terms of sales, it is a contract for the sale of products.

The results of the development, documentation and implementation of the quality management system are confirmed by an internal audit (GP 13-03) conducted under the audit program 2 times a year.

Internal audits of the QMS at the enterprise are carried out in order to:

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- verification of the compliance of the QMS of ShZG JSC with the requirements of ISO 9001: 2008 (GOST R ISO 9001-2015);

- assessment of the QMS compliance with the requirements established by the internal documentation of ShZG JSC;

- assessing the ability of the QMS to function effectively and efficiently;

- checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits;

- identifying areas of activity for improvement, opportunities and ways to improve the QMS. Internal audits (checks) are carried out:

- scheduled audit - 2 times a year in accordance with the QMS internal audit program approved together with the order on conducting internal audits by the Manager of ShZG JSC.

- unscheduled audit - the basis for it is:

- an increase in the number of comments or complaints about manufactured products;

- deterioration in the quality of products;

- checking the implementation of corrective and preventive actions and assessing their effectiveness;

- changes in the structure of enterprise management;

- the need to improve the procedures and processes of the enterprise's QMS;

- other reasons.

Audits can be carried out by both the QMS manager and other employees of the enterprise.

The selection of the audit team is carried out by the Deputy Executive Director for Quality, taking into account the need to ensure the independence of auditors from the audited activities; or other factors that can affect the effectiveness and efficiency of the internal audit of the QMS.

During the internal audit of the QMS, the chief auditor with the audit team collects information in order to verify the compliance of the QMS with the requirements of the international standard GOST R ISO 9001-2015, fulfill the customer's requirements and the requirements of the QMS documents, the effectiveness and efficiency of the implementation of records and maintain them in working order, knowledge and understanding of the Policy and Objectives of enterprises in the field of quality, the degree of achievement of objectives in the field of quality, determining the possibility of improving the QMS.

Information gathering methods include:

- interviewing officials;

- monitoring activities, working environment;

- analysis of documentation.

Information revealed in the process of internal audit of the QMS is recorded by auditors.

At the end of the audit, the chief auditor prepares a report on the internal audit of the QMS. The report must contain complete, accurate and unambiguous information on the audit performed. This report is one of the types of quality records and is necessary for assessing the QMS and making decisions on its improvement. Copies of the report are sent to heads of structural divisions and senior management.

ShZG JSC plans and conducts inspections of the quality management system in accordance with State Enterprise 13-03 "Internal audit of the quality management system"

Top management reviews the quality management system on a quarterly basis to ensure its continuing suitability, adequacy and effectiveness. The analysis includes an assessment of opportunities for improvement and the need for changes in the organization's quality management system, including in the Quality Policy and Objectives.

At JSC Shakhty Plant Hydroprivod, the quality manual is the main defining document of the quality management system and describing it in accordance with the requirements of GOST R ISO 9001-2015.

General requirements for products in terms of establishing technical parameters, sanitary standards and safety precautions are determined by GOST RF, and for each product, technical conditions have been developed and approved in accordance with the established procedure, where specific values of the operating parameters of the hydraulic pump are determined.

JSC Shakhty Plant Hidroprivod has defined and manages numerous interrelated activities. An activity that uses resources and is managed to transform inputs into outputs is considered a process.

The advantage of the process approach is the continuity of control, which it provides at the junction of individual processes within the system, as well as in their combination and interaction.

JSC "Shakhty plant Hidroprivod", being interested in continuous improvement of the quality of manufactured products, plans and implements the necessary verification, analysis and improvement processes.

The data indicating that the interests and requirements of consumers in the field of design features are met is studied by the design department. The sources of such data are correspondence, the marketing service of Trade House Hidroprivod LLC and the quality service.

The purpose of the consumer opinion survey is to determine the degree of their satisfaction with the products and to make decisions and measures to improve it.

The level of customer satisfaction with the quality of products is an important criterion for the effectiveness of QMS and participatory management.

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Customer satisfaction is measured by collecting and analyzing relevant information, including customer feedback.

Based on the results of measuring customer satisfaction, a report is drawn up on the Analysis of the QMS by the top management.

Consumer complaints, as a perception of dissatisfaction, are collected and processed by the marketing and quality services.

The collection of wishes is carried out:

- by collecting information from consumers;
- providing consumers with information about new achievements in the field of improving product quality by sending out advertising brochures and information sheets;

- participation in exhibitions (fairs).

The plant conducts internal audits at least 2 times a year in order to establish that the quality management system:

- Does it comply with the requirements of GOSTR ISO 9001: 2015;
- whether the QMS is effective.

The audit program is planned taking into account the status and importance of the processes and participants to be audited, as well as the results of previous audits. Criteria, scope, frequency and methods of audits are defined in GP 13 - 03. The selection of auditors ensures the objectivity and impartiality of the audit process. Auditors do not check their own work. The management responsible for the areas being audited shall ensure that action is taken without undue delay to eliminate any nonconformities found and their underlying causes. Follow-up actions should include the verification of the actions taken and the reporting of the verification results.

At JSC "Shakhty plant Hidroprivod", control methods and, where appropriate, measurements of the quality management system processes are applied. The purpose of the process monitoring and measurement activities is:

- verification of compliance with the requirements for the processes (ГП 01 - 01);
- obtaining guarantees of the successful and complete implementation of the planned actions;
- obtaining data for analysis and finding ways to improve processes in the QMS as a whole.

The activity on monitoring and measuring the QMS processes applies to the system of actions for collecting and analyzing information on the functioning of the QMS processes, as well as to all divisions of the plant involved in their implementation.

Responsibility for the functioning and continuous improvement of the monitoring and measurement of

processes rests with the Representative of the senior management of the QMS. Monitoring and measurement of the functioning of the QMS processes are carried out by their owners using subordinate personnel, technical means, appropriate procedures for collecting, accumulating, transferring and analyzing information, depending on the specific process.

Monitoring and measuring product characteristics to verify compliance with product requirements. This is done at appropriate stages in the product life cycle process.

Product measurement parameters are determined by the design department on the basis of technical specifications and issues an assignment for the development of stands for product testing.

The metrological service, on the basis of the Regulations on the Metrological Service, conducts a metrological examination of the selected measurement method and instruments, on the basis of which they obtain objective evidence of the quality of the manufactured products. At the test site, the products are run-in on special stands and the characteristics are taken under the supervision of the Quality Control Department.

To improve the quality of manufactured products, the enterprise must have its own QMS. In most cases, top management implements the ISO 9000 series with one of two primary goals:

- using them as a means of increasing the efficiency of the enterprise, and then, as necessary, certification of the QMS for compliance with the requirements of standards;
- their introduction only for the purpose of QMS certification.

In JSC Shakhtinsky plant Hidroprivod, a documented procedure "Warranty repair of products" has been implemented and is functioning at JSC Shakhtinsky plant Hidroprivod. The standard GP 13-06 OT 03.02.2016 has been developed, which describes this procedure.

The need to develop a draft standard "Management of nonconforming products in the repair production" at JSC "Shakhty plant Hidroprivod" is due to the fact that the current GP 13-06 does not contain a single scheme that includes all possible options for managing nonconforming products, as well as the specifics of the operations of the technological the production process of products in the repair shops, which can cause various defects.

Table 13. shows the characteristics of defects and the reasons for their occurrence on the example of a selected production object - an unregulated axial piston pump-motor MG 80/32.

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Table 13. Description of the reasons that provoked the manufacture of defective products in 2019

Type of malfunction of the pump-motor	Symptoms	Causes of malfunction	Troubleshooting methods
Breakage of the connecting rod piston, seizure marks and risks on the distributor	Operating noise, heating, crunching, vibration	Metal fatigue, (e.g. broken regulator spring)	Replacement of the unit, or repair of the unit with replacement of parts
Increased play of the sphere of attachment of the connecting rod of the piston of the pumping unit to the pump shaft, motor wear of the piston group of the pumping unit	Operating noise, vibration	Normal wear and tear	Compliance with the purity of the working fluid, temperature conditions; Replacement of the unit, or repair of the unit with the replacement of the corresponding parts
Mechanical damage (destruction of bearings).	Loud noise in operation, jamming of the mechanism.	Maximum permissible load of the pump-motor, incorrect adjustment of the valves	Timely adjustment of valve equipment; Replacement of the unit, or repair of the unit with the replacement of the corresponding part
Loss of efficiency, incorrect adjustment of various types of valves (safety bypass, unloading) and control equipment (hydraulic valves, control units)	Loss of productivity, frequent failure of seals, rupture of the high pressure hose, damage to pipelines, mechanical damage to the working equipment and metal structures of the construction machine, due to excessive force in the hydraulic cylinder, destruction of the pumping units of the hydraulic pump and the hydra motor	Natural adjustment as a result of the operation of the hydraulic drive due to wear of rubbing pairs, natural aging and shrinkage of springs, as well as unskilled valve adjustment by a mechanic.	Qualified adjustment of hydraulic equipment, using appropriate equipment (pressure gauges, flow meters), replacement of worn or damaged parts
Type of malfunction of the pump-motor	Symptoms	Causes of malfunction	Troubleshooting methods
Leakage of working fluid into the environment, oil leakage		Damage to RVD seals, pipelines due to natural aging of materials and mechanical damage	Replacing seals, eliminating the cause of mechanical damage (scoring, burrs) on the hydraulic cylinder rods (for example, due to contaminated oil)
Opening the distributor. Mechanical damage to body parts and manufacturing defects (plates, bodies)	Repair or replacement of body parts	Defect in production, mechanical external influences due to careless handling	Correct adjustment of equipment and avoidance of mechanical impact on components and assemblies, respect for hydr equipment
Poor or contaminated working fluid	Heating during operation	Damage to seals, non-observance of cleanliness during the process of changing the working fluid	Drain the old fluid and replace it with a new one by pouring through the filter
Increased clearance or mechanical damage to rubbing precision pairs (for example, seizures in the spool pair of a hydra	Loss of productivity	Once the adjustment of the rubbing pairs, the natural wear of the mechanism	Repair of units with the installation of parts to obtain a nominal clearance in rubbing pairs (for example; a spool in a hydraulic distributor,

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distributor, gaps in the striker pair of a hydra hammer)			plungers in an axial piston hydra motor and a striker pair in a hydra hammer (firing pin))
Incorrect setting of the hydraulic system (for example, setting the pressure reducing valve to below the minimum pressure)	Loss of performance, vibration at low rpm	Incorrect setting of valve equipment	Qualified valve instrumentation

The documented policy and goals of the enterprise to improve the quality of products within the framework of the QMS are given in table 14.

Table 14. The policy and objectives of the enterprise to improve the quality of products within the framework of the QMS

room	Title of the document		Owner
GP 13-03	Internal audit of the quality management system	Procedure	Deputy executive director for quality
GP 13-06	Product warranty repair	Process	Deputy executive director for quality
GP 13-05	Document and records management	Procedure	Deputy executive director for quality
GP 13-01	Management of nonconforming products	Procedure	Deputy executive director for quality
GP 13-02	Organization of quality control	Procedure	Deputy executive director for quality
GP 11-01	Procurement	Procedure	Commercial Director
GP 08-01	Design, product development and serial production	Process	Chief of CTO
GP 20-01	Production of products	Procedure	Director of operations
GP 13-04	Customer Satisfaction	Procedure	Deputy executive director for quality
GP 06-01	Technological preparation of production	Procedure	Chief of CTO
GR 13-02	Organization and procedure for holding "Quality Days"	Guidance document	Deputy executive director for quality
GM 13-01	Statistical quality management techniques	Methodology	Deputy executive director for quality

The enterprise has its own base, consisting of normative documents regulating activities and production, the characteristics of which are given below:

1. RK 01-2012. Quality guide. The quality manual is a fundamental document of the quality management system (QMS) of JSC "Shakhty plant Hidroprivod", which is developed in accordance with the requirements of the international standard GOST R ISO 9001-2015.

The quality manual describes the structure and content of the quality management system aimed at ensuring the conformity of products to customer requirements and mandatory requirements of

regulatory documents (ND), and also outlines the Procedures (or provides links to them) developed within the QMS, describes the interaction between the processes of the management system quality.

2. GP 13-03. Internal audit of the quality management system.

This procedure is a mandatory documented procedure that establishes the order and sequence of actions when conducting internal audits (checks) of the quality management system.

Internal audits of the QMS at the enterprise are carried out in order to:

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- verification of the compliance of the QMS of ShZG JSC with the requirements of GOST R ISO 9001-2015;

- assessment of the QMS compliance with the requirements established by the internal documentation of ShZG JSC;

- assessing the ability of the QMS to function effectively and efficiently;

- checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits (including external ones);

- identifying areas of activity for improvement, opportunities and ways to improve the QMS.

This procedure is intended for use in planning, conducting internal audits at ShZG JSC and serves as a guide for employees carrying out internal audits for structural units.

3. GP 13-05. Document and records management.

4. GP 13-01. Management of nonconforming products. This document is a mandatory documented procedure that establishes:

a) specific responsibilities of structural divisions, officials and individual performers for the management of nonconforming products;

b) goals, objectives, terms, procedure for registration and registration of records and documents for the management of nonconforming products in the main and auxiliary production;

c) requirements for identification and disposal of nonconforming products.

1.2. It is used in the management of nonconforming products, their identification; when taking the necessary measures to eliminate the appearance of potential nonconformities, developing and implementing corrective and preventive actions related to the manufacture, sale, after-sales service at all stages; when analyzing quality.

1.3. This document applies to all structural divisions of ShZG JSC, whose activities are related to the release of products of the main production.

5.GP 13-02. Organization of quality control.

This document establishes the procedure for organizing product quality control at the BTK SK enterprise and the specific duties of officials and individual performers to control the quality of products of the entire enterprise; management and identification of nonconforming products and is mandatory for all services and all employees of BTK, and when monitoring product quality, management and identification of nonconforming products.

6.GP 11-01. Purchasing.

This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, determines a unified procedure for purchasing components, materials and

semi-finished products, storing them, ensuring production and guaranteeing products.

6.1. The provisions of the documented procedure apply to all types of activities of the sales and distribution department concerning procurement planning, search, assessment and selection of potential suppliers, agreeing with them the terms of contracts, concluding contracts and monitoring their implementation.

6.2. The purpose of the procedure is to provide the enterprise in a timely manner with all the material resources of the required quality necessary for its production activities, affecting the subsequent stages of the release of finished products in a timely manner and in the required volume.

6.3. This International Standard is intended for employees in the sales and distribution department.

7.GP 20-01. Production of products.

This document establishes the procedure for the implementation of the process "Manufacturing of products" (hereinafter referred to as "process") and is intended to regulate and manage the activities of production units.

The purpose of the process is:

- production of products in accordance with design documentation and technical documentation on the basis and within the timeframe approved by the production plan;

- satisfying the needs of the consumer of products in the field of quality;

- continuous improvement of the quality management system and process results;

- providing the enterprise with the resources necessary for life;

- ensuring normal working conditions and productivity growth.

This process "Product Manufacturing" regulates the actions and relationships of managers and specialists of the enterprise, aimed at providing production with basic, auxiliary materials, resources, the necessary documentation for the high-quality performance of the goal, and is to be used in all services and divisions of the enterprise.

8.GP 13-04. Customer Satisfaction.

This procedure establishes the procedure for determining the level of customer satisfaction.

This International Standard is intended for workers who determine the level of customer satisfaction.

9.GR 13-02. Organization and procedure for the "Quality Days".

This document establishes the procedure for organizing and holding meetings "Quality Days" at JSC "ShZG", in production units and departments.

This document applies to all services and divisions of the enterprise.

10. GM 13-01. Statistical methods of quality management.

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This documented information is a mandatory documented methodology that establishes the procedure for statistical control of product quality in ShZG JSC.

10.1. Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking a group or batch of products is carried out before and after the process, and not during the process.

10.2. The main purpose of using statistical methods is to regulate the process of creating a high quality product at all stages from marketing to maintenance with lower economic costs and high efficiency.

10.3. Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

10.4. Statistical methods allow you to:

- work to improve durability, reliability;
- constant regulation of the production process, timely identification and elimination of the causes of defects;

- regular work on sales management, forecasting demand and making informed decisions when studying the sales market;

- forecasting the requirements for the quality of promising product models, their modifications depending on demand;

- works on product pricing;
- accounting, reference information about raw materials, materials, components; supplier analysis; accounting, information and analysis of all types of product quality control;

- monitoring and evaluating the effectiveness of measures to prevent defects;

- control of the functioning and state of the quality system;

- control in the field of education and training as the quality management system (QMS) develops;

10.5. When carrying out statistical control of product quality, the following methods can be used:

- histograms;
- Pareto chart (by performance and reasons);
- Ishikawa diagram (causes and results);
- layering (scatter) diagram;
- checklists.

10.6. The structure of quality assessment based on statistical control methods in divisions and departments, namely:

- expert assessment of objects of control;
- collection of statistical data;
- data systematization;
- analysis of statistical data, search for causes of non-compliance, use of statistical methods;

- taking corrective and preventive actions;

- carrying out activities and research;

- execution control;

- creation of new types of products.

11.GP 13-06. This document describes the Product Warranty Repair process and sets out the procedure for handling customer claims. The standard is intended for the process owner and employees who handle customer complaints.

12. GP 06-01. This document establishes the procedure for performing the process "Technological preparation of production" and is intended for:

- to regulate and manage the activities of the division for the technological preparation of the production of new types of products.

- continual improvement of the quality management system and the results of the process.

The requirements of the process apply to all functions and work performed during the process in the technological office of KTO, as well as in interaction with co-executors.

13.GP 08-01. This document establishes the procedure for performing the process "Design, product development and launching" and is intended for:

- regulation and management of the activities of the department for the design and development of new types of products;

- continual improvement of the quality management system and the results of the process.

The requirements of the process apply to all functions and work performed during the process in the design group of the KB KTO, as well as in interaction with co-executors.

Failure to follow a documented procedure for policy and purposes the enterprise will result in the production of defective products.

Let's consider some violations:

- leakage of working fluid into the environment, oil leakage;

- incorrect setting of the hydraulic system (for example, setting the pressure reducing valve to a pressure below the minimum allowable);

- mechanical damage (destruction of bearings);

- loss of efficiency, incorrect adjustment of various types of valves (safety bypass, unloading) and control equipment (hydraulic valves, control units);

- opening of the distributor; mechanical damage to body parts and manufacturing defects (plates, bodies).

This list of defects is associated with a violation of the norms of GP 20-01 "Product Manufacturing", since the Products were not manufactured in accordance with the design documentation. Responsible - the head of production. To solve this problem, it is necessary to strictly adhere to the rules in production in accordance with the design documentation; but a break in the connecting rod

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piston, seizures and risks on the distributor, seizures on the torn connecting rod; an increase in the gap or mechanical damage to rubbing precision pairs (for example, seizures in the spool pair of a hydraulic valve, gaps in the striker pair of a hydraulic hammer); increased backlash of the sphere of attachment of the connecting rod of the piston of the pumping unit to the pump shaft, motor wear of the piston group of the pumping unit. This list of defects is associated with a violation of the norms of the GP 08-01 process "Design, product development and launching into serial production". There were violations in the design of products / creation of drawings of parts and assembly units, application of incorrect dimensions and tolerances. Responsible: the head of the design bureau. Corrective measures: improving the qualifications of personnel, a more thorough check of the developed design documentation by the standard control department.

Compliance is carried out by the procedure GP 13-02 "Organization of quality control". In case of non-observance of this procedure in production, design documentation that does not meet the required requirements is allowed.

The process SE 08-01 "Design, product development and launching into serial production" and the procedure SE 20-01 "Production" to achieve the highest production efficiency and minimize the number of defective products manufactured by the enterprise, require strict adherence and refinement.

Process description GP 08-01:

The responsible executor is the head of the KB KTO of the enterprise.

The functions, rights and responsibilities of process owners are established in GR 01-01 "Procedure for the appointment, functions, rights and responsibilities of process owners".

Process inputs:

Table 15. Process inputs GP 08-01

Provider	entrance
TD Marketing Department	1. Suggestions for in-demand products 2. Technical data of analogs
Technical council	3. Plan of new equipment for the year

Process outputs:

Table 16. Process outputs GP 08-01

Consumers	Output
OKL and IL	1. Design documentation with the assigned letter "O", "O1" 2. Prototype of the product 3. Act on the results of the acceptance of the prototype 4. Prototype test report
Production	1. A set of design documentation with the assigned letter "A" 2. Finished product

To implement the GR 01-01 procedure and comply with the GP 08-01 process, the KB KTO employees use the highly efficient Compass 3D and Pilot software, which ensures them the effectiveness of their activities, namely:

- terms of development of design documentation (according to the plan of new equipment for a year);
- compliance of design documentation with the requirements of regulatory documents
- compliance of the prototype with the requirements of TK and CD;
- the absence of claims from consumers to the design documentation and the prototype (act of the acceptance committee);
- launching into serial production of the installation series (according to the plan of new equipment for the year).

According to the process, for the design of parts, assembly units and products, such computer-aided design systems as "KOMPAS" and "LOTSMAN" are

used. For the design of complex assembly units, this software is not enough. For the most efficient design, it is proposed to use CAD NX (Unigraphics). This CAD system has the highest performance and advanced design functionality. The big drawback is the cost of this CAD system. In the CAD market, NX has the highest cost per license for this software product.

The effectiveness of product design and development depends not only on the equipment and software used, but also on the qualifications and professionalism of the personnel in the design office.

Description of the procedure GP 20-01 "Production of products":

The responsible executor is the head of production.

The functions, rights and responsibilities of process owners are established in GR 01-01 "Procedure for the appointment, functions, rights and responsibilities of process owners".

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Process inputs: production plan, raw materials, components, materials, casting, semi-finished products, tech. resources.

Process outputs: finished part, assembly, product.

It is necessary to introduce information on a way to minimize production defects.

First step. Draw up a table describing all cases of marriage at the enterprise. For indicative statistics, it is recommended to analyze data for at least a year.

Second step. Combine similar reasons for manufacturing defects into a common group. By identifying a group of similar causes of marriage, it will be possible to calculate the number of cases for the period, as well as losses from them and ways to eliminate them.

Third step... Analysis. Usually, after grouping, it turns out that only a few of the same reasons are regularly repeated, leading to the main share of production defects. They are the ones that deserve priority attention.

Fourth step - to establish the cause of the marriage at the enterprise with the maximum number of cases and the greatest losses.

Fifth step- reduce or eliminate the likelihood of recurrence of frequent causes of manufacturing defects. In lean manufacturing, there is a term poka-yoke (Japanese for error protection). This term suggests: in order to prevent a production defect in the future, it is necessary to ensure such conditions when it is physically impossible to repeat the defect, so that the employee does not have the possibility of a second mistake, etc. Before solving the problem, our management often blamed subordinates, citing the problem of human factors. However, the improvement

of the production process made it possible to radically reduce the likelihood of error at the enterprise - less operations began to be performed in the mind, responsibility was delegated between different employees, and it was possible to improve favorable working conditions. Lean Manufacturing: System and Examples

Sixth step- development and implementation of a personnel motivation system focused on reducing production defects. Among the possible measures, one can note a certain amount of bonuses for an employee for the release of each ton of goods with defects, or with mistakes. Bonuses can also be paid for reducing the proportion of defects to the established standard, individual indicators of employees can be placed on stands - this will stimulate the desire of employees to reduce the level of defects.

The seventh step is organizing a continuous quality improvement process. Individual quality indicators need to be determined for each employee. As a rule, 1 - 3 indicators are sufficient, within the framework of participatory management.

To solve all sorts of problems associated with the appearance of defects, equipment malfunctions, an increase in the time from the release of a batch of products to its sale, the presence of unsold products in the warehouse, the receipt of complaints, the Pareto chart is used.

The Pareto chart allows you to distribute efforts to resolve emerging problems and establish the main factors with which you need to start acting in order to overcome the problems that arise.

Table 17 and 18 present a list of defects for constructing Pareto charts for 2019 and 2021 (expected) years, respectively

Table 17. Characteristics of defects at ShZG JSC for 2019

Defect	Defects found	Accumulated share of detections	Total number of defects, %
Washer scrap	78	16,5%	16%
Block marriage	74	15,6%	32%
Corps marriage	70	14,8%	47%
Broken finger	64	13,5%	60%
Destruction of the piston ring	57	12,1%	73%
Dispenser opened	54	11,4%	84%
Connecting rod piston breakage	32	6,8%	91%
Seizure on the distributor	30	6,3%	97%
Other defects	14	3,0%	100%
Total	473		

Table 18. Characteristics of defects at ShZG JSC for 2020 (expected)

Defect	Defects found	Accumulated share detections	Total number of defects, %
Bully on the distributor	24	12,4%	12%
Washer scrap	24	12,4%	25%
Connecting rod piston breakage	23	11,9%	37%

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Dispenser opened	22	11,3%	48%
Corps marriage	22	11,3%	59%
Block marriage	22	11,3%	71%
Broken finger	20	10,3%	81%
Destruction of the piston ring	19	9,8%	91%
Other defects	18	9,3%	100%
Total	194		

In fig. 12 and 13 show the results of studies characterizing defects in the form of a Pareto diagram for 2019 and 2020, respectively.

In 2017, the number of defective products will decrease, but at the same time, the most frequently encountered defects were still defects in the housing and washers, as well as seizure marks on the distributor, a broken connecting rod piston and a

problem with distributor opening, but in percentage terms, their significant narrowing occurred.

As you can see, in the expected 2020, as a result of the implementation of procedures within the framework of the QMS and participatory management of the enterprise, the turnover of personnel has significantly decreased and their qualifications have increased.

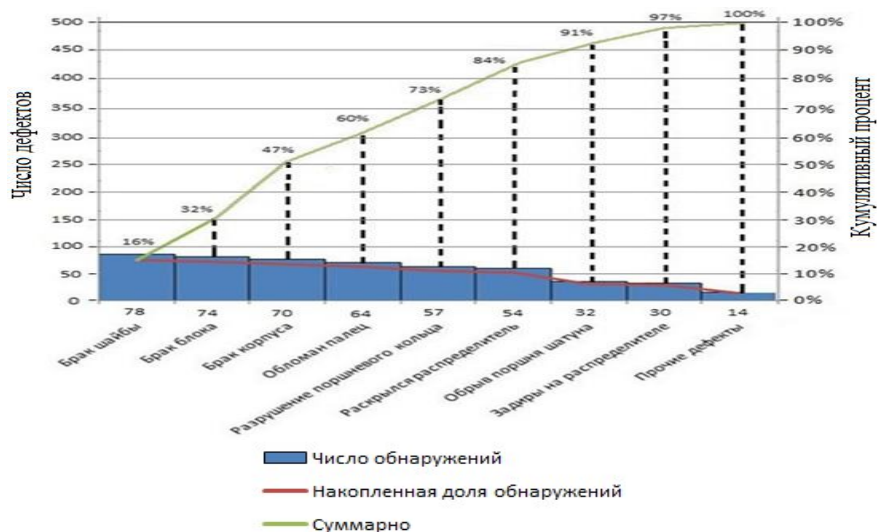


Fig. 12. Pareto chart for defects in products manufactured by JSC "Shakhty plant Gidroprivod" for 2019

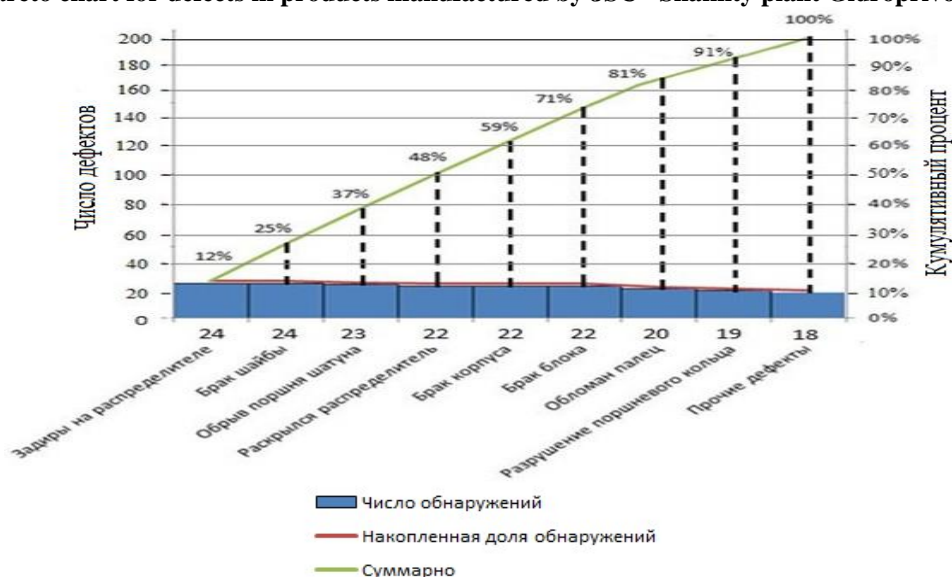


Fig. 13. Pareto chart for defects in products manufactured by JSC "Shakhty plant Gidroprivod" for 2020

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Let us consider whether our efforts within the framework of the participatory management QMS were effective in order to create a quality policy in production with such an emphasis to guarantee the consumer a defect-free product.

Security product quality associated with costs. Quality products should guarantee to the consumer satisfying his requests, its reliability and cost savings. These properties are formed during the whole reproductive activity enterprises, at all its stages and in all links. Together with them formed value product characterizing these properties from development planning products before their sale and after-sales service.

Complaint - a claim, provided by the buyer to the seller in connection with inadequate quality or quantity supplied goods the terms of the contract. Complaints may be presented only for such issues that were not subject acceptance of goods, produced in accordance with the terms of the contract.

Politics enterprises should initially have aim high product quality. but marriage being its opposite, may arise at any enterprise. His should be considered. Marriage may be found at the very manufacturing enterprise products and beyond...

Manifested in the field of implementation or in the process product use marriage testifies how bad product quality, and about quality the work of the enterprise.

The products of ShZG JSC consist of 11 types of pump-motors, with different price categories. The consumer was shipped in 2019, 46300 units of pump motors. number defective products totaled 473 pieces. Let's determine the economic effect received by the enterprise in 2019.

Annual sales volume of ShZG JSC in 2019 made up:

$$Op = (4300 \cdot 11600) + (4200 \cdot 12200) + (4400 \cdot 20000) + (5000 \cdot 12420) + (3600 \cdot 38500) + (3548 \cdot 35900) + (4365 \cdot 130900) + (4502 \cdot 25000) + (638 \cdot 48600) + (4690 \cdot 59900) + (39800 \cdot 7057) = 1541148100 \text{ rubles.}$$

FROM taking into account the return products due marriage, loss will be:

$$P = (40 \cdot 11600) + (46 \cdot 12200) + (50 \cdot 20000) + (36 \cdot 12420) + (42 \cdot 38500) + (70 \cdot 35900) + (19 \cdot 130900) + (11 \cdot 25000) + (22 \cdot 48600) + (14 \cdot 59900) + (123 \cdot 39800) = 6167620 \text{ rubles.}$$

We define percentage of losses due to defective products in 2016, which amounted to 473 products:

$$adf = \cdot 100\% = 1.05\% \cdot \frac{6167620}{1541148100}$$

We define weighted average one pump:

$$\text{Wed f.v} = = 38$$

$$\text{kg.} \frac{(7+12+15+20+30+50+48+70+80+27+58)}{11}$$

Considering, that defective products are not subject restoration and repair, then they are disposed of at the enterprise, and the resulting metal used for

production of new products. General metal mass obtained through disposal of goods, is equal to:

$$m = 473 \cdot 38 = 17974 \text{ kg.}$$

Expenses disposal will be consist of electricity costs (23 rubles per 1 kg), of workers' salaries (13 rubles per 1 kg), and depreciation charges through the use equipment (76 rubles per 1 kg), which will amount to 2013088 rubles.

$$C = (76 + 13 + 23) \cdot 17974 = 2013088 \text{ rubles.}$$

FROM taking into account the treaty metal prices, after melting we will receive: (negotiable value of 1 kg metal - 350 rubles), which amounted to 6,290,900 rubles.

$$P = 17974 \cdot 350 = 6290900 \text{ rubles.}$$

Return money to the enterprise in 2016 due to disposal taking into account its costs:

$$Eub = 6290900 - 2013088 = 4277812 \text{ rubles.}$$

Now let's determine the total annual sales volume minus losses from defective products:

$$OR = 15541148100 - 16167620 + 4277812 = 1542258292 \text{ rub.}$$

By enterprise data on sales products of ShZG JSC, for 10 months of 2020 the volume of sales amounted to 38,584 pieces, and the volume of defective products will be 160 pieces, therefore, taking into account the volume of sales of products for 2020, namely - 46,300 pieces. Number of expected defective production will total only 194 pieces.

Planned annual volume implementation of JSC "ShZG" for 2020 will be:

$$RR = 4300 \cdot 11700 + 4200 \cdot 12300 + 4400 \cdot 20100 + 5000 \cdot 12520 + 3600 \cdot 38600 + 3548 \cdot 35900 + 4365 \cdot 130900 + 4502 \cdot 25100 + 638 \cdot 48700 + 4690 \cdot 59900 + 39900 \cdot 7057 = 1740252100 \text{ rubles.}$$

FROM taking into account the return products due marriage, loss will be:

$$P = 18 \cdot 11700 + 19 \cdot 12300 + 17 \cdot 20100 + 18 \cdot 12520 + 19 \cdot 38600 + 18 \cdot 35900 + 16 \cdot 130900 + 19 \cdot 25100 + 18 \cdot 48700 + 17 \cdot 59900 + 39900 \cdot 15 = 7455660 \text{ rubles.}$$

Determine the percentage of losses from sales in 2020

$$adf = \cdot 100\% = 0.42\% \cdot \frac{7455660}{1740252100}$$

Considering, that defective products are not subject restoration and repair, then they are disposed of at the enterprise, and the resulting metal used for production of new products. General metal mass obtained through disposal of goods equal:

$$m = 194 \cdot 38 = 7312 \text{ kg.}$$

Expenses disposal will be consist of electricity (25 rubles per 1 kg), worker's salary (15 rubles per 1 kg), and depreciation charges through the use equipment (80 rubles per 1 kg).

$$C = (80 + 15 + 25) \cdot 7312 = 87,740 \text{ rubles.}$$

FROM taking into account the treaty metal prices, after melting we get: (negotiable cost of 1 kg of metal - 360 rubles)

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$$P = 7312 \cdot 360 = 263230 \text{ rubles.}$$

Return money to the enterprise in 2020 through a result of disposal, taking into account its costs:

$$Eub = 263230 - 877440 = 1754880 \text{ rubles.}$$

Let's determine the annual sales volume minus losses:

$$OP = 1740252100 - 7455660 + 1754880 = 1731041560 \text{ rubles.}$$

The decrease in losses from 2016 to 2017 in percentage terms will be:

$$PU = 1.05 - 0.42 = 1.008\%.$$

The effect of the implementation of measures to eliminate defects due to the improvement of the regulatory documentation of JSC ShZG will amount to 188783268 rubles.

$$E = 1731041560 - 1542258292 = 188783268 \text{ rubles.}$$

Received the results confirm the correctness of the chosen decision on the implementation of the QMS and participatory production management and presupposes their rigorous implementation in the needy.

Conclusion

The validity of the main provisions, conclusions and recommendations formulated in the article is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, applied software packages, theories of synergy, and network cooperation is considered.

The article describes the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, ensuring their relevance, attractiveness and pretentiousness in order to create the preconditions for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers ensure the demand for products based on assortment policies while socially protecting consumers' interests, guaranteeing them a stable financial position, price niche and a policy of effective cash flow, creating enterprises to obtain stable technical and economic indicators.

I justify a wide range of authors by the desire to draw the attention of the federal, regional and municipal branches of government to the revision of the concept of the roadmap and the strategy for the development of light industry in Russia until 2025, approved by the government. Unfortunately, it lacks the main thing - the role and importance of participation in its implementation by the authorities of all levels, without whose support both the roadmap and the strategy for the development of light industry are only intentions and nothing more. The lack of promises and responsible persons deprived them of those obligatory for these very branches of power, and without their interested participation it is simply impossible to achieve the declared results. Another weighty doubt about its inoperability and not have a significant impact on the restoration of light industry enterprises in the regions and municipal formations as city-forming, in order to restore social stability and security to small and medium-sized cities of Russia, that is, to restore them the role that they played for these same municipal formations, of which there are so many in Russia.

The implementation of all the proposed measures presupposes the active participation of these very branches of government, but, especially, regional and municipal ones, so that, creating new jobs in small and medium-sized cities, guarantee their population all social conditions for a decent life, ensuring their funding, including work preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of products in demand with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products that are in demand, especially for children and socially vulnerable groups of the population of these regions, they - these very authorities - will directly implement their promises to voters expressed by them, and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

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