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ON A NEW METHODOLOGY FOR INFORMED DECISION-MAKING ON THE PRODUCTION OF COMFORTABLE AND PREFERRED SHOES FOR PARENTS AND CHILDREN

Abstract: *In the article, the authors, using a new methodology for informed decision-making on the production of products in demand, believe that this is possible only if the heads of enterprises implement modern technological solutions based on the use of multifunctional and universal equipment and at the same time it is necessary to remember that that the innovative technological solution itself should not be costly, that is, on the one hand, provide the enterprise with stable technical and economic indicators and guarantee them demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but also in other regions of Russia and be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority.*

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

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Introduction

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A scientific experiment has always been costly and scientists are constantly looking for ways to reduce these costs through the so-called surveys of specialists in order to find out the most significant factors in order to conduct the experiment on the basis of the survey results. Today, the authors of the article have developed software, the use of which provokes a more active participation of respondents to receive answers to the questions posed in the questionnaires. But it turned out to be not so simple, it was necessary to pay more attention to the choice of these respondents, whose competence on the problem under study should not cause the experimenter to doubt their reliability. To create such a methodology for assessing the competence of respondents, we proposed to use the coefficient of concordance (W), the value of which is known to be varies in the range $0 \leq W \leq 1.0$. If the respondent, according to the results of the prior ranking, has the value of the concordance coefficient in comparison with the reference value of the competence of the leading specialist within $0 \leq W \leq 0.5$, then the opinion of such a respondent can be neglected, that is, his opinion can be excluded from the survey results. In this regard, in order to reduce the number of such incompetent respondents, the

researchers involved in the survey should be highly qualified specialists in this field, employees of scientific schools, the results of which on this issue are recognized by scientists of other scientific schools, experimental scientists, graduate students, masters and bachelors studying in similar scientific directions. The number of survey participants is not limited by anything, but only by the desire of the experimenters to get answers to the questions posed to them. Wherein, participation in the survey of young researchers is preferable, since this will definitely provoke the expected effect and reliable result. At the same time, it is possible to hear another version of the solution to the problem, which means that the experimenter will be able to remove doubts by clarifying the list of factors that influence the achievement of effective results, and, if necessary, re-question all the participants dealing with this problem in order to confirm or refute their assumptions and doubts. In any case, the use of a survey will be less costly, and the effectiveness of the results obtained and their reliability are quite high, which will make it possible to formulate the only correct solution to the problem in front of him, and in which the solution will be achieved with minimal costs, which is especially important today and, ultimately, tomorrow . This opinion is due today to limited funding for the implementation of research, but with its obligatory solution - this discrepancy between the need and the possibilities will help the experimenter to ensure the implementation of the task set before him and help young researchers to master the new method of organizing research work at the lowest possible cost, which is always relevant.

Increasing the demand and competitiveness of the products of footwear enterprises is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District. Therefore, the current situation has led to the need to produce products of the original assortment, taking into account the national and climatic characteristics of these regions and to improve the metrological support for testing footwear and leather goods to improve the quality of manufactured products within the framework of import substitution.

It is not enough just to produce products on the territory of the Southern Federal District and the North Caucasus Federal District, but it is necessary to ensure the development and expansion of their production in the future, which is possible when taking into account the interests of all participants in this process when developing a competitive assortment, when introducing an innovative technological process using more productive, versatile and multifunctional equipment, in improving the metrological assurance of the quality of the production of footwear and leather goods and haberdashery, in the interest and support of their regional, municipal and federal branches of government.

Main part

What is most important today for the success in the market of many new and long existing small, medium and large enterprises is their ability to provide the consumer with shoes of higher quality than before, and at the same time for the same or less price.

Modern production or, as it is also called, world-class production must meet the following requirements:

– have greater flexibility, the ability to quickly change the range of products. The product life cycle has become as short as never before, the variety of product assortments is higher, and the seriality of products, the volume of batch of one-time production is less. Hence, production focused on the release of mass, standardized products (strictly corresponding to standards, specifications, technical conditions), unable to constantly adapt to the needs of real, often small groups of consumers, is now doomed to extinction;

– use new forms of control, organization and division of labor, taking into account the more complex production technology;

– rely on comprehensive quality management. Quality requirements not only increased, but also changed the nature of decision-making: it is not enough to produce good products, you also need to think about organizing after-sales services, about providing additional branded services to consumers who are highly individualized in their requests;

– simultaneously improve product quality and reduce costs. If earlier it was possible to offer the consumer a lower quality product at a lower price and, conversely, a highthe high price has always corresponded to the quality, but today the situation has changed. The higher quality of the product must be ensured at the expense of the same lower price.

Now in our country there is a situation where most of the population has a very modest income, and it is she who is a potential buyer of mass-produced footwear.

Solving the problems of style, marketing, advertising will allow domestic footwear of mass production to be demanded by this wide sector of the population of Russia. Small and medium-sized shoe enterprises should provide footwear to a more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather footwear has been constantly increasing, the range of footwear is being updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated footwear, footwear with a top made of white leather and genuine patent leather, smart shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the

situation in the footwear industry in Russia due to a decrease in the effective demand of the population, deepening inflationary processes, a crisis of non-payments, which, in turn, caused an imbalance in production and circulation.

When organizing the sale of manufactured footwear, one should not forget that in the South and North Caucasus Federal Districts there have been and remain so-called "hot spots", which are territories with a crisis in the economic situation and a negative political situation.

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

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

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

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

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

Externally and the definition of the quality of the product produced for sale on the market, beforeis posed as an impossible task, because for this it is necessary to combine not converging, but (mainly) diverging views. One involuntarily recalls Krylov's Fish, Cancer and Pike, who have undertaken to haul the cart. In our case, there are even more subjects.

The designer, technologist, manager develop their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary - a speculator - is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the "quality square",

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

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

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

Money, perhaps, does not "smell", advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates the

information as he sees fit - the manufacturer is constrained by responsibility, besides, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - a direct presence in the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform, priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities shyly close their eyes, which does not want to return to the Soviet experience. Confectioners, meat-makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo are returning to the market, some Moscow and Leningrad enterprises. The tendency of the return of interest is gaining stability. Of course, clothes and shoes are not sausages and vodka or chocolate and confectionery products of natural origin.

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency coefficient is used for such an assessment, the value of which, as a concordance coefficient (W), will be applied within 0 <Kef> 1. If its value tends to one, then this means that the manufacturer has managed to find the most the optimal solution, if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required.

In the practice of expert assessment, the assessment of competence with the help of an expert's self-assessment has become widespread. There are various approaches to assessing this indicator. In accordance with one of the methods, the assessment of the competence of expert auditors is based on the calculation of the competence coefficient Kj, which is calculated on the basis of the expert-auditor's judgment about the degree of awareness of the problem being solved and the indication of the sources of argumentation of his own opinion. Competence coefficient Kj is calculated according to the formula 1

$$Kj = 1/2\ (Kuj + Kaj), \qquad (1)$$

where Kuj is the coefficient of awareness of the problem; Kaj is the coefficient of argumentation on the same problem.

The expert's awareness coefficient is calculated based on the expert's self-assessment, namely:

– awareness of the state of the modern market economy (1);

– awareness of the state of affairs in light industry (2);

– competence in the field of marketing communications (3);

– competence in advertising communications (4).

The experts gave preference to advertising and sales promotion as the main means of marketing communications for promoting light industry products in the sales market with unstable demand.

But if the customs commission (TC) needs to make sure that experts have professional competence, it should use the addition to the program for processing the results of a priori ranking developed by the authors, expanding its capabilities by giving it an evaluation function. This need arose due to a significant increase in the volume of customs work. Now the customs is forced to invite a wider and not always prepared group of specialists as experts to participate in assessing the quality of such a wide range of products without sufficient experience in a qualified assessment of their purpose and quality, which can provoke the entry of low-quality products into domestic markets.

To confirm the reliability of the proposed methodology in an objective assessment of the competence of experts, a survey was carried out of a group of experts and teachers of higher educational institutions of the Rostov region, who participate in the training of the specialists themselves involved in the examination by customs.

To do this, we will expand the list of the most preferred advertising communications used to promote light industry products using the assessments of expert auditors, namely: radio, television, print, Direct Mail, Public relations, telemarketing, sales promotion, special advertising, advertising facilities, other types of product promotion (flyers, posters, handouts, balloons).

The results of the questionnaire survey of experts and university professors were pleasantly surprised, the preliminary designated competence of the invited specialists for the survey was confirmed by the final results - their assessment of the importance of the proposed competencies (the effectiveness of marketing communications for promoting light industry products to the consumer) basically coincided. But, given that the main task of the customs is to obtain an assessment of the competence of each expert during their work in customs and to decide on their possible participation in the examination in the future or their refusal to do so, we carried out a

comparative assessment of the results of the questionnaire on these marketing communications for all participants experiment, that is, for experts and for university professors.

The sum of the ranks for each competence was compared with each other for experts and for teachers, and this made it possible, based on the value of the coefficient of concordance, to arrange them according to the degree of competence. The group of the most competent, whose concordance coefficient was 0.9 ÷ 0.97, included 9 teachers out of 10, and only one teacher had a concordance coefficient lower than the normative one, namely, 0.54; but for expert experts - the results of their participation in the examination are much worse, none of them received the value of the concordance coefficient, which the teachers showed - it is 0.5 - 0.87 for them, therefore, the customs service has such as a result of the examination, there are grounds for refusal to the specialists participating in the examination and to offer them or improve their qualifications with subsequent verification of competence,

But at the same time, I would like to warn the heads of organizations that attract experts about their responsibility to provide concise, unambiguous information about goods, in the decoding of which the experts involved will participate. The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements became known as the "Three Ds".

The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

The third "D" - sufficiency - is interpreted as rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to damage to the health of the consumer. Excessive information is useless information about a product; it can irritate the consumer and prompt them to abandon a purchase.

The ideology of satisfying consumers of products and services of higher education will burst into the life of universities more and more energetically every year. Quality becomes a universal criterion in a competitive environment. Quality is the main measuring instrument by which comparisons will be made. The first steps have already been taken in Russia, an independent system of attestation and quality control of education is being formed on the basis of the concept of multidimensional quality management of an educational institution, and project competitions are being held on the problem of “Management of the quality of education”. We are confident that universities that have declared quality as their main goal will live and fight for prosperity, while those that have abandoned the quality program face an unclear future.

The formation of a Common European educational space requires significant efforts from Russian universities to bring the educational process in line with the criteria in the field of higher education in order to facilitate the independent recognition of degrees and the development of student mobility. For this, universities are recommended to undergo international certification. One of the most important ways to improve the educational process, taking into account the common European principles, is the introduction and improvement of the system for ensuring the quality of education.

The main conditions for the implementation and effective operation of the quality management system in the university is compliance with the standards GOST R ISO 9001: 2011 “Quality management systems. Requirements ", which define the requirements for the QMS and are aimed at customer satisfaction.

According to ISO standards, quality is the set of characteristics of an object related to its ability to meet the stated and anticipated needs of customers. An object can be an activity or a process, a product or a result of a service, an organization or a system.

In this context, one can say:

– on the quality of the results of educational processes;

– the quality of the processes themselves and the quality of the system or organization of activities and their relationship

The quality of the educational services provided presupposes their ability to meet the needs and expectations of a particular consumer.

Naturally, the high quality of the results of educational activities, which is determined by the level of knowledge and skills of university graduates, can be achieved only with a good level of organization and control of the educational process.

This quality, in turn, is determined, on the one hand, by the content of training, and on the other, by the provision of resources: material and technical, educational, methodological, informational, and personnel.

The most important component can be considered the content side of education. ISO standards are based on eight principles of quality management, one of which is the process approach.

The introduction of a process approach allows you to more efficiently manage activities and related resources to achieve a given result. In accordance with this principle, ISO standards require that the processes in the institution be defined, identified and described.

All these schemes are based on the well-known idea of product quality management through process quality management. Any area of university activity is represented as a set of processes. For each process, the parameters of the quality of resources, input data (raw materials) and output data (results) are identified, and "suppliers and consumers of input and output" are determined. For all elements of this typical scheme, quality meters are installed, requirements for the quality of input data, processes, resources and output data are fixed.

The number of processes. For each process, the parameters of the quality of resources, input data (raw materials) and output data (results) are identified, and "suppliers and consumers of input and output" are determined. For all elements of this typical scheme, quality meters are installed, requirements for the quality of input data, processes, resources and output data are fixed.

Each of the training courses acts simultaneously in the role of both a "supplier" and a "consumer", that is, each teacher puts forward requirements for the quality of teaching "foreign" disciplines and satisfies the needs of teachers for the quality of processes and results of their activities.

The transition to new management schemes and the involvement of the entire team in quality management processes involves continuous retraining of employees. This task of transforming the university into a continuously learning organization is the most difficult (there are few teachers-managers who know the basics of quality management).

A global computerization of all spheres of the university's activity will be required. At the university, the solution to this problem is complicated by the different pace of movement of the departments towards the creation of electronic teaching materials.

As a rule, each professional at the university, instead of paying more attention to coordinating work with his colleagues, focuses on his own person. In a relatively calm environment, this principle can be proud of. This kind of freedom is a defining moment in the creative process. However, autonomy comes with significant costs. These costs lie in the fact that the institution sometimes begins to function as a disorderly collection of elements moving in different directions without any unifying idea, or without clear goals of what the team members are doing and why. Of course, it’s not news that universities are conservative institutions, indecisive in terms of making changes to established processes. In a stable environment with no competition, this lack of innovation has little impact. Universities can live quietly, solving problems as they arise. Today it is necessary to limit the autonomy of departments and staff, no matter how paradoxical it may sound. The time of genius personalities has passed. The era of brilliant organizations, teams working together is coming. A clear focus on working in teams, which is an integral part of the philosophy of strategic quality management, allows people to work towards common rather than independent goals.

The process approach involves the design of a quality management system as a set of interrelated processes, while for each process the main characteristics should be provided: inputs, outputs, consumers of each of the processes, their requirements should be identified, and their satisfaction with the results of the process should be studied in the course of the system's activity.

For the effective operation of a set of basic processes, it is necessary to establish ways of interaction between them, to clearly define which material or information objects are the outputs of previous processes and, at the same time, the inputs of subsequent ones. Such a relationship should be determined primarily in order to be able to carry out effective control and measurement of educational processes in order to determine the degree of their compliance with the requirements of consumers.

In a university, the object of study is always a "student" and is at the entrance and exit of the educational process. The task of training: meeting the consistently growing needs of the student and other consumers of university graduates (employers, the state, etc.).

The release of specialists who meet the requirements of modern production, possessing advanced design tools and methods, is one of the main tasks of training modern highly qualified personnel.

The quality of training of specialists is largely determined by the perfection of the equipment used in training, the use of modern information and pedagogical technologies.

If the Ministry of Education and Science finances the training of specialists in full, then we can confidently expect that the goals and objectives formulated by the fourth generation Federal State Educational Standard of Higher Education will be achieved.

But the constant reorganization of higher education carried out by the Ministry of Education and Science of the Russian Federation has stumped the best forces of higher education not only in the so-called elite universities of the Russian Federation, as officials from the ministry like to call them, but also in those others, most of which are not baked. What did they want to have in the end? Did not have time

"To make a shower of rain" for the funeral of the list of specialties, and the directions of masters and bachelors will be born, as the ministry has already approved another new list, either retaining the methodological content to the previously approved,

prepared by universities, or prolonged them, or universities will again need feverishly and in a short time before the next September 1, they must be developed and approved, and such a fever has already been a year.

Who needs it? Regrettably, there is no intelligible answer to all these questions from the ministry, and this is confirmed by the fact that universities have already begun to issue bachelors and masters, and there are no qualification requirements for them, as well as for specialists who will come to be hired at enterprises and institutions to work. , No.

Who will be responsible for such a situation? Again, it will be passed on to universities that they did not get through, did not decide, did not insist, did not approve, etc. etc. And this is how many times. You might think that the opinion of employees of universities and employers once wanted to hear.

Why is it so easy for the sake of the Bologna Agreements that we lost independence in assessing the results of our work, when our specialists were reasonably considered the best and demanded by many enterprises, organizations and scientific institutions? Why break what was functioning? First, they destroyed the industry, and then, when there was only a place for specialists in the free labor market, universities were again to blame, that there was not enough engineering personnel, technicians disappeared, but the saddest thing and skilled workers and this whole chain collapsed when highly qualified workers who prepared the so-called SSTU and vocational schools, became qualified middle-level specialists, and already middle-level specialists made up the elite of high school graduates. What about now? Some competencies,

But what is the use of the stalking ??? And to the fact that none of us objects to reasonable and justified reforms that would have been tested and received universal support in society, but when it’s shyness for the sake of only reducing the number of universities and funds for their maintenance. Prime Minister of the USSR A.N. Kosygin, when meeting with the student activists of Moscow universities about their small scholarships (22 - 26 rubles per month), confirmed that this is indeed an insufficient amount. But at the same time he noted that the scholarship can never be sufficient for their normal social protection. But what is now paid to students is, of course, completely insufficient and the Politburo of the Central Committee of the CPSU decided to increase it for 1-3-year students to 35 rubles a month, and for 4-5-year students, respectively, up to 40 rubles a month. Delighted with such a turn in the discussion of the main question, one of the secretaries of the Komsomol committee of the university asked him just one more question - what attitude is formed in society and in you personally, Alexei Nikolaevich, to higher education ?! The answer was immediate - the most positive. In Japan, everyone can get a higher education, and that's right, and we have made the same decision - we'd better prepare an “average” engineer than such a schoolchild will turn into a drug addict, hooligan or bandit - after all, the costs of his re-education will be many times higher the cost of his education in vocational schools, technical schools or higher education - we will never allow this. The answer was immediate - the most positive. In Japan, everyone can get a higher education, and that's right, and we have made the same decision - we'd better prepare an “average” engineer than such a schoolchild will turn into a drug addict, hooligan or bandit - after all, the costs of his re-education will be many times higher the cost of his education in vocational schools, technical schools or higher education - we will never allow this. The answer was immediate - the most positive. In Japan, everyone can get a higher education, and that's right, and we have made the same decision - we'd better prepare an “average” engineer than such a schoolchild will turn into a drug addict, hooligan or bandit - after all, the costs of his re-education will be many times higher the cost of his education in vocational schools, technical schools or higher education - we will never allow this.

But with regret today you cannot say that about modern leaders, and the negative consequences of such an unjustified policy are already making themselves felt. Therefore, it would be justified for all forms of training to exist and this would be the prerogative of the university - which is preferable for them, taking into account the demand for their graduates. But to monitor this demand, namely: who is better taken by the heads of organizations, industrial enterprises and scientific institutions - specialists, masters or bachelors and based on these results make decisions on adjusting the admission of applicants to the number of students.

But let's get back to the Federal Educational Standards of Higher Professional Education. Who and who called the qualifications "Academic Bachelor" and "Applied Bachelor" - we have no words at all - this is something that needs to be invented?

When it was said about the second stage of a master's degree and two years of study - everyone took heart - instead of five years, in six you can really prepare a specialist of the highest qualification. And the characteristics of professional activity seemed to confirm this intention, namely:

- area of professional activity of masters:

– rational;

– resource-saving, competitive technologies for the design and manufacture of products for the light industry and the fashion industry (leather, fur, clothing, footwear, accessories and other products from different materials);

- objects of professional activity of masters:

– methods and systems for designing garments, footwear, leather, fur, leather goods, technological

processes and equipment for their production; normative and technical documentation and standardization systems, methods and means of testing, quality control of materials and products of light industry;

- types of professional activities of masters:

– research;

– production and technological;

– organizational and managerial;

– project and design;

– scientific and pedagogical.

Specificthe types of professional activities for which the master is mainly prepared are determined by the higher educational institution together with the students, scientific and pedagogical workers of the higher educational institution and associations of employers,

- tasks of professional activity of masters;

– management of the results of research activities and the commercialization of intellectual property rights;

– drawing up work plans and programs for scientific research and technical development, preparation of individual assignments for performers;

– collection, processing, analysis and systematization of scientific and technical information on the research topic, the choice of methods and means for solving the problem;

– conducting patent analysis;

– implementation of the results of research work, innovative technology and advanced technology;

- production and technological activities:

– ensuring the manufacturability of clothing, footwear, leather, fur, leather goods and their manufacturing processes;

– organization of technological preparation of production;

– assessment of the economic efficiency of products and technological processes;

– development of measures for the rational use and replacement of scarce materials for clothing, footwear and leather goods;

– introduction of new materials and technological processes into production for the release of products in accordance with market requirements and industry development trends; research of the causes of defects in production, development of proposals for its prevention and elimination, the choice of systems to ensure the environmental safety of production;

- organizational and management activities:

– organization of marketing and sales structures for business development, increasing its stability and competitiveness, merchandising of fashion industry products;

– management in terms of a spectrum of opinions, determination of the order of work;

– preparation of applications for inventions and industrial designs of products;

– professional development and training of employees;

– development of plans and programs for organizing innovative activities at the enterprise;

- design and design activities:

– preparation of assignments for the development of project and design solutions;

– preparation of generalized options for solving emerging problems, their analysis, forecasting the consequences, finding compromise solutions in conditions of multi-criteria;

– development of sketches, projects of technical specifications, standards, technical descriptions of new products, technological processes and business plans using information technology;

– study and implementation of domestic and foreign experience, development of rationalization and invention;

– assessment of the innovative potential of the project;

- scientific and pedagogical activity:

– performing pedagogical work in educational institutions of secondary vocational and higher vocational education as a teacher and assistant under the guidance of a leading teacher, professor or associate professor in the disciplines of the direction;

– development of teaching materials used by students in the educational process.

And if by this time the ruined branches of the national economy had risen from the ruins, and graduates with the qualification of only "Academic Bachelor" could have recruited branches of departments, which, according to the order of the Ministry of Education and Science No. 958 of 08/14/2013, were to be created on the basis of organizations, carrying out activities in the profile of the relevant educational program, namely:

– the procedure for the creation of departments and other structural units by professional educational organizations and educational organizations of higher education, providing practical training of students, on the basis of other organizations carrying out activities in the profile of the corresponding educational program.

This procedure determines the rules for the creation by professional educational organizations and educational organizations of higher education (hereinafter referred to as educational organizations) departments and other structural units that provide practical training for students (hereinafter referred to as structural units), on the basis of other organizations operating in the profile of the corresponding educational program (further - organization).

Structural units are created for the purpose of practical training of students in the corresponding educational program, through the implementation by the educational organization of a part of the educational program of the corresponding profile, aimed at the formation, consolidation and development of skills and competencies, and including the possibility of conducting all types of training sessions and carrying out scientific activities.

The structural unit in its activities is guided by the Federal Law of December 29, 2012 No. 273-FZ "On Education in the Russian Federation", other federal laws, regulatory legal acts of the President of the Russian Federation and the Government of the Russian Federation, this Procedure, the constituent documents of the educational organization, the regulation on the structural unit ...

The regulation on the structural unit is approved by agreement with the organization in the manner prescribed by the charter of the educational organization.

A structural unit is created subject to the following conditions:

– compliance of the educational program implemented by the educational organization with the profile of the organization's activities;

– availability of property necessary to achieve the goals of the structural unit;

– ensuring the conduct of practice, practical classes, seminars, laboratory workshops and other types of educational activities, provided for educational activities, provided for by the curriculum, in the structural unit;

– providing organizations with conditions for the preparation of graduate qualification works and other types of work provided for by the educational program by students, including participation in the formation of topics for graduate qualification works and other works, provision of scientific guidance and reviewing of graduation qualification works and other works, free provision of access to students to the information necessary for the preparation of final qualifying works;

– creating a safe learning environment;

– observance of special conditions for receiving education by students with disabilities.

Then one would expect that the bachelor will come to his university after 2-3 years of highly qualified work as a middle manager.or to a workplace requiring a high level of training, with a desire to continue education in a magistracy with an appropriate basic educational program - agreed with both the university and enterprises. Then it is not clear the role and significance of the formed competencies, which are listed in Table 4. We proposed to express their importance for the formation of the quality of training of specialists for schoolchildren - graduates of 11 classes of 2017, bachelors - graduates of the university in 2017, teachers of universities in the Rostov region and specialists - graduates of universities, working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

The results of the questionnaire were obtained when processing the questionnaires according to the program developed by the authors for processing the results of a priori ranking.

If you look at the results of a survey of schoolchildren - graduates, university graduates and teachers, an interesting pattern can be traced, namely:

– there is no consistency between the survey participants, about the degree of importance of the presented competencies on the formation of the quality of training (the concordance coefficient does not exceed 0.5, and for schoolchildren-graduates, in general, it is 0.2, which indicates a lack of consistency between them on the problem under study);

– the list of competencies classified by them as significant and insignificant coincide, their choice was made randomly, depending on the place he occupied in the questionnaire, if they were mixed and rearranged, then the result of the questionnaire would be with all the others;

– The survey participants' lack of deep knowledge about the state of affairs in the sectors of the national economy of Russia, about their level of equipment with modern innovative equipment, provoked the respondents to be indifferent to those competencies that, in the opinion of the developers, should have been significant for the formation of highly qualified specialists, and this was not happened. The efforts of the media that light industry is not needed at all for modern Russia has further exacerbated their negative attitude to these competencies. Yes, most of these problems are provoked by the depressing state of these very light industry enterprises, the low culture of advertising itself about the advantages of production activities at these enterprises in comparison with other types of offered labor activities, and if we take into account,

You can, of course, blame the family for the fact that children are incorrectly oriented about the realities of life, but society itself is largely responsible for a biased assessment of the real state of affairs in the education system, does not take an objectively active, offensive position in life, which led to a lack of information and the knowledge of schoolchildren about the real state of affairs and the possibility of an informed choice of their future profession.

Today, all this is still provoked by the incorrect decision of the Ministry of Education and Science on the introduction of compulsory USE in disciplines, among which for technical specialties the exam in physics is approved as a mandatory exam, which is taught today in secondary schools.humiliating at a low level, or none at all. The only fault in this is in

secondary schools and teacher training colleges, whose graduates do not want to work in schools. A similar situation is with doctors, educators in child care facilities, communications workers and other industries due to their low demand and low wages. Unwillingness to see, and even more so to solve these problems by the government has already provoked an engineering crisis, and inviting foreign specialists to our living conditions is an even greater crime, because they do not and cannot have the desire to make a significant contribution to the development of our sectors of the national economy. And this is already being confirmed that there is no one to work at the most advanced enterprises equipped with the most modern multifunctional and universal equipment, and this is at such a level of unemployment in the country. And it's sad that no one is responsible for such a state of affairs, but on the contrary, everything is being done to destroy the higher school with such an abundance of PLOs, which do not carry anything but harm to education, squeezing out the most talented part of the teaching staff from the higher school, which provokes a low the level of training of specialists for the most socially significant industries - teachers, doctors, engineers, highly qualified workers and middle managers who know and want to work at home, and not be outcasts and flee abroad in search of livelihoods, agreeing to any and more often just not qualified work. In Portugal, Spain, Italy, France, Switzerland, Austria there are already whole towns of Russians who clean the streets, wash and lick the local population, take care of the sick, work as governesses only because that there is a demand for these species and you can earn the minimum that allows them to live and not exist. But we cannot do it at home, and the saddest thing is that we don't want to do it, assuming that all this is not about us. It is so convenient, but to whom and who will be responsible for this and will it be - a big question? Or it will again be a "voice in the desert", which is a pity - after all, this is the fate of our children and grandchildren, and by and large - the fate of our country.

And yet, hope dies last: "Colleagues, let's wake up, stop being afraid of everything, and be indifferent for the fate of our own children, rise and fight and we will be able to alter and reorganize a lot in ourselves, in colleagues, and in the country as a whole ...

If the state of higher education in Russia is more or less clear, then the attitude towards the learning process itself is ambiguous. This is alarming, which can provoke indifference and unwillingness to spend efforts in order to turn these very competencies into knowledge that would be for them evaluative criteria for making a decision when hiring them. Such anxiety is due to the fact that when communicating with schoolchildren - graduates and students-graduates to prepare them for filling out the questionnaires, indifference was frankly traced, and the question - Why? More often than not, the answer was the same. There is no certainty that their efforts will be in demand. Realizing that this is passing, we took a chance on an experiment, the essence of which was that we mixed the sequence of competencies with the help of random numbers and included them in the questionnaire with new numbers (tables 2, 4, 6, 8). Naturally, when we met with the same graduate students and graduate students with whom the survey was conducted, we explained the need for a repeated survey, how the desire to evaluate the obtained test characteristics about the importance of competencies on the quality of higher education, the differences were only that we did not limited them to the time factor when filling out the questionnaires and this pleasantly surprised them, but as a result of filling in the time they spent less than it was during the first questionnaire.

Our presence when filling out the questionnaires convinced us that the prevailing stereotype worked on the questionnaires, namely, if the factors are listed in a certain sequence, then their significance corresponds to this sequence and they assign places taking into account this stereotype. This conclusion is confirmed by the low results of the questionnaire - the concardia coefficient does not exceed 0.15, which indicates a lack of consistency between schoolchildren - graduates and bachelors - graduates. Of course, this is not an absolute conclusion, since today, due to the shortage of applicants and the lack of competition, this situation has provoked a decline in interest in higher education itself. Since today's enterprises are family clans, where the leaders of the main positions are relatives of the owners of the enterprises, sometimes even without an educational base, therefore, both schoolchildren and their parents go to the least resistance to help their child get a specialty that will be in demand at all times: economist, lawyer, accountant. If this is not possible, or the child has a desire to get an engineering education, then the parents provide him with the opportunity to acquire knowledge of a foreign language, computer technology with the confidence that it will be useful abroad, and, unfortunately, this practice is becoming ever larger. And the conversations of our leaders of the country that we will invite foreigners to leading directions in science only worsens the interest of their homegrown Russians to receive this very education. And this is confirmed by the results of the questionnaire, given in the tables and figures of this message. The results of the questionnaire survey of teachers get out of this picture, since their high professionalism and work experience did not allow them to be misled, which was confirmed by the results of the first and second surveys, they are identical, more consistent, although the attitude towards the competencies themselves is negative, considering that more important for assessing the quality of training of specialists is its ability to independently solve the tasks assigned to them. And with confidence that the

results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist. although the attitude towards the competencies themselves is negative, considering that the more important for assessing the quality of training of specialists is their ability to independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist. although the attitude towards the competencies themselves is negative, considering that the more important for assessing the quality of training of specialists is their ability to independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist.

When communicating with them, the respondents, who were teachers, graduate students, bachelors and masters of the department, expressed their regret about the lack of engineering training, considering this form more effective and in demand - and we agree with it. We believe that all the best that was in the higher education of the USSR and Russia will be reanimated and will take its rightful place.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with the parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

Partnerships can be divided into two groups: external and internal. External include: buyers, suppliers, competitors, government agencies and organizations, regional governments, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Internal partners include managers, employees, owners, and a board of directors or board, which represents managers and owners. One of the most significant internal partners is a senior executive.

Thus, the success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the competitiveness and efficiency of activities, an enterprise must take into account not only its own interests, but also the interests of interested parties.

Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders is proposed.

Stage 1. The choice of indicators for assessing the factors of competitiveness of the enterprise. For each factor, a system of indicators can be determined based on the analysis of scientific literature.

So, taking into account the analysis of the system of indicators for assessing the competitive potential of the enterprise, we can offer the following system of indicators for assessing the internal factors of the competitiveness of the enterprise.

Stage 3. Calculation of dimensionless estimates of the indicators of the competitiveness of the enterprise. To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method.

*Stage 4. Assessment of the competitiveness of the product.*It is carried out for light industry goods according to their demand in the domestic market.

*Stage 5. Calculation of the generalized indicator of the competitiveness of the enterprise.*It is proposed to determine a quantitative assessment of the competitiveness of an enterprise according to the formula (3).

The competitiveness and demand for children's shoes were determined using surveys and the results are shown in Tables 1 - 4 and Figures 1 - 2.

Table 1. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of the child

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Toe shape	
2	Quality of children's shoes	

3	The flexibility of children's shoes	
4	Price of children's shoes	
5	Comfort	
6	Service level for parents and children in shops and malls	
7	Colour	
8	Warranty period for children's shoes	
9	The height of the heel is up to 40 mm	
10	The height of the heel of the shoe is over 40 mm	
11	Weight	
12	Repairability of children's shoes, its expediency	
13	Materials for the bottom of shoes	
14	Upper materials	
15	The place of sale of shoes for children is the interior of a store or a shopping center	
16	What types of children's shoes are preferred: winter	
17	Autumn	
18	Spring	
19	Summer	
19	The strength of the fastening of the bottom of the shoe	
21	Variety of assortment of shoes for children in shops and shopping centers	
22	Compliance with the direction of fashion	

Table 2. The results of the questionnaire survey of children on their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

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

30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21
38	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13
40	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3
43	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5
44	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3
47	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10
48	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1
49	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2
53	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11
55	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6

Table 3. The results of processing the a priori ranking of children-respondents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Expert	Factor																					
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	QC
1	5	8	6	2	7	9	10	4	11	16	18	12,5	15	14	3	19	20	21,5	17	12,5	21,5	1	0,33
2	3	2	15	14	8	9	16	5	17	10,5	13	18	1	19	4	20	6	10,5	21	22	12	7	0,44
3	8	16	22	5	2	10	6	7	11	17,5	12	14	1	21	3	13	15	17,5	20	19	4	9	0,57
4	11	14	22	15	2	6	12	4	5	7,5	10	20	1	19	3	16	17	7,5	18	21	9	13	0,35
5	16	2,5	17	15	18	4	2,5	6	7	14	8	11	1	9	19	22	10	21	20	12	5	13	0,28
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18	0,34
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4	0,29
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15	0,26
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	0,49
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2	0,30
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	0,33
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	0,37
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	0,27
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	0,21
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	0,24
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	0,39
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	0,24
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	0,37
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	0,43
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	0,23
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	0,35
22	10	1	19	11	5	12	21	20	6	15,5	7	8	2	9	4	13	18	15,5	17	22	3	14	0,54

23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	0,38
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	0.69
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	0,28
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	0,69
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	0,69
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	0,69
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	0,41
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	0,63
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	0,26
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	0,46
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	0,42
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	0,69
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	0,36
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	0,23
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	0,20
38	1	8	9	7	5	15	12	11	14	13	5	10	2	16	18	5	17	20	19	21	3	22	0,48
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	0,45
40	1	2	17	14	15	16	8	18	3,5	3,5	5,5	9	7	5,5	10	11	12	13	20	19	22	21	0,25
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	0,40
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	0,20
43	21	17,5	8,5	15	16	19	21	21	2,5	11	2,5	8,5	2,5	13	8,5	8,5	5,5	2,5	5,5	17,5	13	13	0,17
44	21,5	8,5	12	21,5	17	18	19	8,5	4	20	4	4	4	12	4	4	15	4	10	15	15	12	0,19
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8	
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3	0,32
47	3	13	18	9	14	1	2	4	6,5	21,5	10,5	5	15	10,5	8	21,5	6,5	16	20	19	17	12	0,27
48	8	5	17	6	3,5	18	9,5	9,5	7	12	11	14	2	13	3,5	22	21	15	16	20	19	1	0,51
49	6,5	5	16	6,5	19,5	8	21,5	3	9	21,5	10	15	2	14	17	19,5	4	11	13	18	12	1	0,32
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4	0,21
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3	0,30
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2	0,60
53	15	18	19	13	6	7	3	20,5	8	17	1,5	12	16	11	22	5	20,5	4	9	14	10	1,5	0,22
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11	0,31
55	10	11	16	17	12	21	14	22	13	1,5	1,5	15	18	3,5	19	20	3,5	7,5	6	5	7,5	9	0,18
Amounts ranks	393	368,5	765,5	559	455	583	600,5	679,5	634,5	772	440,5	732	516,5	815,5	670	715,5	778	723,5	819,5	814	563	516,5	
Without heretics.	47	12	76	44	16	37	46	63	87	90	28	52	67	80	73	30	103	73	76	100	37	28	
Coef. concord.		0,16		0,69																			
Pearson's criterion.		183,2		6,55																			

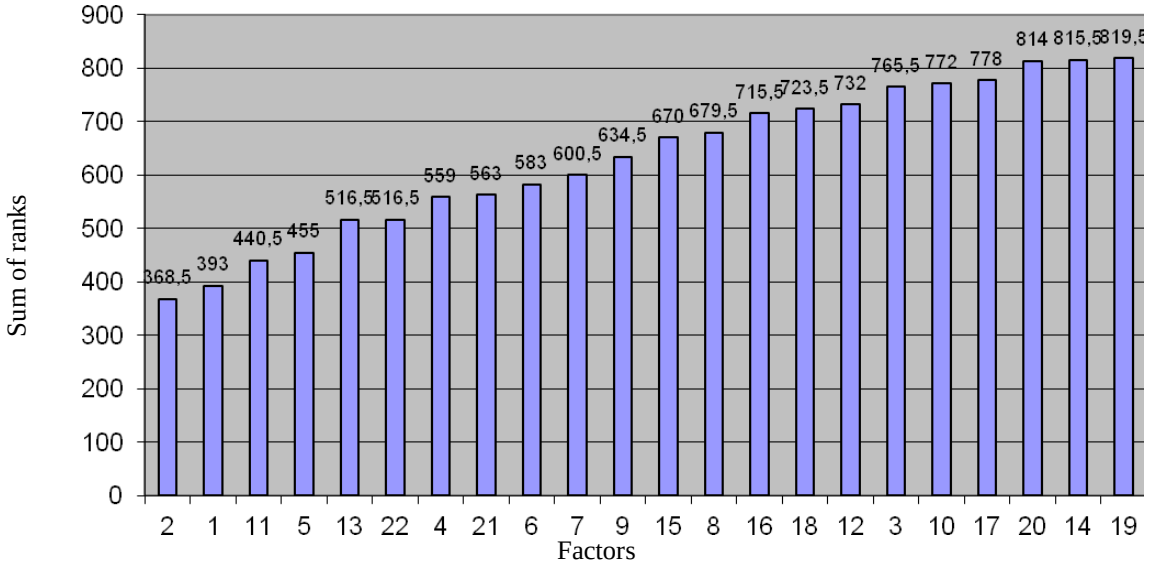

Figure 1 - The results of processing the a priori ranking of children-respondents according to their assessment of the competitive potential of the criteria for ensuring competitiveness and the demand for children's shoes made for them

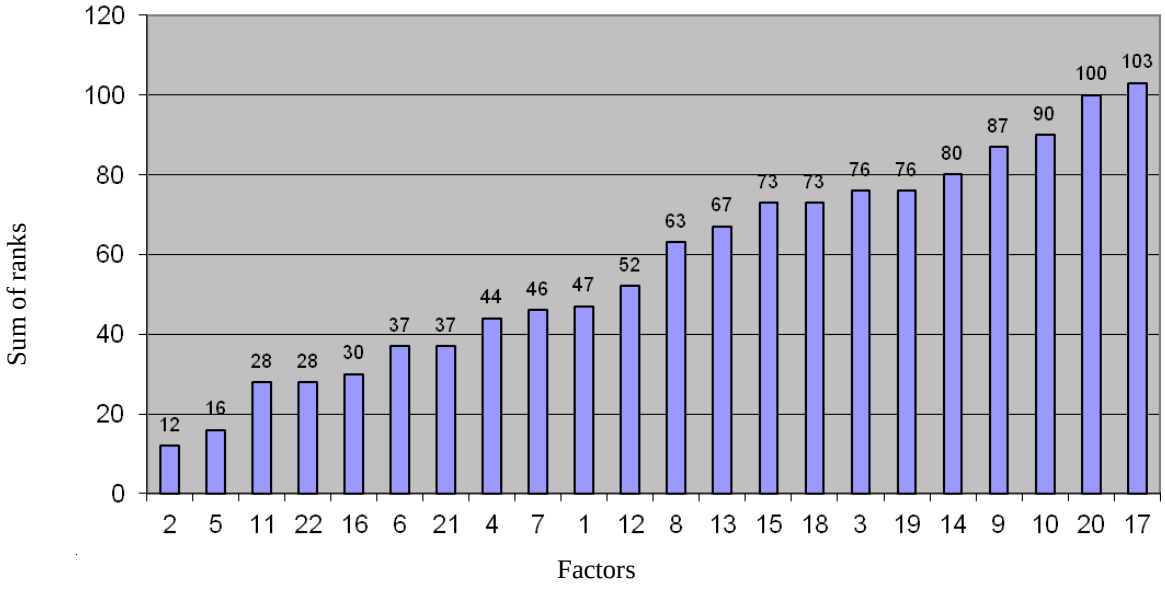

Figure 2 - The results of processing the a priori ranking of children-respondents according to their assessment of the competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them without heretics, that is, without those respondents whose opinion does not coincide with the majority of survey participants

Table 4. The results of calculating the competence of the survey of children in assessing their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Experts	Factors																							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**
2nd	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7		0,66
3rd	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9		0,67
4th	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12		0,56

5th	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12		0,50
6th	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18		0,73
7th	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4		0,42
8th	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15		0,47
9th	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7		0,60
10th	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2		0,38
11th	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15		0,67
12th	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7		0,55
13th	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11		0,60
14th	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8		0,56
15th	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10		0,43
16th	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9		0,71
17th	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5		0,80
18th	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9		0,56
19th	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4		0,60
20th	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3		0,72
21st	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3		0,61
22nd	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14		0,50
23rd	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22		0,75
24th	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6		0,61
25th	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19		0,37
26th	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11		0,65
27th	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4		0,54
28th	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5		0,62
29th	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15		0,56
30th	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4		0,65
31st	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19		0,36
32nd	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8		0,52
33rd	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2		0,61
34th	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5		0,65
35th	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19		0,51
36th	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16		0,48
37th	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21		0,50
38th	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20		0,49
39th	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13		0,49
40th	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19		0,48
41st	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14		0,59
42nd	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3		0,65
43rd	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5		0,23
44th	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4		0,37
45th	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8		0,60
46th	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3		0,69
47th	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10		0,71
48th	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1		0,82
49th	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1		0,61
50th	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4		0,44
51st	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3		0,53
52nd	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2		0,73
53rd	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1		0,39
54th	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11		0,58
55th	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6		0,25
1st	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1		0,80

What factors would you, as a buyer, give preference to when assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, producing footwear for children, using the privileges? The survey results are shown in Tables 5-8 and

Figures 3 and 4.

Table 5. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of ordinary buyers

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Weight	
2	Colour	
3	Quality of children's shoes	
4	Functionality of children's shoes	
5	Characteristics of shoe upper materials	
6	Compliance with the direction of fashion	
7	Price	
8	Characteristics of materials for the bottom of shoes	
9	Comfort	
10	The height of the heel of the shoe - up to 40 mm	
11	The height of the heel of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	
14	What types of children's shoes are preferred: winter	
15	Autumn	
16	Spring	
17	Summer	
18	The strength of the fastening of the bottom of the shoe	

Table 6. The results of a questionnaire survey of random buyers according to their assessment of the competitive potential of the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Experts	Factors																	
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16

25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16
41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16
46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8

Table 7. The results of processing a priori ranking of random buyers according to their assessment of the competitive potential on the criteria for ensuring competitiveness and the demand for shoes made by children

Expert	Factor																	
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	Kk
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,60
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,52
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18	0,59
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,64
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,68
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10	0,66
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,71
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8	0,60
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,61
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15	0,54
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,50
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15	0,72
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,69
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,63
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17	0,53
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,56
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,84
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,57
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,91
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,78

21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,65
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,89
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,81
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0,91
25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,67
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,59
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,76
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12	0,56
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11	0,73
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,91
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,62
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,69
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,49
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,61
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,70
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,67
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,63
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,60
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,53
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,91
41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18	0,55
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,74
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,58
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,66
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0,91
46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,79
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,86
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,64
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,77
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,91
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,57
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,82
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,55
Rank sums	387	538	208	331	395	224	272	503	216	585	624	643	773	611	578	750	781	644	
Sum of ranks without heretics	34	53	21	40	46	9	16	57	11	60	48	85	90	37	22	71	76	76	
Coef. concord.		0,474		0,907															
Crete. Pearson		427,6		7,3															

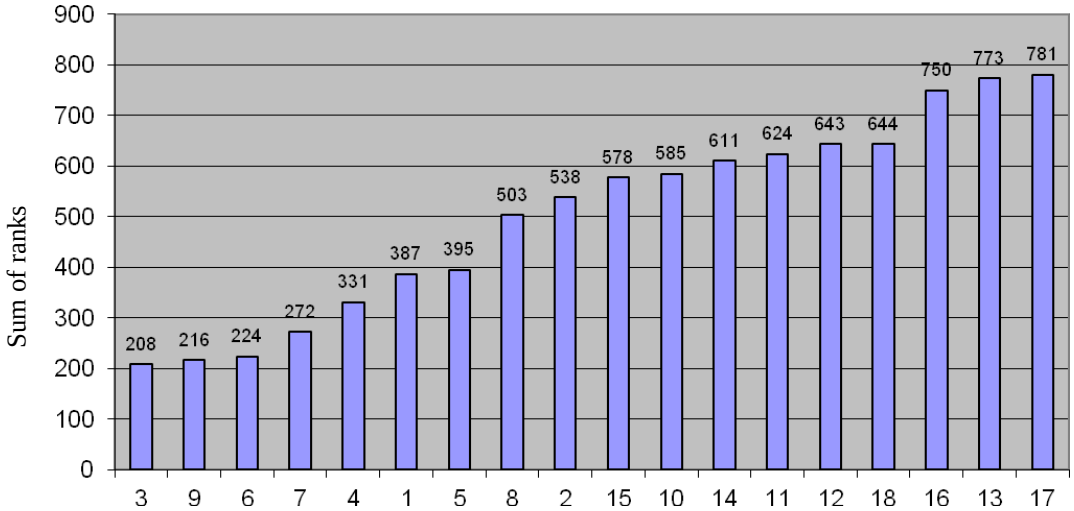

Figure 3 - The results of processing a priori ranking of random buyers according to their assessment of the competitive potential of the criteria for ensuring competitiveness and the demand for shoes made by children

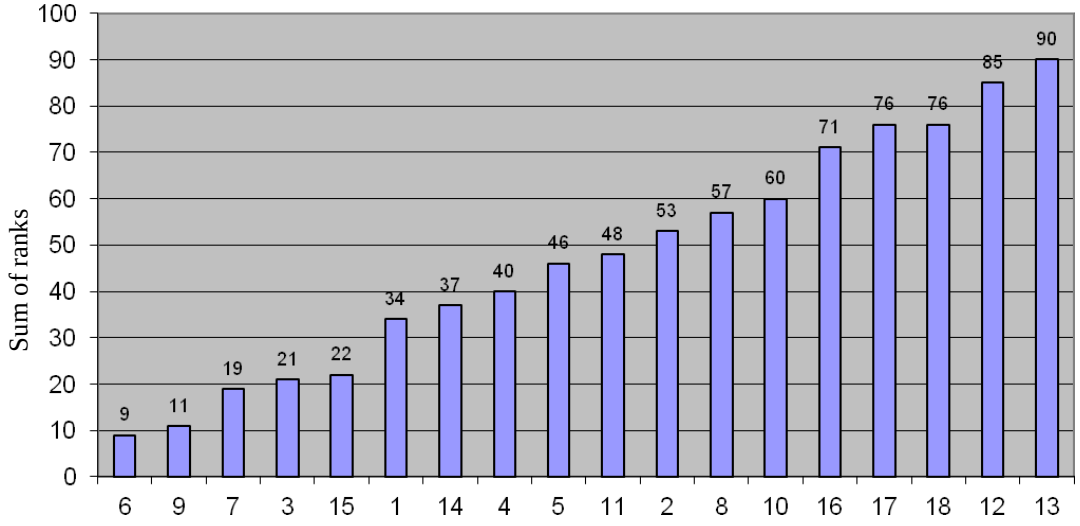

Figure 4 - The results of processing a priori ranking of random buyers according to their assessment of the competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by a child without heretics, that is, without those respondents whose opinion does not coincide with the majority of survey participants

Table 8. Assessment of the competence of casual buyers about competitiveness and relevance assortment of footwear for children

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10			0,62
2		4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6			0,68
3		3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18			0,72
4		8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11			0,64
5		4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11			0,72
6		5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10			0,65
7		1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7			0,73
8		11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8			0,63
9		18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9			0,62
10		4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15			0,67
11		11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18			0,68
12		5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15			0,78
13		2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18			0,76
14		6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18			0,66
15		3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17			0,60
16		4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8			0,84
17		5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8			0,82
18		6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10			0,91
19		10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12			0,90
20		15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12			0,83
21		10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11			0,81
22		7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16			0,84
23		7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8			0,82
24		7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16			1,00
25		5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7			0,81
26		5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16			0,89
27		8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12			0,79
28		13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12			0,81
29		8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11			0,74

30		5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,96
31		6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,66
32		2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,76
33		11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,68
34		18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,62
35		1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,73
36		4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,72
37		8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,64
38		13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,62
39		4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,68
40		5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,96
41		13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18	0,81
42		8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,79
43		5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,89
44		5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,81
45		7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	1,00
46		7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,82
47		7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,84
48		10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,81
49		15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,83
50		10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,90
51		6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,91
52		5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,82
53		4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,84
54		7	9	6	8	10	3	2	11	1	12	13	17	18	5	4	14	15	16	0,91

The criteria for assessing the demand for children's footwear through the eyes of manufacturers are given in Tables 9–12 and Figures 5–6).

Table 9. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of shoe manufacturers by enterprises in the regions of the Southern Federal District and the North Caucasus Federal District

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Weight	
2	Colour	
3	Quality of children's shoes	
4	Functionality of children's shoes	
5	Characteristics of shoe upper materials	
6	Compliance with the direction of fashion	
7	Price	
8	Characteristics of materials for the bottom of shoes	
9	Comfort	
10	The height of the heel of the shoe - up to 40 mm	
11	The height of the heel of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	

Table 10. The results of a survey of manufacturers to assess their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Experts	Factors												
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
1	7	10	1	2	8	6	4	9	3	11	13	5	12
2	9	7	1	4	8	6	2	10	3	11	13	5	12
3	1	3	5	2	8	7	4	9	12	6	13	11	10
4	2	3	1	5	4	8	9	6	10	7	11	13	12
5	9	10	6	7	8	2	1	4	3	5	11	12	13
6	10	9	1	4	3	2	5	6	7	11	12	8	13
7	5	6	1	9	10	13	7	8	2	12	11	4	3
8	5	11	4	1	10	2	3	12	6	9	13	8	7
9	2	7	4	5	6	1	9	3	8	12	13	11	10
10	7	13	2	11	1	6	12	10	3	4	9	8	5
11	9	13	5	1	2	4	3	6	7	8	12	10	11
12	12	13	1	6	7	3	2	8	5	4	9	10	11
13	5	8	2	4	7	10	1	12	11	13	3	9	6
14	5	2	11	4	7	13	8	12	1	6	9	3	10
15	10	13	2	4	6	5	3	11	1	7	12	8	9
16	5	3	1	2	7	6	4	10	8	11	12	9	13
17	3	4	1	7	9	8	5	10	2	11	13	12	6
18	5	6	1	2	6	8	7	3	4	11	12	10	9
19	9	13	2	4	7	5	6	3	1	8	10	12	11
20	10	11	1	2	5	7	3	6	4	12	13	9	8
21	3	8	4	6	10	5	12	7	1	13	9	2	11
22	9	8	2	7	5	6	1	10	3	11	12	13	4
23	2	10	13	11	9	6	8	12	7	5	1	3	4
24	12	4	1	2	8	9	3	7	5	10	13	11	6
25	10	9	1	2	12	3	4	6	5	11	13	7	8
26	5	6	1	7	11	13	2	10	3	9	12	4	8
27	11	10	5	4	1	3	9	2	7	12	13	8	6
28	7	6	5	2	1	8	9	3	4	12	13	11	10
29	9	10	2	3	6	11	8	7	4	12	13	5	1
30	8	10	4	5	1	3	9	2	11	12	13	7	6

Table 11. The results of processing a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Expert	Factor													
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	QC
1	7	10	1	2	8	6	4	9	3	11	13	5	12	0,84
2	9	7	1	4	8	6	2	10	3	11	13	5	12	0,84
3	1	3	5	2	8	7	4	9	12	6	13	11	10	0,5
4	2	3	1	5	4	8	9	6	10	7	11	13	12	0,52
5	9	10	6	7	8	2	1	4	3	5	11	12	13	0,65
6	10	9	1	4	3	2	5	6	7	11	12	8	13	0,84
7	5	6	1	9	10	13	7	8	2	12	11	4	3	0,46
8	5	11	4	1	10	2	3	12	6	9	13	8	7	0,74
9	2	7	4	5	6	1	9	3	8	12	13	11	10	0,60
10	7	13	2	11	1	6	12	10	3	4	9	8	5	0,43
11	9	13	5	1	2	4	3	6	7	8	12	10	11	0,81
12	12	13	1	6	7	3	2	8	5	4	9	10	11	0,76
13	5	8	2	4	7	10	1	12	11	13	3	9	6	0,45

14	5	2	11	4	7	13	8	12	1	6	9	3	10	0,41
15	10	13	2	4	6	5	3	11	1	7	12	8	9	0,84
16	5	3	1	2	7	6	4	10	8	11	12	9	13	0,68
17	3	4	1	7	9	8	5	10	2	11	13	12	6	0,62
18	5	6,5	1	2	6,5	9	8	3	4	12	13	11	10	0,66
19	9	13	2	4	7	5	6	3	1	8	10	12	11	0,78
20	10	11	1	2	5	7	3	6	4	12	13	9	8	0,84
21	3	8	4	6	10	5	12	7	1	13	9	2	11	0,48
22	9	8	2	7	5	6	1	10	3	11	12	13	4	0,72
23	2	10	13	11	9	6	8	12	7	5	1	3	4	0,38
24	12	4	1	2	8	9	3	7	5	10	13	11	6	0,70
25	10	9	1	2	12	3	4	6	5	11	13	7	8	0,84
26	5	6	1	7	11	13	2	10	3	9	12	4	8	0,54
27	11	10	5	4	1	3	9	2	7	12	13	8	6	0,58
28	7	6	5	2	1	8	9	3	4	12	13	11	10	0,63
29	9	10	2	3	6	11	8	7	4	12	13	5	1	0,55
30	8	10	4	5	1	3	9	2	11	12	13	7	6	0,57
Rank sums	206	246,5	91	135	193,5	190	164	224	151	287	337	249	256	
Sum of ranks without heretics	46	50	6	14	39	27	16	42	16	42	64	34	49	
Quad. off	16	1332,25	14161	5625	272,25	400	2116	196	3481	5929	16129	1521	2116	
Coef. concord.		0,33		0,84										
Crete. Pearson		117,14		8,37										

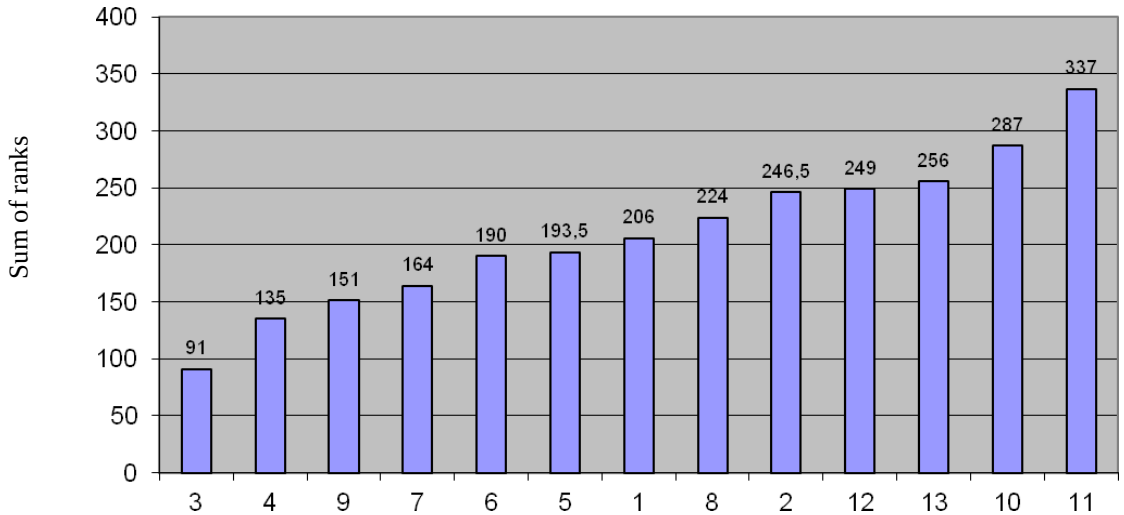

Figure 5 - The results of processing a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for footwear made by children

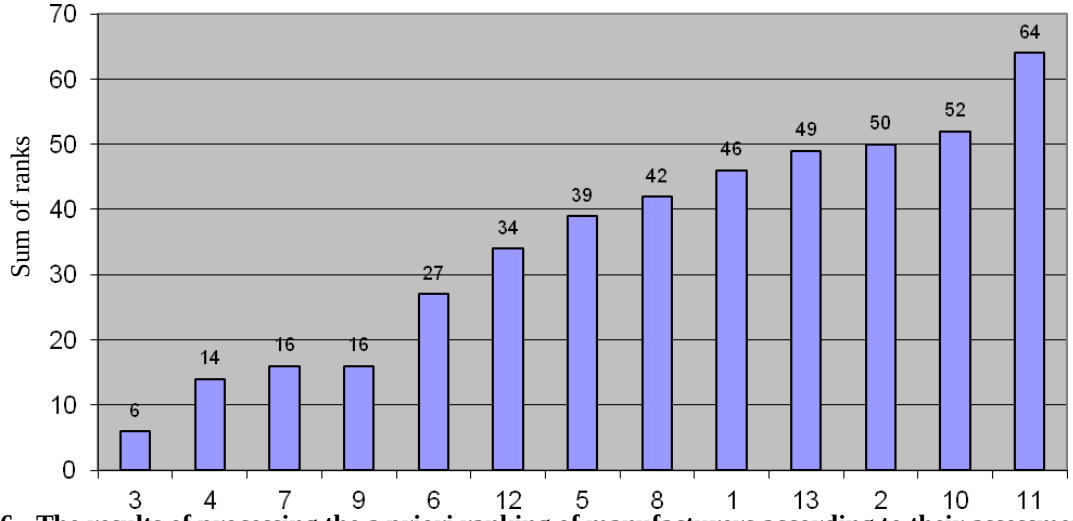

Figure 6 - The results of processing the a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by children without heretics, that is, without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Table 12. The results of calculating the competence of a survey of manufacturers about the competitiveness and demand for the assortment of footwear for children

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		9	7	1	4	8	6	2	10	3	11	13	5	12								0,97
2		1	3	5	2	8	7	4	9	12	6	13	11	10								0,66
3		2	3	1	5	4	8	9	6	10	7	11	13	12								0,63
4		9	10	6	7	8	2	1	4	3	5	11	12	13								0,73
5		10	9	1	4	3	2	5	6	7	11	12	8	13								0,87
6		5	6	1	9	10	13	7	8	2	12	11	4	3								0,70
7		5	11	4	1	10	2	3	12	6	9	13	8	7								0,87
8		2	7	4	5	6	1	9	3	8	12	13	11	10								0,71
9		7	13	2	11	1	6	12	10	3	4	9	8	5								0,55
10		9	13	5	1	2	4	3	6	7	8	12	10	11								0,82
11		12	13	1	6	7	3	2	8	5	4	9	10	11								0,78
12		5	8	2	4	7	10	1	12	11	13	3	9	6								0,63
13		5	2	11	4	7	13	8	12	1	6	9	3	10								0,59
14		10	13	2	4	6	5	3	11	1	7	12	8	9								0,90
15		5	3	1	2	7	6	4	10	8	11	12	9	13								0,87
16		3	4	1	7	9	8	5	10	2	11	13	12	6								0,77
17		5	6	1	2	6	8	7	3	4	11	12	10	9								0,83
18		9	13	2	4	7	5	6	3	1	8	10	12	11								0,82
19		10	11	1	2	5	7	3	6	4	12	13	9	8								0,91
20		3	8	4	6	10	5	12	7	1	13	9	2	11								0,79
21		9	8	2	7	5	6	1	10	3	11	12	13	4								0,75
22		2	10	13	11	9	6	8	12	7	5	1	3	4								0,26
23		12	4	1	2	8	9	3	7	5	10	13	11	6								0,79
24		10	9	1	2	12	3	4	6	5	11	13	7	8								0,91
25		5	6	1	7	11	13	2	10	3	9	12	4	8								0,82
26		11	10	5	4	1	3	9	2	7	12	13	8	6								0,68
27		7	6	5	2	1	8	9	3	4	12	13	11	10								0,74

28		9	10	2	3	6	11	8	7	4	12	13	5	1							0,76
29		8	10	4	5	1	3	9	2	11	12	13	7	6							0,65
30		7	10	1	2	8	6	4	9	3	11	13	5	12							0,84

The criteria for assessing the demand for children's shoes through the eyes of their parents are given in Tables 13-16 and Figures 7-8).

Table 13. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of parents

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Weight	
2	Colour	
3	Quality of children's shoes	
4	Color fastness of materials used for shoe uppers to dry and wet abrasion and to perspiration	
5	Flexibility	
6	The strength of the fastening of the bottom of the shoe	
7	Price	
8	Comfort	
9	Toe and heel deformation	
10	Maintainability	
11	Warranty period for children's shoes	

Table 14. The results of a questionnaire survey of parents on their assessment of the competitive potential of the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Experts	Factors										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11
1	4	11	2	3	7	5	6	1	8	10	9
2	3	4	1	7	8	6	5	2	11	10	9
3	3	4	1	5	6	8	7	2	10	9	11
4	2	6	1	7	4	11	5	3	9	10	8
5	4	8	1	5	7	9	3	2	10	11	6
6	4	8	1	7	6	5	3	2	11	10	9
7	3	5	1	8	6	9	2	4	11	7	10
8	2	3	4	10	5	8	9	1	11	6	7
9	3	4	1	7	2	6	5	10	11	8	9
10	2	8	1	7	3	5	6	4	10	9	11
11	3	7	1	6	5	8	4	2	10	9	11
12	2	6	3	5	7	9	4	1	11	8	10
13	4	6	3	5	7	10	1	2	11	8	9
14	4	7	3	6	5	10	1	2	11	8	9
15	3	8	4	6	5	7	1	2	11	10	9
16	2	5	4	6	7	10	3	1	11	9	8
17	5	9	2	8	6	4	1	3	10	11	7
18	3	7	2	8	4	9	6	1	10	11	5
19	6	5	1	8	4	7	3	2	9	10	11
20	3	7	4	6	5	8	1	2	9	11	10
21	3	7	4	6	5	8	2	1	9	10	11
22	1	3	5	4	8	7	9	10	2	11	6
23	9	10	1	8	4	3	5	2	11	6	7

24	4	2	3	1	6	7	5	8	11	10	9
25	5	11	1	4	2	3	10	6	7	9	8
26	1	7	6	8	5	9	10	2	11	3	4
27	4	9	6	7	5	3	10	2	1	11	8
28	2	1	3	8	10	9	4	7	6	11	5
29	4	7	1	2	8	3	5	10	6	9	11

Table 15. The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Expert	Factor											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	Kk
1	4	11	2	3	7	5	6	1	8	10	9	0,81
2	3	4	1	7	8	6	5	2	11	10	9	0,86
3	3	4	1	5	6	8	7	2	10	9	11	0,86
4	2	6	1	7	4	11	5	3	9	10	8	0,88
5	4	8	1	5	7	9	3	2	10	11	6	0,89
6	4	8	1	7	6	5	3	2	11	10	9	0,90
7	3	5	1	8	6	9	2	4	11	7	10	0,92
8	2	3	4	10	5	8	9	1	11	6	7	0,80
9	3	4	1	7	2	6	5	10	11	8	9	0,74
10	2	8	1	7	3	5	6	4	10	9	11	0,84
11	3	7	1	6	5	8	4	2	10	9	11	0,92
12	2	6	3	5	7	9	4	1	11	8	10	0,84
13	4	6	3	5	7	10	1	2	11	8	9	0,94
14	4	7	3	6	5	10	1	2	11	8	9	0,94
15	3	8	4	6	5	7	1	2	11	10	9	0,94
16	2	5	4	6	7	10	3	1	11	9	8	0,93
17	5	9	2	8	6	4	1	3	10	11	7	0,83
18	3	7	2	8	4	9	6	1	10	11	5	0,85
19	6	5	1	8	4	7	3	2	9	10	11	0,87
20	3	7	4	6	5	8	1	2	9	11	10	0,94
21	3	7	4	6	5	8	2	1	9	10	11	0,94
22	1	3	5	4	8	7	9	10	2	11	6	0,55
23	9	10	1	8	4	3	5	2	11	6	7	0,72
24	4	2	3	1	6	7	5	8	11	10	9	0,77
25	5	11	1	4	2	3	10	6	7	9	8	0,64
26	1	7	6	8	5	9	10	2	11	3	4	0,61
27	4	9	6	7	5	3	10	2	1	11	8	0,59
28	2	1	3	8	10	9	4	7	6	11	5	0,70
29	4	7	1	2	8	3	5	10	6	9	11	0,67
Rank sums	98	185	71	178	162	206	136	97	269	265	247	
Sum of ranks without heretics	17	35	18	29	27	43	6	9	51	47	48	
Coef. concord.		0.52		0.94								
Crete. Pearson		149.5		8.1								

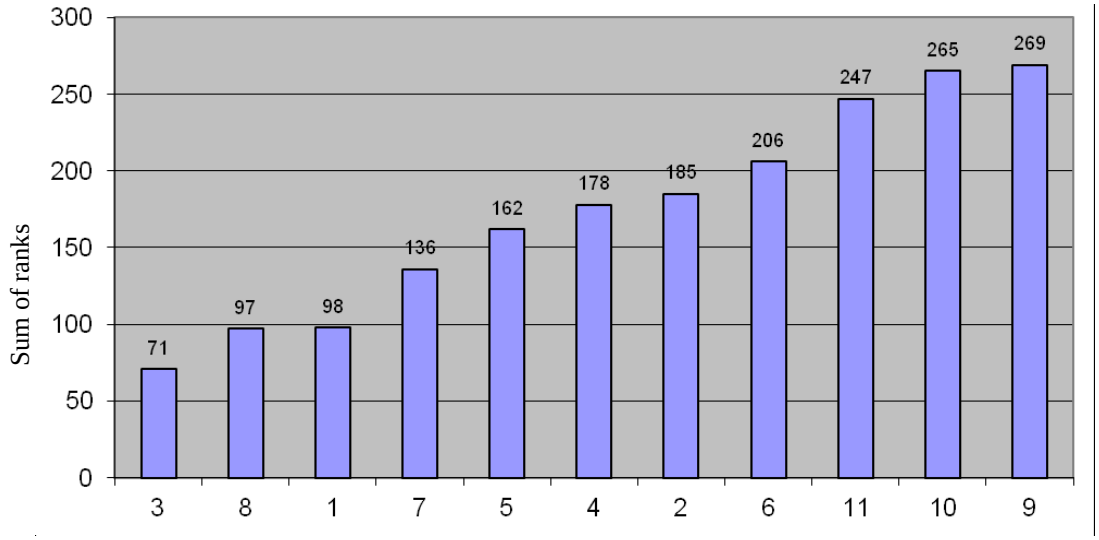

Figure 7 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

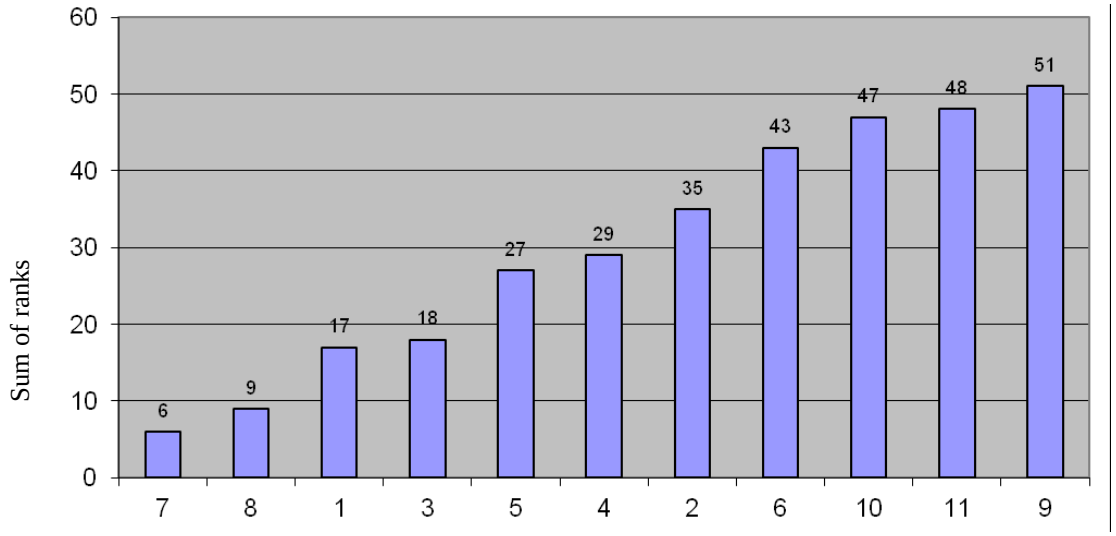

Figure 8 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for footwear made by children without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Table 16. The results of calculating the competence of a survey of parents who took part in assessing the competitiveness and demand for children's shoes

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		4	11	2	3	7	5	6	1	8	10	9										0,84
2		3	4	1	7	8	6	5	2	11	10	9										0,88
3		3	4	1	5	6	8	7	2	10	9	11										0,86
4		2	6	1	7	4	11	5	3	9	10	8										0,9
5		4	8	1	5	7	9	3	2	10	11	6										0,91
6		4	8	1	7	6	5	3	2	11	10	9										0,93
7		3	5	1	8	6	9	2	4	11	7	10										0,9
8		2	3	4	10	5	8	9	1	11	6	7										0,69

9		3	4	1	7	2	6	5	10	11	8	9									0,71
10		2	8	1	7	3	5	6	4	10	9	11									0,86
11		3	7	1	6	5	8	4	2	10	9	11									0,96
12		2	6	3	5	7	9	4	1	11	8	10									0,927273
13		4	6	3	5	7	10	1	2	11	8	9									0,94
14		4	7	3	6	5	10	1	2	11	8	9									0,95
15		3	8	4	6	5	7	1	2	11	10	9									0,98
16		2	5	4	6	7	10	3	1	11	9	8									0,93
17		5	9	2	8	6	4	1	3	10	11	7									0,9
18		3	7	2	8	4	9	6	1	10	11	5									0,86
19		6	5	1	8	4	7	3	2	9	10	11									0,92
20		3	7	4	6	5	8	2	1	9	10	11									0,99
21		1	3	5	4	8	7	9	10	2	11	6									0,48
22		9	10	1	8	4	3	5	2	11	6	7									0,69
23		4	2	3	1	6	7	5	8	11	10	9									0,75
24		5	11	1	4	2	3	10	6	7	9	8									0,6
25		1	7	6	8	5	9	10	2	11	3	4									0,55
26		4	9	6	7	5	3	10	2	1	11	8									0,581818
27		2	1	3	8	10	9	4	7	6	11	5									0,69
28		4	7	1	2	8	3	5	10	6	9	11									0,65
29		3	7	4	6	5	8	1	2	9	11	10									0,99

Таблица 7.17

Сводная характеристика результатов опроса респондентов – детей, их родителей, случайных покупателей и производителей по оценке конкурентного потенциала обувных предприятий регионов ЮФО и СКФО о конкурентоспособности и востребованности изготовленной обуви для детей

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
2 – Качество детской обуви	3 – Качество детской обуви	3 – Качество детской обуви	3 – Качество детской обуви
1 – Форма носочной части	8 – Комфортность	9 – Комфортность	4 – Функциональность детской обуви
11 – Масса	1 – Масса	6 – Соответствие направлению в моде	9 – Комфортность
5 – Комфортность	7 – Цена	7 – Цена	7 – Цена
13 –- Материалы для низа обуви	5 – Гибкость	4 – Функциональность детской обуви	6 – Соответствие направлению в моде
22 – Соответствие направлению в моде	4 – Устойчивость окраски применяемых для верха обуви материалов к сухому и мокрому трению и к воздействия пота	1 – Масса	5 – Характеристика материалов для верха обуви
4 – Цена детской обуви	2 – Цвет	5 – Характеристика материалов для верха обуви	1 – Масса
21 – Разнообразие ассортимента обуви для детей в магазинах и торговых центрах	6 – Прочность крепления низа обуви	8 – Характеристика материалов для низа обуви	8 – Характеристика материалов для низа обуви
6 – Уровень обслуживания родителей и детей в магазинах и торговых центрах	11 – Гарантийный срок на детскую обувь	2 – Цвет	2 – Цвет
7 – Цвет	10 – Ремонтопригодность	15 – Каким видам детской обуви отдается предпочтение: осенней	12 – Ремонтопригодность
9 – Высота приподнятости пяточной части –до 40 мм	9 – Деформация подноска и задника	10 – Высота приподнятости пяточной части обуви – до 40 мм	13 – Гарантийный срок на детскую обувь
15 – Место продажи обуви для детей – интерьер магазина, или торгового центра		14 – Каким видам детской обуви отдается предпочтение: зимней	10 – Высота приподнятости пяточной части обуви – до 40 мм
8 – Гарантийный срок на детскую обувь		11 – Высота приподнятости пяточной части обуви –свыше 40 мм	11 – Высота приподнятости пяточной части обуви -свыше 40 мм
16 – Каким видам детской обуви отдается предпочтение: зимней		12 – Ремонтопригодность	
18 – Каким видам детской обуви отдается предпочтение: весенней		18 – Прочность крепления низа обуви	
12 – Ремонтопригодность детской обуви ее целесообразность		16 – Каким видам детской обуви отдается предпочтение: весенней	
3 – Гибкость детской обуви		13 – Гарантийный срок на детскую обувь	
10 – Высота приподнятости пяточной части обуви –свыше 40 мм		17 – Каким видам детской обуви отдается предпочтение: летней	

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
17 – Каким видам детской обуви отдается предпочтение: осенней			
20 – Прочность крепления низа обуви			
14 – Материалы для верха обуви			
19 – Каким видам детской обуви отдается предпочтение: летней			
0,16 < W < 0,69	0,52 < W < 0,94	0,47 < W < 0,91	0,33 < W < 0,84

Таблица 7.18

Сводная характеристика результатов опроса респондентов – детей, их родителей, случайных покупателей и производителей по оценке конкурентного потенциала обувных предприятий регионов ЮФО и СКФО, но без еретиков, мнение которых не совпадает с большей частью респондентов, участвовавших в опросе

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
2 – Качество детской обуви	7 – Цена	6 – Соответствие направлению в моде	3 – Качество детской обуви
5 – Комфортность	8 – Комфортность	9 – Комфортность	4 – Функциональность детской обуви
11 – Масса	1 – Масса	7 – Цена	7 – Цена
22 – Соответствие направлению в моде	3 – Качество детской обуви	3 – Качество детской обуви	9 – Комфортность
16 – Каким видам детской обуви отдается предпочтение: зимней	5 – Гибкость	15 – Каким видам детской обуви отдается предпочтение: осенней	6 – Соответствие направлению в моде
6 – Уровень обслуживания родителей и детей в магазинах и торговых центрах	4 – Устойчивость окраски применяемых для верха обуви материалов к сухому и мокрому трению и к воздействия пота	1 – Масса	12 – Ремонтопригодность
21 – Разнообразие ассортимента обуви для детей в магазинах и торговых центрах	2 – Цвет	14 – Каким видам детской обуви отдается предпочтение: зимней	5 – Характеристика материалов для верха обуви
4 – Цена детской обуви	6 – Прочность крепления низа обуви	4 – Функциональность детской обуви	8 – Характеристика материалов для низа обуви
7 – Цвет	10 – Ремонтопригодность	5 – Характеристика материалов для верха обуви	1 – Масса
1 – Форма носочной части	11 – Гарантийный срок на детскую обувь	11 – Высота приподнятости пяточной части обуви –свыше 40 мм	13 – Гарантийный срок на детскую обувь
12 – Ремонтопригодность детской обуви ее целесообразность	9 – Деформация подноска и задника	2 – Цвет	2 – Цвет
8 – Гарантийный срок на детскую обувь		8 – Характеристика материалов для низа обуви	10 – Высота приподнятости пяточной части обуви – до 40 мм

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
13 –- Материалы для низа обуви		10 – Высота приподнятости пяточной части обуви – до 40 мм	11 – Высота приподнятости пяточной части обуви -свыше 40 мм
15 – Место продажи обуви для детей – интерьер магазина, или торгового центра		16 – Каким видам детской обуви отдается предпочтение: весенней	
18 – Каким видам детской обуви отдается предпочтение: весенней		17 – Каким видам детской обуви отдается предпочтение: летней	
3 – Гибкость детской обуви		18 – Прочность крепления низа обуви	
19 – Каким видам детской обуви отдается предпочтение: летней		12 – Ремонтопригодность	
14 – Материалы для верха обуви		13 – Гарантийный срок на детскую обувь	
9 – Высота приподнятости пяточной части –до 40 мм			
10 – Высота приподнятости пяточной части обуви –свыше 40 мм			
20 – Прочность крепления низа обуви			
17 – Каким видам детской обуви отдается предпочтение: осенней			
0,16 < W < 0,69	0,52 < W < 0,94	0,47 < W < 0,91	0,33 < W < 0,84

Analysis of the questionnaire survey on the influence of the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District and on the increase in the competitive advantages of domestic fur products over imported fur products regretfully confirmed the lack of consistency of respondents on the criteria for the quality of light industry products formulated in the questionnaires. So, for example, the basic answer, the first expert, expressed by competent experts, received, according to the survey results, the value of the concordance coefficient equal to (W) 0.34, i.e. less than 0.5, and the basic answer about the quality of domestic fur products is the eighteenth expert, expressed by competent specialists - experts, although he received a higher value of the concordance coefficient, equal to (W) 0.47, but still less than 0.5. That is, in our case, the fact is confirmed that the survey participants are respondents, not competent in the issues under study. In this regard, the authors are engaged in the development of additional changes to the software product, with the help of which the competence of the survey participants - respondents will be assessed and weeding out those who do not have the same opinion with the reference answers expressed by an authoritative and competent expert commission - creating a basis for more effective assessment of invited specialists as experts to work in customs commissions and improve their qualifications, which will allow our consumers to be confident in the high quality of products that have passed customs examination and offered for their sale

on demand markets.

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

The efficiency factor of the technological process is calculated by the formula

$$Kef = K1\ K2\ K3\ K4\ K5\ K6\ K7\ K8\ K9\ K10\ K11\ K12, \quad (4)$$

where Keff is the weighting coefficient of assessing the effectiveness of innovative technological processes, formed for the production of competitive and demanded products

K1 - the weight of labor productivity (PT); K2 is the weight of the workload of workers (ZR);

K3 - weight of footwear production (Ps);

K4 is the weight of the equipment cost per unit of flow assignment (C); K5 - the weight of the total price per unit of production (Stotal);

K6 - the weight of the financial strength (Zfp); K7 - the weight of the break-even point (Tb.y);

K8 - the weight of the profit of a unit of production (Ex); K9 - weight of product profitability (R);

K10 - the weight of costs per 1 ruble of marketable products (31р.т.п);

K11 - weight of conditionally variable costs (total variable costs of production of a unit of production) (Zusl.per.units);

K12 - the weight of conditionally fixed costs (total fixed costs of production of a unit of production) (Zusl.pos.units)

With the help of the software, the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes were given for the entire assortment of footwear. The analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the volume of production of 889 pairs of men's shoes and 847 pairs of women's shoes.

When calculating dimensionless estimates of the efficiency coefficient using software, it becomes necessary to formulate these very criteria as their evidence base. So, for example, the profit per unit of production is calculated depending on the profitability of the product, that is, first the size of the profitability is formulated from 5% to 25%, and then the size of the profit per unit of production is laid down. The same feature exists with the definition of the labor productivity criterion, because at first they use innovative technological processes formed on the basis of universal and multifunctional equipment, the maintenance of which should be entrusted to highly qualified and responsible performers who empathize with the overall result of the entire technological cycle. guaranteeing them the production of demanded and competitive products, which are in high demand among consumers of domestic markets. Calculation of conditionally fixed costs for the production of a unit of product and conditionally variable costs for the production of a unit of production is interconnected with the peculiarities of organizing the production of competitive and demanded products, including for children. Analysis of the results of the activities of leading foreign manufacturers confirms the fact that if the conditionally fixed costs make up 20% - 40% of the production cost, then, naturally, the conditionally variable costs - 60% - 80%. products for children, when and profit, profitability, conditionally fixed costs and conditionally variable costs are formed on the basis of the implementation of the requirements of technical regulations and normative documents and acts that guarantee the safety of life when using them. And if this is due to the need to produce them with such stringent characteristics, the state and manufacturers are obliged to be interested in each other and provide manufacturers with compensation for the additional costs of observing them and a guarantee that the manufactured products will not harm the health of children.

Of course, if the criterion for the loss of wages per unit of production should tend to zero, and the volume of footwear production from 1 m2 - to its maximum possible value, and the costs per 1 ruble of marketable products should tend to their minimum possible value and the cost of equipment per unit of flow assignment also strive for its minimum possible value, and other criteria - for their maximum possible value - in the aggregate, a dimensionless assessment of the effectiveness of the developed innovative technological processes (K) should always strive for unity and thereby confirm that the designed innovative technological process for the enterprise for the production of import-substituting products will be successful in their activities for the benefit of the population of those regions where they will operate,being city-forming for these small medium-sized cities and in which all branches of government are interested - both federal and regional and municipal.

Conclusion

The considered examples of assessing the competence of the respondents participating in the surveys confirmed the high efficiency of the software developed by the authors based on randomization, when, using the concordance coefficient, all invited respondents to participate in the survey are distributed relative to the reference answer for their assessment of competence on the problem under study. A feature of the software product developed by the authors is the fact that by calculating the concordance coefficient it is possible to check the validity of the choice of the reference answer, or the opinion of a highly qualified specialist on the problem under study. This is possible if we invited highly qualified specialists in this field as respondents, but their opinion did not coincide with the opinion of the main respondent. This result gives the researcher a basis for rechecking both the opinion of the chief specialist - the respondent on this topic, and the opinion of the collective scientific school, if the value of the concordance coefficient lies within $0 \leq W \leq 0.5$, which is not enough to confirm the opinion of the reference respondent, and a comparison is required. with a so-called independent researcher, the results of which are confirmed by the assessment of other scientists - researchers, namely, when receiving an estimate in the range of $0.5 \leq W \leq 1.0$, the authors can take the list of factors included in the question sheet as the basis for conducting the main experiment. The seemingly multistage solution to the problem is actually justified, because the cost of conducting a survey is incomparably small with the cost of conducting research using a large number of factors. Reducing their number is always justified and provides the researcher not only with the reliability of the experimental results themselves, but also significant savings on its implementation, which is a guarantee of achieving the greatest effect at the lowest possible cost. At the same time, this software makes it possible to identify the erroneously chosen scientific direction of research, warn researchers from the wrong direction and exclude an erroneous decision, which in itself is significant for the experimenter. Equally important is the use of this software product to assess the competence of a specialist when inviting him as an expert in the work of the customs commission. In this case, the use of the software product developed by the authors is the only correct one, since it allows the customs administration to have an independent methodology, guaranteeing them the formation of customs commissions through the participation of highly qualified specialists and objectively denying such a right to be experts to those who have not confirmed their competence. Therefore, we can confidently assume that the software developed by the authors creates the basis for the formation of an effective direction in the performance of scientific work and in the formation of various expert commissions by competent and highly qualified specialists, guaranteeing the achievement of the highest results with the lowest possible costs, which is especially important for import substitution with domestic products of high quality and at an affordable price for consumers in the regions of the Southern Federal District and the North Caucasus Federal District.

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