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ON THE SIGNIFICANCE OF THE MARKET TO BE AN INTERMEDIATE BETWEEN MANUFACTURERS AND CONSUMERS, FORMING THE PRODUCTION OF DEMANDED PRODUCTS

Abstract: in the article, the authors, analyzing the role of the market as an intermediary between the producer and the consumer, forming the production of products that, being in demand and in demand, provide the manufacturer himself with sustainable TEP and a stable financial position, and the consumer - the opportunity to satisfy their preferences, taking into account their desires. In this regard, the authors justifiably believe that the market is the subject of the development of efficient production of products, which should always be in demand and competitive.

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

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Introduction

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Planning in the economy grew into a problem during the Industrial Revolution, when production

became massive. Over time, the urgency of the problem of planning - scale, form, value steadily increased, and the discussion became more complicated and aggravated. The practice of using planning proved to be controversial, which created

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even more tension in the struggle of opinions. The paper reflects the author's belief that the conflict of interests around the significance of planning in the organization of production, to a certain extent, is associated with the crisis of economic thinking itself. The dominance of one-sidedness and the absolutization of quantitative methods inevitably lead researchers into empiricism and utilitarianism, to an unreasonable degree of simplification required by the method of mathematical calculations. Opinion displaces knowledge, subjectivity, objectivity of the approach. The planning format should correspond to the uniqueness of the social status of the economy. Its goal is to create favorable conditions for human development, therefore, planning must perceive a person as the main capital, the goal of the movement, and not only and not so much as its factor. Planning is futile to make it dependent on market exposure. The market needs to be planned as part of total planning.

Main part

The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer, and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The consumer has realized the need to pay for the advantage of quality services and products. The line is behind the manufacturer, who must close the mind "greed" and "mortal sin" in order to burn greed. The most prominent economists unambiguously declare that the improvement in the quality of goods is not causally connected with an increase in prices. Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly.

As long as the authorities and manufacturers will portray market relations, the mass consumer will have to pay, as the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase goods directly from reputable manufacturers. Officials are ready to do anything to be among the exclusive buyers. Firms are likely of the same opinion and are willing to pay officials for the freedom of their own actions. The situation cannot be called otherwise than creeping state anarchism. Something early state began to degenerate.

In the last quarter of a century, the term "problem", pushing its "competitor" - "task" to the periphery - has firmly established itself in the verbal leaders of all discussions, regardless of their scale. The "problem" has become a kind of "brand",

indicating a high professional stake in the discussion. In such a rapid ascent of the "authority" of the problem, one can easily find political roots. The current, obviously inflated status of the problem is an ideological move that provides a certain political line. Where a foreigner says: "problems", ours will definitely find them. If they don't find it, they'll invent it. Defects of qualification can be hidden behind a problem, problems lead politicians away from real cases, which they are unable to solve. In addition, hiding behind a problem, you add weight and mystery to the situation.

There is indeed an element of mystery in the politics of "problem". In the interpretation of the term, domestic classics: V.I. Dahl, R. Brockhaus and I. Efron point to this. Emphasizing the natural relationship between the "problem" and the "task", they note the peculiarity of the problem, which manifests itself in its unusualness as a task: the task has a way of solving it in existence, the problem is also solved as a task, but so far there is no way to solve it. It exists conditionally, potentially. The interpretation of the problem by reducing the concept to a more general concept of "task" contains a hint for those who are aimed not at discussion, but at the solution. The solution to the problem should be sought by considering the problem as a complex task, composed of several coexisting in a complex or sequentially related tasks. What is important here is that a "problem" is not something inaccessible to ordinary thinking, it is the sum of tasks. Dealing with a problem is the same as deciphering this sum of solution problems, then simpler, already known problems combined in a problem. The problem should be presented as a technical problem. The solution of a technical problem is carried out in two ways: empirical or theoretical. All five of the simplest technical devices were created before Archimedes, even the "Archimedes screw", however, all of them were the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales.

Philosophy is not a set of master keys to understanding quality, however, like quality, it is not Aladdin's cave. The understanding of quality historically changes following the change in the state of real quality, and the real quality in the world of human life is far from being the quality of natural things.

Man learns from nature, imitates what he sees in it. If the "finds" of nature, formed over hundreds of millions of years of natural selection and inheritance of the signs that have appeared, help a person solve his problems, he borrows them, altering them for himself.

The "first shoes" and "first clothes" created by man were not much different from the protection of

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the limbs and body of animals. The shoe sole is suggested by the protective layer of the skin of animals that lived next to humans, the heel is a stylized copy of the structure of hooves. Our ancestors either did not wear clothes or made them from ready-made skins.

When characterizing the quality of a product of activity, it is advisable to rely not so much on its natural nature, but on the specificity of the existence of the product - its spatio-temporal functions and design. The portfolio is purchased out of season, so the buyer is guided, first of all, by sustainable fashion trends, preferences of his own taste and high-quality, natural properties of the item. He is ready to exchange "good" money for a fairly expensive product.

To find the optimal proportion of the ratio of quality to quantity - to measure quality, two requirements must be taken into account:

firstly, try to comprehensively define quality, remembering that quality is a set of essential features of a product built in a certain way;

secondly, relying on the decoding of quality, in the most serious way to single out the levels of quality being - the degree of quality of the product.

Classical political economy is the doctrine of the production of goods, the contradictions of production and the nature of the goods, the alienation of the producer in the goods and the overcoming of the opposites that arise. Despite significant disagreements, the classics of labor economic theory were unanimous on the main point: the wealth of a nation grows through productive labor.

Market speculation already in the nineteenth century. actively intervened in economic life. Naturally, the classics knew a lot about the market. K. Marx, the interest in which, more precisely, in K. Marx's analysis of cyclic crises, has surpassed all expectations today, even experienced certain difficulties, moving from the logic of the development of production to studying the fate of the product on the market.

The market, modern to K. Marx and J. Mill, already demonstrated a certain independence of being, but was not yet able to compete with production for a master's position in the economy. He acquired this ability by the middle of the twentieth century.

One question remained: where to get the initial capital, which would ensure high consumer demand and launch the economic mechanism? The United States profited from the Second World War, Western Europe used cheap labor and its property in numerous colonies. With Japan and South Korea, the Americans defended themselves against us and a resurgent China. The economic mechanism seemed to work. It is controlled by transnational corporations. Today there are about 3,400 of them. Of these, more than 400 are interstate, 7.5 times more non-governmental, and the number of the latter is increasing. Between 300 and 600 companies control the global market.

Quality should characterize a non-isolated phenomenon. The relation of the phenomenon to the environment of existence, conditions of expression, and other phenomena is manifested in quality.

The situation changes with the advent of consciousness. All the main areas of activity of consciousness: cognitive, communicative, regulatory - are manifested in the format of reflection of objects, and the reflection is fundamentally different than all known in nature. Strictly speaking, consciousness reflects, in the most general sense, reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression "we look with our eyes, but we see with our mind" quite correctly reveals the essence of the "reflection" of an object in the forms of thinking. If the image is still somehow comparable with the subject, then the ideas are very far from subject specificity. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being.

An object for consciousness acquires a specific mode of existence - it becomes an object. An object is a product of interaction between an object and consciousness.

Together with the object, the quality of the object appears, which may or may not coincide with the objective quality of the object, in the case when the subject enters into systemic relations with the object, forming a system of the "subject-object" type.

Specifically, such a system manifests itself in the form of production, the product produced, and relations in production. "The quality of processes, organization, life is a motivator of a higher level compared to, for example, profit",

The 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 ingenious and deceptive. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - nothing more.

The modern Russian market satisfies the tastes of the consumer only from the outside, in fact, our market rather woke up, provoked the taste of the buyer with its diversity. The real choice of the mass buyer, for whom this market is designed, is still small.

Objectively high-quality, high-tech products are, as before, inaccessible to a Russian with average capabilities. He admires them, as if they were models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Türkiye and Eastern European producers are forced to adapt to WTO requirements. The product they offer increases in price, but not in quality. The price is also

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helped by the disproportionately increasing costs of carriers.

In the new market conditions that have awakened the taste of the consumer, it is important to try to take control of it. We are not talking about changing the economic strategy based on quality management. We draw attention to the component of this strategy. In the West, a version is gaining strength, the essence of which is that the economy is becoming "smart", the stage of systemic quality management is moving into a new stage - the quality of education. If this is the case, then attention to educating the taste of the consumer fits perfectly into the strategy of economic policy.

The revival of the domestic light industry will also force the market situation to change, the market will be forced to respond, because its interests are determined by the dynamics of consumer demand.

Then it will be easier to breathe for many: producers, consumers - will feel the national taste and intermediaries.

Work with the buyer should be built systematically in the format of a target program. Its main sections, presumably, will be, along with the improvement of production and assortment, educational and interactive communications with a potential buyer.

Tightly engaged in educating the taste of the consumer, manufacturers themselves will be forced to improve their skills. No wonder they say that the best way to educate yourself is to try to teach others. It can be argued that the manufacturer has considerable reserves of improvement in all areas of activity. The first steps must be taken towards the consumer. You can not trust the consumer to the "concerns" of the intermediary and it is unreasonable to leave the consumer alone with himself - he should be taken as associates, accomplices and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. As you need to prepare the ear for the perception of a complex piece of music, so does the mind - for the evaluation of the product. Shoes, clothes - this is not a simple product. They accumulate the high professional status of the manufacturer, his skill, and the experience of generations. The buyer must be connected to the joint process not at the final moment "money is a commodity", but somewhere in the technological process.

The market must have imported products. The crucian dozes if there is no pike. The market is synonymous with competition. Competition is vital, but competition is always politics, and not only economic.

The state has no right to be free from the market:

firstly, the state is called upon to ensure national security and express the interests of its people in everything that is done on the territory of the country;

secondly, the constitution of the Russian Federation says: "The Russian Federation is a welfare state." And the Russian government in the 1990s. she was not afraid of the market, she built the market just like that, because she herself was a part of this market. The authorities created the market for themselves, knowing about the fragility of their own and the market.

The consumer is ripe for a serious relationship with the manufacturer. Word for the last. Manufacturers must be the first to take steps towards a smart economy and lead consumers. It is not always clear what is an "innovative solution", "intellectual capital"? This is in our thoughts - a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the producer, the producer - the sustainable choice of the consumer, whom he brought up.

The formation of a civilized market is one of the main tasks of the action plan for the development of light industry for 2018–2025. Despite the well-known positive dynamics, the situation cannot be reversed. In the market for domestic goods remains below 25%. More than 50% are counterfeit and contraband products. More than half of the sold garments, fur, outerwear and footwear are concentrated in the clothing markets.

The image of the goods, its quality, as before, builds the clothing market. The clothing market is associated with gross violations, substitution of products in stores. The lion's share of the 1.5 trillion is "circling" in the clothing market. rubles. The market is "roofed" by the authorities.

It will not be possible to overcome the hypertrophy of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market depends on a number of factors: political will, which ensures the consistency and vigor of the struggle (here one can transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally shifts them to extra-budgetary organizations; development of the raw material base - back in 2016, the Ministry of Agriculture ordered to reflect in the departmental program urgent measures to combat the subcutaneous gadfly, prevent and improve cattle from hypodermatitis for 2018–2025, but how all this is happening in our country is known: sheep breeding is in a protracted crisis, hunting has declined sharply, cell fur cultivation has been reduced to a minimum and continues to fall; stimulation of expert production remains on stamped paper; development of innovative activity and training of qualified personnel. Innovative activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, it was bypassed in state circulars.

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A counterfeit and a contraband product, which is most often the same thing, has always been on the market and in stock. The difference is that in Soviet times, the amount of illegal product depended on the severity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to interfere with us, on the contrary, they showed understanding. In 2010, as well as all the last 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures are so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are consumers of counterfeit goods. And the current market will not allow domestic producers to develop. They will not share their buyer voluntarily, and you cannot take the power of the buyer, he must be recruited, interested in domestic products. And here many questions arise:

Firstly, it is useless to enter a corrupt market with competitive products. They will set their own price there, they need to launder money received in other areas of business, also illegal, but more profitable. The enterprise is interested in working capital, i.e. in order to sell the product faster at a profitable, but not inflated price. State intervention is required;

secondly, "tastes are not disputed, but tastes are brought up." By changing the position of their products on the market with the help of the competent authorities or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the masses of the market and make this part of their own, with a good prospect, without deceiving the consumer, to significantly increase the ranks of fans of Russian goods.

Specialists need to go to school, universities, technical schools, colleges, colleges, organize meetings with interesting people, demonstrate products, production, open joint creative circles, hold competitions, quizzes, debates. We need to open production. Some time will have to be patient, apparently, the diversion of funds will cause a slight decrease in economic indicators. Everyone knows that in order to jump further or higher, you need to retreat.

It is surprising that there is no section in the program for the development of the industry aimed at forming its own sector of consumers. The program is tailored according to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to actively involve private investment in the process, which is very difficult to implement in the current economic situation. The shadow economy is based on counterfeit goods, "gray" manufacturers prefer to invest in customs to import smuggled goods. The most realistic is the formation of the stability of consumer

interest in the products produced by tuning the tastes of the buyer to it.

Orientation in long-term plans for the export of products, in principle, is the right task. The target setting, pushing the national boundaries of the market, contributes to the involvement of reserves, primarily intellectual ones. The authorities are trying to repeat the Japanese way of reviving industrial production.

Significantly lagging behind the United States and Western Europe technologically in the mid-1950s, Japan in the 1990s. pushed the Europeans out of the world market, going through four stages of production growth in 40 years. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 1990s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe.

Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the "Japanese miracle". Japan was ideally in the right place at the right time, helped by world politics. Now it is not the Europeans, not the United States, who are organizing the highest favored nation treatment for anyone, not even Israel. However, this scheme, at least in part, needs to be adopted, in particular, by manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract custom-made consumers who strive for originality and economy. For example, craftsmen from one of the regions of the Central Region brought products made from nettle fiber, which have a proven healing effect, to the 2021 folk craft fair in Novosibirsk. In the manufacture of linen, cedar fibers were used. In Western Europe, a cooling cycle has begun, snow, which was exotic for the inhabitants, is entering everyday life. Russia has the richest experience in making ecological clothing and footwear for snowy winters, it is enough to give them a design familiar to Europeans in order to interest a Western buyer, or maybe keep something modern, Russian. In a normal European market, the main thing is to make a mark, then gain a foothold, including the creation of joint ventures.

At the same time, one should not follow in the footsteps of the Japanese. In Russia, everyone will have enough of their buyer. The interests of the domestic consumer should be a priority. We all hope, not without reason, that a better time is ahead of us. Accordingly, changes in consumer ability will affect the status of the producer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not grow into self-

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confidence. The recommendation of the classic of modern economic theory E. Deming, known as the "chain reaction of E. Deming", will help to avoid a fatal illness.

E. Deming initially tried to implement his approach to creating a quality economy in the United States, but failed. The reformer himself explained the reason for the failure as follows: "My initiatives were welcomed by engineers, heads of individual departments, but they were ignored by top management, who did not want to think and act in a new way."

E. Deming relied on the triumph of professional thinking, its natural desire for something new, coinciding with the progressive movement. Developing the intellectual approach of his predecessor W. Shewhart, E. Deming connected four creative acts of thinking with a logical knot: observation, development of actions, implementation and analysis.

The listed operations, which made up the "Deming cycle", unite the commonality of the status of the individual, her innovative interest in the matter. In fact, half a century before the first work on the innovation economy, an American specialist made a presentation of the very concept of "innovation" as applied to the management of economic activity.

The basis of the content of this concept is formed by four consecutive actions: professionally built observation of situations, its monitoring is the beginning of the path of innovation, a very crucial moment of scientific knowledge is the description of the object; development of measures for improvement - a positive change in the situation, the main thing here is the organization of the process in a new way, so that a motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity.

Inviting E. Deming to Japan in 1950, the initiators of industrial restructuring tried to prepare well for the reform. They even made adjustments to the curriculum of technical universities. The course "How to Use Experimental Data" was introduced for all students of the Industrial Department of the University of Tokyo.

In the new time it is necessary to go with new ideas and, moreover, with programs, but there is always continuity in the process. Wise E. Deming foresaw what is always relevant - a reminder to management of all ranks about "difficulties and false starts."

A serious miscalculation of the methodological training of domestic specialists-managers, engineers in universities should have long been recognized as its one-sidedness. Our professional education is traditionally focused on progress and innovation.

We clearly underestimate the warnings of experienced, recognized professionals about the impossibility of knowing everything and the need to be prepared for the most difficult circumstances of the case. The well-known Russian doctor puzzled journalists and specialists a lot with his answer to the standard question: "What should a good doctor be like? He said: "A good doctor differs from a bad one in that he knows well how not to treat."

Professional training involves a thorough, in-demand analysis of mistakes, miscalculations, shortcomings, in a word, negativity in all its manifestations. A specialist is not insured against shortcomings either with a red diploma, or experience, or systematic study. We are not talking about the elimination of negative consequences, but about their "quality" side and frequency. It is possible and necessary to fight against this, it is in this direction that the lessons of E. Deming are especially significant.

The most dangerous is the desire to follow the beaten path. This path eventually leads to a dead end. You don't need to learn to do like everyone else. To learn is to develop independence.

The theory of quality management in our universities is taught outside the "production-consumption" system, the course was conveniently reduced to the history of the problem and the quality management system, separating it into the field of production. The consumer, the process of exploitation, was located outside the main subject, presenting it as an infrastructure, without thinking about the fact that production is not self-sufficient, it is conditioned by consumption by other production, but, ultimately, any production is brought to consumption. The very word "production" is just the beginning of the phrases: "production of services", "production of a product". The first can be read as "relationship production".

If production is "production of relations (services)", then why do we talk about the quality of production in isolation from the subject of relations, which is opposed to the producer of a product or service? That, the other, the subject is the customer of services, products, so the quality of production is of no less interest to him than the manufacturer.

The advantage of the manufacturer over the consumer is in professionalism, therefore, it is necessary to disseminate one's professional knowledge, involve the customer in the circle of professional interests, problems; seriously and for a long time to engage in his education, taking him away from the "brainwash" in market advertising.

For two decades now, the youth consciousness has been under the pressure of "glamorous" fashion, which reigns supreme in everything: in television shows, youth programs, serials, weather forecasts, programs designed for home life, in the speeches of VIPs, "stars", officials and deputies. One gets the

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impression that it would be shameful, obscene to live otherwise.

By the way, in the countries that we have to catch up, life is not carried out in the style of "a la glamour." Popular in the USSR and in the Western world, Soviet international journalist, historian V. Zorin recalled the details of an exclusive reception hosted by the mayor of New York, billionaire G. Rockefeller. The mayor rarely met with journalists at work. For our compatriots, an exception was made for political reasons - to support the course towards easing tensions in relations between world leaders.

"Having learned about the consent of G. Rockefeller," said V. Zorin, "we were more confused than happy. It seemed uncomfortable for us to go to the richest man in the United States in our suits and purchased shoes. Our American colleagues did not advise us to fuss, they recommended that we focus on the content side of the dialogue. But we thought otherwise, we were afraid to look unworthy, so we decided to rent costumes from fashion designers for a day. They came to the meeting in advance, were received by the mayor at the appointed time.

Again, we entered the office with a feeling that our equipment was appropriate for the circumstances. We experienced the real inconvenience when the mayor came out to greet us in a simple work suit and ordinary shoes. And smiled at our sight.

Where are the anti-advertising perversions? Educational institutions, instead of turning into centers of aesthetic, business, everyday education, themselves contribute to misinformation of the mass consumer.

Universities, according to their status, should actively cooperate with production and, together with production, carry out systematic, widespread work to educate the consumer's consciousness. Without such creative activity, the future of the domestic clothing and footwear manufacturer looks like the real Russian automobile industry - we will become an annex of Europe, we will lose the creative component, we will lose traditions and national characteristics.

One should strive to sheathe not the whole world, like the Chinese, but one's own, Russian, consumer. He is still able to appreciate the dignity of fellow countrymen, but he must not be left to the mercy of fate.

E. Deming paid special attention to the socio-psychological support of the organization of production. Our current specialists are looking for the keys to success only in technology and statistics.

E. Deming's concepts of "difficulties" and "false starts" are loaded psychologically. The talented economist E. Deming was tempted in the areas adjacent to economic activity - psychological and social. He presented production management in a broad, complex context. Most of today's managers are one-dimensional. Hence the constant failures in

management. To the "difficulties" E. Deming attributed:

— expectation of results from work in the field of quality improvement in the shortest possible time, which is typical for highly specialized training - a surrogate for professionalism. Quality is the state of the essence of the process, product, management. The essence differs from the phenomenon precisely in stability. Quality is not a quantity that can be reduced, and sometimes increased. Quality loses and finds itself in the process. It takes time and, of course, equivalent tasks for training specialists;

— the opinion that mechanization, automation and computerization will help to make a breakthrough in the field of product quality. This opinion is again a defect in the training of a specialist, the limitations of professional culture. The quality of the product, and in a general sense - "boots are clothes for the feet", and in a particular sense - the quality of shoes as a combination of certain properties of boots, is a matter of human creativity. Boots are not harvested on a tree - in the workshop, boots are sewn by specialists according to models developed by related specialists. Only at the beginning of the production chain of a product are we able to detect the presence of a natural phenomenon of nature - the skin of an animal. Technology in any form (outdated, modern, future) was, is and will forever remain a means of labor, created by a person and launched (or not launched) by him into production. Technique allows you to make products of a certain quality, gives stability to the quality of the product - and that's it! We repeat: the quality of a product is created by a specialist, it is a product of his activity. Technology does not create quality. This is where E. Deming's warning follows: do not expect a breakthrough in the field of quality from a technician.

In dialectical logic, there are some wise and simple rules that reflect the actual order of things, namely:

firstly, you need to carefully study what was and how it was, so as not to step on the old rake again;

secondly, to thoroughly, comprehensively understand the essence of the matter, its infrastructure and relations, including the analysis of macroeconomic dynamics;

thirdly, the starting point should be the practical expression of the intention, but it is important to interpret the very concept of "practical significance" not in a narrowly pragmatic way;

fourthly, and finally, the last thing: truth is always concrete and unambiguous.

Quality management began more than a century ago with primitive actions and attention to detail. G. Ford Jr., A. Sloan, F. Taylor and A. Foyle - different people were united by a common attitude to the details of production. They, like everyone else, naturally

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recognized them, however, unlike everyone else, they did not treat them with disdain. Spontaneously, they understood that the essential is not born on its own, it is born in the non-essential, the big grows out of the small, the necessary arises at the crossroads of the accidental. Quality cannot be carved out of quantity, but in order to obtain the desired quality, the required quantity is needed. Quantity makes up a measure - "qualitative quantity".

In the presence of "qualitative quantity", i.e. measures, we can already do the appropriate quality. The Bible states, "In the beginning was the word, and that word was with God, and that word was God." In the theory of quality, the beginning seems different: "In the beginning, quantity is required: funds, specialists, ideas, etc." Therefore, the campaign for quality began with Ford with economy, with Taylor and Foyle - with the level of organization. And the main problem already at that time, perhaps not yet so obvious, was the "scissors" in terms of quality and quantity.

Let us clarify: the economic effect does not manifest itself in an abstract, pure quantity, although it is potentially included in it, but in a realized quantity similar to demand.

Taken abstractly, demand is more of a psychological category and less of an economic one. In the economic aspect, demand acquires the value of a factor when it is provided either by the purchasing power or by the settlement power that allows obtaining credit.

The manufacturer is obliged to strive not to create quality. Its goal is production efficiency. The quality of everything for everything is a means of achieving efficiency, a lure, a nozzle in the understanding of a fisherman. You can get a modern quality product and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept it.

Quality in an economic application is a concept that is correlated with efficiency and does not coincide with it, as many people think. Quality management, including the development of technical standards, regulation with their help, involves modeling the filtering of ideas, plans through the "gateway" of quality goods to the market. It will open or slightly open the market for innovations to the full extent of access to mass demand.

K. Ishikawa came up with a "circle of quality" and proposed "cause-effect" diagrams. The idea of the Japanese specialist is extremely simple: it is necessary to involve the entire staff of the enterprise in quality management. The totality of participation is the key to the quality of production. The concept of K. Ishikawa was embodied in the history of Toyota. B.S. Aleshin argued that "it was at this phase of quality assurance that quality management in its modern sense took shape."

K. Ishikawa, thanks to the involvement in the process of creating high-quality products of all those employed in production, managed to remove "the contradiction between improving the quality and increasing the efficiency of production in its former forms." In almost all countries with a high average income of the population, the consumer began to receive high quality goods and services at an affordable price, bringing a number of European countries, Canada, the USA, and some Arab states closer to the "consumer society". The "miracle" born in Japan, like all previous miracles of the economy, turned out to be short-lived, which once again confirmed the position of skeptics: "Miracles do not happen! There are ups and downs."

Every "miracle" is a success acquired by a specific historical situation and flourishing within the boundaries of its time. The features of historical time contribute to the birth of "miracles", they also determine the miraculous limits.

Let us turn again to B.S. Alyoshin: "The concept of standardized quality, according to which a quality product is understood as a product, the requirements for which are defined and fixed in the standards by the manufacturer, and the consumer has the right to either buy the proposed product or reject it, has led to an aggravation of the contradiction between quality and efficiency in a new form, with an error in determining the needs of consumers when products that are suitable, from the point of view of manufacturers, enter the market, the costs are extremely high.

The quality of activity is the final criterion of its individual, collective and national status. It is in quality that the energy of creation is accumulated. The quality of activity shows how much we penetrated into the essence of things, learned how to manage things, change their properties, form, forcing them to serve a person without significant damage to nature. Quality allows you to see the person himself from new angles, to pay tribute to his talent, will, and professionalism.

The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer and wealth is distributed unevenly. Finance, as before, is concentrated in certain regions, however, in the same way as the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The consumer has realized the need to pay for the advantage of quality services and products. It is the turn of the manufacturer, who must overcome "greed" and "mortal sin" in order to destroy greed. The most prominent economists unambiguously declare that the improvement in the quality of goods is not connected causally with an increase in prices. Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and

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management of production. Production must improve, but not become more costly. Thus, the criteria for the priority of goods has the right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and sought-after wish for finding your consumer. An analysis of the results of a survey of respondents on the impact of the "Priority of goods" criterion confirmed the importance of rehabilitating this criterion in marketing activities to create a sustainable demand not only for light industry products, but also for all consumer goods.

Conclusion

Having agreed that today manufacturers do not produce what they can, but mainly what is especially

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

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