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PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

### International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 07 Volume: 123

Published: 05.07.2023 <http://T-Science.org>

Issue

Article



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## ABOUT MARKET SEGMENTATION AS AN EFFECTIVE PROCESS OF ITS DIVISION INTO PRIORITY GROUPS OF CONSUMERS TAKING INTO ACCOUNT THEIR INTERESTS

**Abstract:** In the article, the authors recommend that the market reconsider the concept of forming it with demanded and priority goods, taking into account their competitiveness. Such a concept will fully comply with the desire of the consumer to satisfy his desire and the desire to make a purchase, taking into account his social status, providing manufacturers with the full sale of their products and guaranteeing enterprises sustainable TEP of their activities.

**Key words:** professionalism, charisma, leader, quality, competitiveness, priority, demand, market, profit, buyer, manufacturer, financial stability, sustainable TEP.

**Language:** English

**Citation:** Blagorodov, A. A., Prokhorov, V. T., Vilisova, M. L., & Volkova, G. Yu. (2023). About market segmentation as an effective process of its division into priority groups of consumers taking into account their interests. *ISJ Theoretical & Applied Science*, 07 (123), 46-51.

**Soi:** <http://s-o-i.org/1.1/TAS-07-123-7> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.07.123.7>

**Scopus ASCC:** 2000.

### Introduction

UDC685.17:319.54.

Understanding the causes of the emergence of creative abilities has always worried the thinking part of humanity. The theological approach provides the simplest and most reliable way to explain the apparent differences between people. If one person can do what another cannot, then the nature of the abilities is predetermined by divine providence, this is a special

gift or just a miracle. This explanation for the special gifts of humans has been around for thousands of years. For all its mythology, this vague explanation emphasizes the uniqueness of the appearance of each bright personality. Despite the indisputable fact of the uniqueness of geniuses, humanity has rarely thought about the nature of unusual abilities. Too short life and the traditional recognition of genius only after death destroyed the very essence of the problem. The results of numerous philosophical and psychological

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discussions on this subject have proved equally meaningless and fruitless. For most philosophers, they come down to a logical but speculative explanation of the futility of one's own pastime. Only towards the end of the XVIII century, the first natural scientists appeared who tried to find something more material in the problem than belief in miracles or verbal manipulations. The founder of the scientific direction in the study of human abilities was Franz Josef Gall. F. I. Gall was the first to try to prove that all mental functions of a person are due to the brain. At that time, it was considered quite reasonable to localize some properties of the human psyche in the spine or gastrointestinal tract. Leading experts in the field of "mental activity" had no doubt that the passions and moral qualities of a person are localized exclusively in the heart. Against this background, the assertion that "not only mental, but also all moral properties of a person depend on the structure of his brain" was simply revolutionary. F. I. Gall sought to connect individual parts of the brain with the complex human psyche. This was a fundamental step in the study of human individuality, drawing public attention to the search for the material foundations of the giftedness and uniqueness of each individual. In fact, F. I. Gall was the first to formulate the doctrine of the localization of functions and tried to determine the nature of a person's individual abilities. To do this, he proposed to determine the inclinations of character and giftedness by tubercles on the surface of the skull. This idea of a proportional protrusion of brain regions and the surface of the skull made his work the subject of anecdotes. The scandalousness of phrenology became a source of trouble, and the real merits of F. I. Gall were completely forgotten. At the beginning of the 19th century, the point of view of M. Flourens won. The French physiologist believed that the human cerebral cortex has no functional specialization. Denying the localization of functions, he asserted the equality of all parts of the cerebral cortex and the potential equality of abilities. These ideas became the scientific basis for the flourishing of utopian social theories of the structure of society. Gascon thinkers, in an enthusiastic delirium, imagined the future of mankind as the life of a blissful herd, in which everyone experiences bouts of happiness and tenderness from the universal harmony of the world. Since the humanists believed that the human brain is of the same type, the main hopes were placed on the pedagogical system of education. The logic was primitive and public. It boils down to the phrase: "If the brain of all people is the same, then the abilities and inclinations are determined by education." Therefore, by creating the "right" conditions for the formation of a "conscious" personality, any "ideal" type of person can be formed. As soon as the idea took possession of the next dreamer, a fresh utopian theory of the development of mankind was born. The extremism of K. Marx and his followers was that they

decided to create such a system of education by force - through revolution. M. Flourens believed that a person's inclinations and abilities are formed by upbringing, and behavior is determined by his environment. It seemed that it was enough to create a state that would sacrifice one or two generations for the sake of an ideal third, and the problem would be solved. The unsuccessful social experiments of the 20th century, built on false scientific conclusions, did not teach anyone anything. From the middle of the 19th century, a new historical cycle of the study of genius began, in which self-contemplation and natural philosophy gave way to attempts to understand the nature of the phenomenon. The result was not long in coming in the form of C. Lombroso's book *Genius and Madness*. In this and other works, C. Lombroso, 100 years later, raised the problem of the individuality of the human brain. He, like F. I. Gall, sought and found structural relationships between the character, inclinations and talents of people. C. Lombroso remained in history as the founder of criminal anthropology, and his statements about the nature of talent were forgotten. The most rational conclusions and reasonable assumptions about the nature of human individuality C. Lombroso shared the fate of the works of F. I. Gall. His ideas were hushed up, ignored, or simply ridiculed. These researchers are united by their approach to the problem of individual characteristics. C. Lombroso and F.I. Gall at different times and from different positions proposed a search for the structural foundations of genius. This meant that morphological objective criteria for assessing the potential abilities of a particular person could be found during his lifetime. It is quite understandable that in any country of the world, such studies caused active opposition to the authorities and panic among the "chosen society". Every minion of fate was afraid that signs of a criminal, a pervert or an idiot could be found on his skull or in the structure of his ears. Unfortunately, these fears are not unfounded to this day. Suffice it to mention the work of C. Lombroso "Anarchists", which was banned in the USSR. The thing is, that the phenotypic signs of degeneration and criminal inclinations described in it could best be illustrated by the example of the composition of the Soviet government headed by V. I. Lenin. For these reasons, the development of objective methods for assessing individual abilities has been and will be extremely difficult. When studying the nature of giftedness at the turn of the 19th and 20th centuries, it became popular to rely primarily on the behavioral aspects of bright and talented representatives of mankind. At this time, psychological theories of both normal and pathological states of the human brain flourished. Suffice it to mention Z. Freud, who managed to turn his sexual preoccupation and innate neuroticism into a reproductive theory of psychoanalysis. Careful observation of geniuses has provided extensive material for comparative psychology. The funny

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content and naive conclusions of researchers of the behavior of gifted people make modern readers smile and, in fact, add nothing to our understanding of genius. The undoubted achievement of more than a hundred years of research into geniuses can be considered the complete failure of the application of psychological methods. Philosophy and psychology turned out to be useless in unraveling the nature of giftedness, which is genetically determined. Some sanity in the study of the brain was introduced by the discovery of the electrical activity of neurons and the possibility of direct stimulation of the human brain. At first it seemed that we only need to implant electrodes into the brain of a genius, as we understand the nature of thinking and creativity. Unfortunately, nothing happened either with intracellular potentials, or with "genius cells", "giftedness genes", special X-rays, "biological fields of the brain", "mental matrices", "oscillatory information signals" and other mythical phenomena. Constant hoaxes of this kind are fueling an unhealthy interest in a problem that has long required a clear solution. Unfortunately, there are no supernatural powers in the brains of gifted people. The brain of a genius is very close to the brain of the most ordinary man in the street, but has a small set of rare qualities. These special properties are well known and partly can be determined even during a person's lifetime. However, neither develop nor educate them in any way. This is the most terrible given that we receive from parents. We can only use the available possibilities of the brain and try to realize them. At the same time, even with the most outstanding abilities and ideal conditions for their realization, the chances of becoming a genius are very small.

### The main part

Economics arose and developed in the context of politics, as did political economy. Today, economists in politics are guided not by political economy, but by economics in politics. Instead of investing in the development of production, they hide money in foreign banks, reduce funding for education and self-education, increase the number of the poor, do not index pensions, refuse to help peasants, etc. The "Manilov" nineties were replaced by the "buns" of the tenth twenty first century.

The prolonged recession in the Russian economy has two explanations. Firstly, people have lost the ability to work well, squandered "human capital", and secondly, the helplessness of managers. The media assures that politicians know their business, keep events under control, take the necessary measures and promise changes for the better in the near future. Therefore, the reason is the poor work of the performers and the unfavorable world conjuncture.

How naive do you have to be to count on the sincerity, disinterestedness and sympathy of competitors when planning your economic policy? The President of the Russian Federation has long

stated that our Western partners do not want the strengthening of Russia, they need an obedient Russia, like the Baltic republics that were previously part of the USSR. I didn't want to upset the politicians responsible for the economy, but, following Aristotle, we are forced to state: "Friends in the East also think" - in the sense of "Plato is my friend, but the truth is dearer." They will help us to the extent that they will benefit from such help.

It is time to understand that all economic and political unions in the modern world space are an attempt to achieve national gain in the environment of transnational relations, i.e. partners can be counted on as long as they benefit from this cooperation. From which the conclusion follows - we must face our own economy. Only in this way, albeit with great tension, will it be possible to solve your problems. For example, there are no such objective reasons that would justify the decline in production in light industry over a quarter of a century.

The reformers of the 1990s were least concerned about the fate of the Fatherland and domestic industrial identity. They built a business on the ease of maximizing profits and placed walruses far from their ancestral land. Light industry has traditionally been a difficult problem to manage. Leaders must be patriots first of all, otherwise light industry cannot be raised. It is also necessary to understand the national significance of "long money". Compensation for difficulties will be the stability of demand.

Today our country needs a new socio-economic program - a model of the country's development in the current geopolitical reality. Today, the key issue of the socio-economic development of Russia in the new reality is how to ensure sustainable development, which implies an increase in the level and quality of life of the population, in the conditions of changed relations with the outside world. First of all, it is necessary to identify weaknesses and present a vision of development in specific areas. One of the main goals is to determine how sovereignty will be achieved in various areas: medicine, IT, industry, etc. But economic and technological independence is not the "cornerstone" of the socio-economic program. The issue of sovereignty is important, but it is only touched upon in those areas where it makes sense to achieve it.

In the near future, answers must be found to many questions regarding future priorities, the revision of development goals for the medium and long term, as well as the choice of economic policy. Almost all areas of socio-economic development are subject to revision, in particular, industrial policy, energy development issues, foreign economic policy, and environmental policy. The most difficult task is the scientific and technological development of Russia under the restrictions imposed. Sanctions barriers and prohibitions have radically changed the existing order. No country in the world can ever again

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be trusted to supply important products from abroad. This means that it is necessary to build technological sovereignty in a short time.

A return to the old relations with Western countries is apparently impossible, which means that there will be a restructuring of trade and logistics chains and serious changes in the financial sphere. The key task of the new strategy for the socio-economic development of Russia should be a focus on the development of competencies in mechanical engineering, metalworking, food and light industry. Obviously, it is impossible to replace the entire range of imports, but it is necessary to ensure the predominance of domestic producers in the domestic market.

Now, as part of a series of strategic sessions with key industry departments, the government is working to identify key risks, as well as to determine priority goals and objectives for the development of specific industries in the new reality, taking into account the nuances of structural adjustment. As part of the strategic sessions prepared by the departments, all the details of economic policy in various areas are analyzed. It is possible that as a result of such work, adjustments will be made to national projects, as well as various strategic planning documents. Changes may affect, among other things, various target indicators. The current situation imposes significant restrictions on the functioning and development of the economy. The challenges are varied and large-scale, the government needs to perform its current functions, but at the same time and quickly respond to ongoing changes that are difficult to predict in conditions of extremely high uncertainty. From scientists and practitioners, our society today expects evidence-based approaches to solving topical issues of Russia's socio-economic development.

When the desire for a total organization of quality control came into conflict with the general goal of increasing production efficiency and it became clear that the conflict could not be resolved in the previous way, W. Schuchert, who worked in the technical control department of the American company Western Electric, proposed replacing the emphasis on quality management with organization of the dynamics of the production process. The innovation of V. Schuchert was that he looked at production and product quality as a movement and in this context understood the main thing under the movement, namely:

first, achieving sustainability;

secondly, the inevitability of deviation from the direction of movement.

Failure to take measures to solve problems related to the development of science and the effectiveness of scientific support for the industry will inevitably lead to the emergence of possible risks of an economic and social nature in its work. Deprived of the influx of new technologies, the industry will no longer be able to

compete with foreign firms, which will affect the ability of Russian producers to maintain their positions in the domestic market and conquer new segments in foreign markets. The technological backwardness of the industry in the foreseeable future may become an irreversible process, which will increase the strategic and economic danger of Russia.

The manufacturer is currently not interested in producing a quality product, the costs are high, the cost of products will increase, the real price will be significantly increased by the intermediary and the seller. As a result, the market for such a product will not "digest" and the manufacturer will be struck by the deadly disease No. 1 according to E. Deming. On a limited scale, obviously scanty for Russia, quality things are guaranteed to be made, manufactured, but this practice has nothing to do with the situation in production, it is exclusive.

Everyone wants to have quality products and always. Only - this is an abstract desire. It exists like a dream, a fairy tale. Only as abstract desires acquire the status of concreteness of real possibilities will favorable conditions arise for the priority of "good taste", and the buyer will look for a quality product, and not look with envy into the basket of a rich but obvious minority. There are also Higgs fields in the producer-buyer relationship. In nature, passing through them, particles are endowed with mass and turn from energy particles into "real" particles. In the market of goods, the product passes through the fields of sellers of various ranks and acquires an unrealistic price, which is advertised as real, corresponding to the quality. Until the domestic market is brought to a normal market state, which will have to wait a very long time, there will be no interest in the production of a quality product. It is quite acceptable to believe that among Russian manufacturers there are many honest entrepreneurs who have a sincere desire to feed, clothe and put on their fellow citizens in the best possible way. Who will let them do it. The market rejects them as "violators of the convention."

Of course, there is a certain niche in our market, it is used by the most respectable part of the middle class. The niche is insignificant due to the skinny social stratum and its instability in the context of the volatility of economic development. Nevertheless, this sector exists, and under its requests, manufacturers of quality products, for example, sausages at 1,500 rubles per kilogram, shoes for 5,000 or more, suits from 15,000, also exist. But what does this market exclusivity have to do with the characterization of our economy as a whole? Unless, it serves as an exception to the rule, which only confirms them. The problem of the status of a manufacturer of quality goods - a national scale and the potential of individual, relatively prosperous stratos, relates to it like the fate of passengers escaping in a boat after what a storm did to their large ship.

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We didn't say everything about our market, but we singled out the main thing. We have power in the market with intermediaries and speculators, often appearing in one person. Corrupt officials are connected with them. Therefore, the proportions shown on the right side of the diagram look different in our market. Especially in terms of the cost of goods sold. This part of the Klondike is for everyone who feeds on the market, and a headache for real workers. Just like that, no one has yet refused their advantages. Without market regulation, no good intentions will find a quality road to the buyer, because it is known where such a road leads.

### Conclusion

Thus, the regions on whose territory the territories of advanced socio-economic development, including footwear, are organized, become leaders in economic development, determine the competitiveness of the economy of these regions, and provide social protection for the population of these regions. Whoever can find geniuses will rule the world. This obvious formula is based on all previous human experience. Individual savvy individuals created world religions, destroyed and formed gigantic empires, designed the world and changed it forever. Finding such capable people and using them for government, military, scientific, aesthetic and social purposes is an invaluable opportunity. However, there is one small problem. It is impossible to identify, search for and select geniuses with the help of mediocrity. The inhabitant will always instinctively try on his limited understanding of the structure of the world for the talent of the future and successfully select not geniuses, but the most adapted inhabitants. It is for this reason that all tests of human intelligence give high scores when testing mediocrities. The layman instinctively chooses the layman, and a genius is generally not fit for such work. In the previous chapter, we considered the problems of mutual understanding of geniuses and the rarity of their simultaneous appearance in the same field of activity. Therefore, the search for genius by genius is impossible due to the rarity of these unique personalities and their gigantic individual differences. It is impossible to use ordinary people for these purposes, since they do not and cannot have objective selection criteria. And vice versa, the instinctive behavior of mediocrity guarantees a negative reaction to any potential talent. The only way is to develop objective, independent testing methods to analyze the individual organization of the human brain. To solve this problem, no psychological tests and assessments of abilities are suitable, as should be clear from the previous text of the book. It is necessary to find a method for intravital analysis of the cytoarchitectonic structure of the brain of each individual person. Having found such a method, it will be possible to conduct a detailed analysis and identify those

structural features that predetermine the most pronounced abilities of a person. By identifying potential abilities, it will be possible to unequivocally redirect a person's professional training. Only in the area of activity which will correspond to the peculiarities of the individual organization of his brain, he will achieve maximum success and give the greatest result. By finding a method for in vivo assessment of the structural predisposition of the organization of the brain of a brilliant personality, many of the most difficult problems can be solved. One brilliant economist with little money can do more damage to any economy than the most destructive and bloody war. The same talent for recreating the country will be more useful than any experienced but mediocre consultants. In the field of invention, the creation of new technology, in intelligence, politics and fundamental science, geniuses will give any state undeniable advantages. It remains to solve one simple question - how to find them? There are endless attempts Using functional tomography or positron emission analysis of the binding of brain metabolites, determine the functional fields of the human brain and associate them with specific individual properties of the brain. This cannot yet be done, since the methods are not based on the analysis of neuron activity, but on the identification of the characteristics of the individual blood circulation of the brain. The speed of blood flow in the brain is very important, but the dynamics of its changes has a very indirect relation to individual cytoarchitectonics and localization of functions. For the same reason, attempts to introduce the main brain metabolites labeled with short-lived isotopes do not bring results in the study of the localization of functions and are useless for the development of intravital methods for assessing individual abilities. In accordance with the individual blood flow, the binding of metabolites during the olfactory load occurs in the visual areas, and in the solution of associative tasks - in the motor centers. With such accuracy of the method, it is impossible to try to solve the problems of cytoarchitectonic or functional localization. Therefore, to implement such a cerebral sorting project, it is necessary to organize two parallel processes. On the one hand, it is necessary to develop full-fledged studies of the brain of gifted people of various specialties, both during life and after death. On the other hand, to direct maximum efforts to the development of physical tools for cytoarchitectonic analysis of the brain of a living person. To see the cytoarchitectonic picture of the brain of a living person, a tomograph with a spatial resolution of 0.5  $\mu\text{m}$  is required. Such a device will make it possible to determine the shape of a neocortical nerve cell and, during life, to calculate the size of cytoarchitectonic fields and subcortical structures of the human brain. The processes listed above have begun.

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