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Artur Alexandrovich Blagorodov

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
blaghorodov@list.ru

Dmitri Olegovich Bordukh

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
bordukh95@bk.ru

Angelina Vladimirovna Kopylova

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
angelinakopylova22121999@mail.ru

Vladimir Timofeevich Prokhorov

ISOP (f) DGTU
Doctor of technical sciences, professor,
professor of the department "Designing, technology and
design", Shakhty
prohorov@sssu.ru

Igor Mikhailovich Maltsev

Institute of Entrepreneurship and Service sector (branch)
DSTU
associate Professor, Ph. D.-m н., g. Shakhty

Natalia Vassilievna Tikhonova

Kazan national research technological University
Doctor of technical sciences, professor
Kazan, Republic of Tatarstan

EFFICIENCY CRITERIA, DESIGNED TO PRODUCE AN ADEQUATE RESPONSE TO A REASONABLE ASSESSMENT OF MANUFACTURING QUALITY ASSORTMENT OF CHILDREN'S FOOTWEAR

Abstract: The article presents the results of the survey of students, teachers and specialists - graduates who are now working at the enterprises of light industry SFD and North Caucasus Federal District regions, on the criteria for assessing the competitiveness of enterprises of light industry in the manufacture of products of light industry. In addition, the authors analyze the causes that trigger the production of products of light industry, not demanded by consumers because of its poor quality, due to its non-compliance with state standards and technical regulations. To import has all the prerequisites taken by customs barriers and entered sanctions, the main ways of development of competitive and marketable products, which are possible only if managers are professionally trained and politically responsible for the results of its operations, formulated the theoretical basis of the evaluation of the effectiveness of innovative technological solutions for the production of import of children's shoes at the enterprises of the Southern

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Federal District and the North Caucasian Federal District regions. Representation of the correlation of the range of products and innovative solutions adopted for the production of these products.

Key words: software, questionnaire, assessment of the validity, relevance, respondents, expertise, product range, children's shoes, coefficient of concordance, the reliability criteria, import substitution, innovative technological solutions, assortment, competitiveness, demand, comfort, product range of children's shoes.

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Introduction

The absence in the Southern Federal District and the North Caucasian Federal District shoe enterprises and filling markets with domestic products not only provokes a deficit, but significantly impairs social status living in these regions, as for most people it was the only source of income, as these enterprises are town-forming and provides all the infrastructure of life population, causing not only employment, which in itself is very important, but also ensures the supply to these regions means to resolve all their social problems [1-2].

Hope regional and federal branches of the fact that everything can be solved at the expense of the ruthless exploitation of natural resources, which is not only criminal but also a road to nowhere. And talk about what our domestic products are not in demand - are groundless.

Out of this situation - well-developed product range and assortment overall policy framework of the unity of all branches of government, namely: municipal, regional and federal, in alliance with manufacturers to offer consumers their regions are not only in demand and competitive products, but most importantly - economically justifiable and ensuring sustainable businesses receive TEP, providing them a warning from bankruptcy and guaranteeing stability [3].

Main part.

Respondents were offered the questionnaire with the criteria of competitiveness assessment and the demand for children's shoes. The respondents were the children themselves, their parents, occasional buyers of children's shoes and footwear manufacturers for children (Tables 1 - 4).

Table 1 Criteria for assessing the competitiveness of and demand for the eyes of children's shoes of the child

number	The list of factors to evaluate the competitive capacity of enterprises SFD and North Caucasus Federal District regions	Rank
one	Form forefoot	
2	Quality children's shoes	
3	The flexibility of children's shoes	
four	Price of children's shoes	
five	comfort	
6	The level of service of parents and children in shops and malls	
7	Colour	
eight	The warranty period for children's shoes	
9	The height of the heel portion elation -up to 40 mm	
ten	Elation heel height of the shoe 40 mm -svyshe	
eleven	Weight	
12	Maintainability children's shoes its expediency	
13	Materials for the bottom of shoes	
14	Materials for uppers	
15	Point of sale of footwear for children -Interior store or shopping center	
sixteen	What types of children's shoes are preferred: Winter	
17	autumn	
18	spring	
nineteen	summer	
20	Durability fastening shoe bottom	
21	Variety assortment of shoes for children in shops and malls	
22	Compliance towards fashion	

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Table 2 - Criteria for assessing the competitiveness of and demand for children's shoes eyes of ordinary buyers

number	The list of factors to evaluate the competitive capacity of enterprises SFD and North Caucasus Federal District regions	Rank
one	Weight	
2	Colour	
3	Quality children's shoes	
four	Functionality of children's shoes	
five	Characterization of materials for shoe uppers	
6	Compliance towards fashion	
7	Price	
eight	Characterization of materials for the bottom of shoes	
9	comfort	
ten	Elation heel height of the shoe - 40 mm	
eleven	Elation heel height of the shoe 40 mm -svyshe	
12	repairability	
13	The warranty period for children's shoes	
14	What types of children's shoes are preferred: Winter	
15	autumn	
sixteen	spring	
17	summer	
18	Durability fastening shoe bottom	

Table 3 - Criteria for assessing the competitiveness of and demand for the eyes of children's shoes companies footwear manufacturers SFD and North Caucasus Federal District regions

number	The list of factors to evaluate the competitive capacity of enterprises SFD and North Caucasus Federal District regions	Rank
one	Weight	
2	Colour	
3	Quality children's shoes	
four	Functionality of children's shoes	
five	Characterization of materials for shoe uppers	
6	Compliance towards fashion	
7	Price	
eight	Characterization of materials for the bottom of shoes	
9	comfort	
ten	Elation heel height of the shoe - 40 mm	
eleven	Elation heel height of the shoe 40 mm -svyshe	
12	repairability	
13	The warranty period for children's shoes	

Table 4 - Criteria for assessing the competitiveness of and demand for the eyes of children's shoes parents

number	The list of factors to evaluate the competitive capacity of enterprises SFD and North Caucasus Federal District regions	Rank
one	Weight	
2	Colour	
3	Quality children's shoes	
four	Color fastness applied to the shoe upper material to dry and wet abrasion and exposure to sweat	
five	Flexibility	
6	Durability fastening shoe bottom	
7	Price	
eight	comfort	

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9	The deformation of the toe cap and backdrop	
ten	repairability	
eleven	The warranty period for children's shoes	

Characteristics of respondents the survey results - the children, their parents, ordinary consumers and manufacturers to assess the competitive potential of the Southern Federal District and the North Caucasian Federal District regions are shown in Tables 5-8.

After the 2008 crisis, the world has spent a lot of effort trying to get the economy back the same rapid growth as before. But the assumption that the problems caused by the crisis, at times, erroneous, and we should accept this and understand that the economy in the new " the post-post-crisis world" will work in new ways. About this in his article at Project Syndicate says the founder and president of the World Economic Forum in Davos, Klaus Schwab [].

K. Schwab identifies six characteristics of this new world.

-economic growth it will be slower, but potentially more stable than before the crisis;

- motive force growth will technological changes, and their impact will be more extensive and deeper than, for example, had the industrial revolution and its consequences in the XIX and XX century. "The current industrial revolution hit the economy like a tsunami, almost without warning, and with ruthless force", - K. Schwab warns;

-rate of change will be high due to the relationships, existing in the world today, the changes affect both the economic structure, government, security arrangements and the daily life of the people;

-Each standard should be revised every industry risks being inverted upside down. If you need an illustration, look at Uber, which changed not only the scope of commercial traffic, but also retail in general: "uberizing" goods and services - consumers enjoy, but do not own them;

-The 3D-printing industry will change, because the supply chain will have to disappear or transform. "Gone are the days when the big fish ate the small. Fast fish will dominate the post-crisis world, slow dies", - said K. Schwab;

-economic growth will not push capital and natural resources, and human imagination and innovation.

According to the economist, in spite of the difficulties that would entail new round of technological progress, its total impact will be positive.

The decline in production of children's shoes, like shoes other age and gender groups, linked primarily to the lack of high-quality and affordable hides. Reducing subsidies to agriculture, as well as reducing the number of cattle in farms of Kalmykia, Krasnodar and Stavropol territories and weak base for the processing of hides, in turn, leads to a reduction in

the rate of growth of production and hard chrome-tanned leather.

As a consequence, the domestic market, as the SFD and North Caucasus Federal District and Russia as a whole, began to fill brought from abroad, children's shoes, which, with rare exceptions, does not even have a certificate of quality, and now the children are forced to wear shoes made of artificial leather.

Thus, the restoration of volumes of production of children's shoes is rather urgent task facing the shoemaker, and has great social and economic importance to the Southern Federal District and the North Caucasian Federal District.

For the revival of the production of children's shoes in the Southern and North Caucasus Federal District, in the first place, the necessary organizational and financial support shoe enterprises in the Russian Government, regional and local authorities, in the form of lower VAT, grants a favorable interest rate with a grace period of 3 years, support in providing quality and affordable shoe materials.

Despite the fact that the industry produces children's shoes is undergoing a painful process of restructuring, the elimination of outdated and inefficient capacity, unfair competition from imports, and often simply in the fight against smuggling, today in light industries form a healthy core of several dozen major companies and hundreds of small and medium firms which have found their place in the market, began to produce marketable products.

Strategy of development of light industry up to 2025, the Russian government put in front of the light industry, real, achievable goals, namely []:

- make an inventory and assessment of the technical level of production capacity, which is still preserved. This is necessary in order to prioritize and forecast production update.

- to cancel a three-year import duties and VAT on imported on import technological equipment for textile and light industry, which is not produced in Russia.

- introduce differentiated taxation of fixed assets according to the terms of their operation, thereby stimulate the renewal of their active part.

- exemption from taxation that part of the profit, which is directed to the modernization of production.

- the creation of the country's industry-leasing company, perhaps with the participation of the state capital, in the likeness of "Agropromlizing"

- given that the depreciation of fixed assets of companies have little or no collateral value, to ensure that the federal bodies of executive power and subjects of the Russian Federation acts as a guarantor of realization of the most significant engineering projects.

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Next problem - the creation of conditions for shoe enterprises of fair competition, excluding the huge scale of illegal imports of cheap low-quality products from abroad. This requires an increase in customs duty on imported shoes.

It is impossible not to recognize that prevailing in the footwear industry SFD and North Caucasus Federal District the situation, not least of all - the result of the inability of many executives shoe enterprises SFD and North Caucasus Federal District to quickly adapt to new requirements imposed by the market, to competition arose, and with Russian and foreign manufacturers.

In developing the range of children's shoes need to consider the factors shaping consumer demand: the main line fashion trends, and the economic, social and climatic specifics of regions of the Southern Federal District and the North Caucasian Federal District.

The combination of software competence assessment survey results with respondents representing different layers of the Southern Federal District and the North Caucasian Federal District regions of the population and develop innovative technological processes for the production of the entire product range of footwear using the dimensionless efficiency factor (K_{eff}) form the basis of the producers for making guaranteed solution for justification received solutions in the formation of new industries SFD and North Caucasus Federal District regions in order to fill the markets of these regions import-substituting products with the creation of new jobs, especially in small and medium-sized cities, where there is currently a tense situation with the provision of jobs. This software product allows content producers to federal, regional and municipal branches of government to be confident in making the validity of them taken on the organization of new productions in small and medium-sized cities, turning them into a town-forming and protecting the populations of these cities from the need to migrate in search of a survival of solving many of the social programs of the population of these cities, and keep them from destruction turning some regions of overpopulation due to migration, and others from the destruction that does not contribute to prosperity in general, suitable to the life of the regions. It is only important to make timely decisions and to form such production which is demanded by the population of these cities and in parallel to solve at all levels of government, all social problems of the population in these regions by opening a school, childcare, sports and health centers, to the population of these regions was really comfortable and not to provoke them to migrate here only if it were not too late, as it did with the coal regions of the justification for our conclusions about the effectiveness of the software is due to the positive assessment of the investors and managers of enterprises of light industry, such an opinion was made possible by participation by respondents in

surveys on topical issues, to obtain an objective assessment and recommendations within range policy for the production of peeled Bova and competitive products, including children's demand for which has for many years is not satisfied, and the use of imported products provokes their formation abnormalities, allergies and other chronic diseases, because this product does not meet the requirements of GOST and technical regulations. Thus, there are all prerequisites for the implementation of our proposals for the formation of efficient production with the production of marketable and competitive products, this requires good will of all parties concerned.

Analysis of the results of the survey respondents on the criteria for assessing the competitiveness of and demand for children's shoes are given in Tables 5 - 8 with the participation of children, their parents, consumers and manufacturers, have confirmed the expected result, namely, the fact that the competence of the participants in the survey differ significantly and do not allow one to take the only right decision for themselves the criteria for assessing the competitiveness of and demand for all kinds of shoes for the product range, allows to make a decision about the relevance and competitive capacity of enterprises in the manufacture of footwear for children.

Designed by the authors of the software for the distribution of all the participants in the survey on the extent of their competence on the mentioned process using the concordance coefficient has confirmed its high efficiency for all participants in the survey.

Less expertise have natural children, because they have in completing the questionnaire in the first place, such criteria were defined as the mass of the comfort variety of assortment of shoes in a store, service levels, and not those who warn of the child and the parents of the possible formation of their child pathological foot abnormalities. The results of the survey of parents do not have a high competence of the criteria for assessing the competitiveness of and demand for children's shoes, but they are united by the desire to see in-store quality footwear, in which they put the following understanding: comfort, weight, price and warranty period, although this factor is a rapidly growing child's foot less significant. But maybe this is the voice of the parents in a family where three or more children with no significant difference in age. Surprised by the results of a survey of buyers who consciously choose to shop with children's footwear, and the desire to buy a shoe, which is necessary for their child, it is possible to speak of a conscious choice. Confirmation of our assumptions is the fact that customers - both men and women - were unanimous in saying that the children's shoes should be comfortable, easy and affordable. But on the other hand it confirmed the fact that having a lack of competence and consistency in the evaluation criteria of competitiveness and demand for children's shoes, while they assessed the available in-store product

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range of footwear exclusively with consumer products. And almost no attention to the criteria that would protect their children from the stack formation abnormalities sad doctors - orthopedists in children's institutions is not enough pay attention to outreach to parents, provoking them to a more informed decision about buying shoes to your child, preferring a shoe that all and only all criteria guarantees a child a warning of his foot from the formation of pathological deviations. Were only competent answers to the questionnaire on the criteria for assessing the competitiveness of and demand for children's footwear manufacturing representatives. Their criteria - quality children's shoes, children's shoes

functionality, comfort, weight, material properties for the top and bottom of footwear, confirms their understanding of the importance of compliance with state standards and technical regulations governing the conditions for the execution of which ensures children are not only comfortable conditions of the foot, but also protects it from the formation of pathological abnormalities. The good news is the fact that their competence has a high level of consistency with other experts, as evidenced by the concordance coefficient W value close to unity. That is, the parents have a good reason to buy shoes made from the likes of knowing that their children's foot is not in danger.

Table 5 - Results competency assessment of children who participated in the survey on the assessment competitiveness and demand for children's shoes

Эксперты	Факторы	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
2-й		3	2	1	1	8	9	1	5	1	1	1	1	1	1	4	1	6	1	2	2	1	7		0,661 769
3-й		8	1	2	5	2	1	6	7	1	1	1	1	1	2	3	1	1	1	1	1	4	9		0,668 55
4-й		1	1	2	1	2	6	1	4	5	7	9	1	1	1	3	1	1	7	1	2	8	1		0,555 807
5-й		1	2	1	1	1	3	2	5	6	1	7	1	1	8	1	2	9	2	1	1	4	1		0,496 609
6-й		1	2	1	1	7	1	1	3	1	1	8	1	1	2	4	9	2	2	5	6	1	1		0,733 333
7-й		1	1	1	1	1	9	2	2	8	1	7	1	1	1	2	1	1	6	2	5	3	4		0,417 232
8-й		2	1	9	1	8	3	1	2	4	2	7	1	5	1	2	1	1	1	1	1	6	1		0,471 469
9-й		1	4	1	3	8	1	9	1	2	1	5	1	1	1	1	2	2	2	1	6	2	7		0,597 175
10-й		6	7	1	1	1	1	5	1	1	8	4	9	1	1	2	3	2	1	2	1	1	2		0,381 356
11-й		1	5	4	9	3	1	1	8	1	2	2	1	1	1	1	6	2	1	2	7	1	1		0,674 576
12-й		8	3	9	1	2	2	1	1	1	1	4	1	6	1	2	1	1	2	1	1	5	7		0,551 13
13-й		4	1	9	6	1	1	3	1	1	8	1	2	1	2	5	1	1	2	2	1	7	1		0,595 48
14-й		1	1	1	3	1	2	1	1	2	5	2	1	4	1	1	7	1	6	2	9	1	8		0,564 689
15-й		7	1	3	1	1	1	4	1	9	2	1	1	5	2	2	1	8	1	2	1	6	1		0,431 638
16-й		2	3	5	6	8	4	1	1	7	1	1	1	1	1	2	1	1	1	1	2	2	9		0,707 062
17-й		6	1	7	8	1	1	9	1	2	2	1	1	2	1	3	2	2	1	1	4	1	1		0,779 379
18-й		3	1	2	6	1	1	1	1	1	1	2	2	1	1	4	5	1	1	2	7	8	9		0,560 452
19-й		2	3	6	7	1	1	1	1	1	1	1	2	5	1	1	8	1	9	1	2	2	4		0,599 153
20-й		2	1	8	1	1	7	1	1	1	9	1	1	1	2	5	1	4	1	2	6	2	3		0,723 446
21-й		1	1	2	9	8	1	1	7	5	6	4	1	1	1	1	2	2	1	1	1	2	3		0,613 277
22-й		1	1	1	1	5	1	2	1	6	1	7	8	2	9	4	1	1	1	1	2	3	1		0,504 662
23-й		1	2	3	4	5	6	7	8	9	1	1	1	1	1	1	1	1	1	1	2	2	2		0,753 672

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24-й	9	1	1	1	3	2	1	1	1	1	8	7	1	1	2	4	1	2	1	2	5	6	0,614 124
25-й	2	4	1	1	5	6	2	1	1	1	1	8	1	1	1	7	1	2	9	2	3	1	0,370 339
26-й	3	1	1	1	4	5	1	7	1	1	6	2	1	2	8	1	9	2	1	1	2	1	0,648 305
27-й	7	2	1	8	1	1	6	2	1	1	3	9	1	1	1	5	2	1	1	2	1	4	0,537 288
28-й	8	3	1	9	1	1	6	7	1	1	2	1	1	2	1	4	2	1	1	2	1	5	0,624 576
29-й	4	1	7	1	1	9	2	1	1	2	8	1	6	2	1	2	3	1	1	1	5	1	0,561 299
30-й	1	3	2	1	8	9	7	1	1	1	1	2	1	1	6	1	1	1	5	2	2	4	0,652 825
31-й	1	4	1	1	3	2	7	2	8	1	5	1	6	1	1	1	1	9	2	1	2	1	0,361 582
32-й	9	2	1	1	1	1	1	1	1	2	3	4	1	1	1	1	5	2	7	2	6	8	0,519 774
33-й	1	9	1	1	1	7	6	5	1	1	1	1	1	1	1	8	2	4	2	2	3	2	0,615 537
34-й	1	2	1	1	1	1	1	8	1	1	9	7	1	2	6	3	2	1	2	1	4	5	0,652 26
35-й	4	3	1	5	6	7	1	1	8	1	1	2	1	2	1	9	1	2	2	1	1	1	0,509 605
36-й	2	4	1	1	1	1	1	2	2	5	1	1	6	2	7	8	1	3	9	1	1	1	0,478 814
37-й	1	9	1	1	4	5	1	1	1	1	1	2	1	2	3	1	6	7	8	1	2	2	0,496 61
38-й	1	6	7	5	4	1	1	9	1	1	4	8	2	1	1	4	1	1	1	1	3	2	0,490 667
39-й	2	5	1	1	9	1	1	1	8	7	1	1	6	2	1	2	1	1	4	2	3	1	0,486 723
40-й	1	2	1	1	1	1	6	1	3	3	4	7	5	4	8	9	1	1	1	1	2	1	0,477 671
41-й	1	3	2	4	2	5	6	1	1	1	1	1	7	1	2	8	9	1	1	1	2	1	0,592 09
42-й	1	1	1	1	9	1	1	1	6	7	1	2	1	5	4	2	1	8	2	1	2	3	0,652 26
43-й	1	8	3	6	7	9	1	1	1	4	1	3	1	5	3	3	2	1	2	8	5	5	0,228 348
44-й	1	2	4	1	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4	0,365 285
45-й	1	4	1	5	1	2	3	1	1	2	6	1	1	9	1	1	2	1	1	2	7	8	0,605 367
46-й	4	2	2	7	1	1	1	6	1	1	5	1	1	9	8	1	2	1	1	2	1	3	0,691 243
47-й	3	1	1	8	1	1	2	4	6	1	9	5	1	9	7	1	6	1	1	1	1	1	0,714 306
48-й	7	4	1	5	3	1	8	8	6	1	9	1	2	1	3	2	1	1	1	1	1	1	0,816 846
49-й	6	5	1	6	1	7	1	3	8	1	9	1	2	1	1	1	4	1	1	1	1	1	0,605 739
50-й	1	1	2	1	2	8	9	2	5	7	6	1	1	1	1	1	2	1	1	1	3	4	0,436 441
51-й	1	1	2	1	9	8	2	6	1	7	1	1	1	1	1	2	2	1	1	5	4	3	0,531 921
52-й	3	1	2	1	4	9	8	1	5	1	6	1	1	1	1	1	2	7	1	1	2	2	0,727 966
53-й	1	1	1	1	5	6	2	1	7	1	1	1	1	1	2	4	1	3	8	1	9	1	0,386 376
54-й	8	1	2	2	1	4	1	1	5	2	1	6	1	7	2	9	1	1	1	1	3	1	0,578 531
55-й	7	8	1	1	9	1	1	1	1	1	1	1	1	2	1	1	2	5	4	3	5	6	0,252 898
1-й	5	8	6	2	7	9	1	4	1	1	1	1	1	1	3	1	1	2	1	1	2	1	0,82

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	ПИИЦ (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

Table 6 - Results of evaluation of competence of buyers surveyed by competitiveness assessment and demand for children's shoes

		АНАЛИЗ																				Исключить		СТАРТ		Wi	
Эксперты	Факторы	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20						
		1	13	11	9	1	2	6	3	5	7	4	1	1	8	1	1	1	1	1	1			0,620 227			
2	4	18	5	1	1	1	3	1	2	1	1	1	1	8	7	9	1	6				0,680 083					
3	3	2	4	9	1	1	5	6	8	1	1	1	7	1	1	1	1	1	1			0,724 458					
4	8	13	4	3	9	1	1	1	2	5	1	6	7	1	1	1	1	1	1			0,640 867					
5	4	3	5	7	2	1	6	1	8	9	1	1	1	1	1	1	1	1	1			0,723 426					
6	5	13	1	3	4	2	1	1	6	7	1	9	8	1	1	1	1	1	1			0,652 219					
7	1	9	4	3	8	1	5	6	2	1	1	1	1	1	1	1	1	1	7			0,734 778					
8	11	12	3	2	9	1	4	5	1	1	1	6	7	1	1	1	1	1	8			0,631 579					
9	18	17	1	2	5	3	4	6	7	1	1	8	1	1	1	1	1	1	9			0,622 291					
10	4	3	1	5	7	1	2	8	9	1	1	1	1	1	1	1	1	6	1			0,669 763					
11	11	4	3	1	1	1	2	1	9	8	1	1	1	1	6	5	7	1	8			0,676 987					
12	5	11	1	4	9	1	3	7	2	1	1	6	1	8	1	1	1	1	1			0,780 186					
13	2	4	1	5	7	3	8	1	6	1	9	1	1	1	1	1	1	1	1			0,763 674					
14	6	9	8	2	3	5	7	1	4	1	1	1	1	1	1	1	1	1	1			0,658 411					
15	3	2	4	5	7	9	1	1	1	6	1	1	1	8	1	1	1	1	1			0,598 555					
16	4	11	3	1	1	1	9	1	2	1	5	1	1	7	6	1	1	8				0,840 041					
17	5	13	1	6	1	2	3	1	4	1	9	1	1	1	7	1	1	8				0,822 497					
18	6	7	8	1	1	5	2	1	1	1	4	1	1	9	3	1	1	1				0,912 281					
19	10	9	5	4	8	1	7	1	3	1	6	1	1	1	2	1	1	1				0,895 769					
20	15	14	6	5	3	1	7	4	2	8	1	1	1	1	9	1	1	1				0,830 753					
21	10	15	1	2	5	6	8	1	3	4	1	1	1	1	9	7	1	1				0,805 986					
22	7	12	2	6	4	1	1	5	3	1	8	1	1	1	9	1	1	1				0,835 913					
23	7	10	2	6	4	3	9	5	1	1	1	1	1	1	1	1	1	8				0,819 401					
24	7	9	6	8	1	1	2	1	3	1	1	1	1	5	4	1	1	1				0,995 872					
25	5	13	6	1	4	2	1	1	3	1	1	1	1	8	1	1	9	7				0,810 113					
26	5	3	4	1	1	1	2	1	6	1	7	1	1	1	8	9	1	1				0,888 545					
27	8	16	2	3	5	7	1	6	4	1	1	9	1	1	1	1	1	1				0,791 538					

Impact Factor:

ISRA (India) = 3.117 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 0.829 **PIHH (Russia) = 0.156** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 8.716** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 5.667** **OAJI (USA) = 0.350**

28		13	6	1	5	1	2	3	1	4	1	1	7	1	9	8	1	1	1			0,810 113
29		8	1	1	5	9	3	2	7	4	1	1	6	1	1	1	1	1	1			0,742 002
30		5	1	2	1	9	3	4	1	1	1	8	1	1	7	6	1	1	1			0,958 72
31		6	9	8	2	3	5	7	1	4	1	1	1	1	1	1	1	1	1			0,658 411
32		2	4	1	5	7	3	8	1	6	1	9	1	1	1	1	1	1	1			0,763 674
33		11	4	3	1	1	1	2	1	9	8	1	1	1	1	6	5	7	1			0,676 987
34		18	1	1	2	5	3	4	6	7	1	1	8	1	1	1	1	1	9			0,622 291
35		1	9	4	3	8	1	5	6	2	1	1	1	1	1	1	1	1	7			0,734 778
36		4	3	5	7	2	1	6	1	8	9	1	1	1	1	1	1	1	1			0,723 426
37		8	1	4	3	9	1	1	1	2	5	1	6	7	1	1	1	1	1			0,640 867
38		13	1	9	1	2	6	3	5	7	4	1	1	8	1	1	1	1	1			0,620 227
39		4	1	5	1	1	1	3	1	2	1	1	1	1	8	7	9	1	6			0,680 083
40		5	1	2	1	9	3	4	1	1	1	8	1	1	7	6	1	1	1			0,958 72
41		13	6	1	5	1	2	3	1	4	1	7	1	9	8	1	1	1	1			0,813 209
42		8	1	2	3	5	7	1	6	4	1	1	9	1	1	1	1	1	1			0,791 538
43		5	3	4	1	1	1	2	1	6	1	7	1	1	1	8	9	1	1			0,888 545
44		5	1	6	1	4	2	1	1	3	1	1	1	1	8	1	1	9	7			0,810 113
45		7	9	6	8	1	1	2	1	3	1	1	1	1	5	4	1	1	1			0,995 872
46		7	1	2	6	4	3	9	5	1	1	1	1	1	1	1	1	1	8			0,819 401
47		7	1	2	6	4	1	1	5	3	1	8	1	1	1	9	1	1	1			0,835 913
48		10	1	1	2	5	6	8	1	3	4	1	1	1	9	7	1	1	1			0,805 986
49		15	1	6	5	3	1	7	4	2	8	1	1	1	1	9	1	1	1			0,830 753
50		10	9	5	4	8	1	7	1	3	1	6	1	1	1	2	1	1	1			0,895 769
51		6	7	8	1	1	5	2	1	1	1	4	1	1	9	3	1	1	1			0,912 281
52		5	1	1	6	1	2	3	1	4	1	9	1	1	1	7	1	1	8			0,822 497
53		4	1	3	1	1	1	9	1	2	1	5	1	1	7	6	1	1	8			0,840 041
54		7	9	6	8	1	3	2	1	1	1	1	1	1	5	4	1	1	1			0,996

Table 7 – Results of assessment of competence of manufacturers who participated in the survey to assess the competitiveness and demand for children's shoes

Impact Factor:

ISRA (India) = 3.117 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 0.829 **РИИЦ (Russia) = 0.156** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 8.716** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 5.667** **OAJI (USA) = 0.350**

Эксперты	Факторы	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	W _i
		1	9	7	1	4	8	6	2	1	0	3	1	1	5	1						
2	1	3	5	2	8	7	4	9	1	2	6	1	1	1								0,659341
3	2	3	1	5	4	8	9	6	1	0	7	1	1	1								0,629121
4	9	1	6	7	8	2	1	4	3	5	1	1	1	1								0,733516
5	1	9	1	4	3	2	5	6	7	1	1	8	1	3								0,873626
6	5	6	1	9	1	1	7	8	2	1	1	4	3									0,697802
7	5	1	4	1	1	2	3	1	2	6	9	1	8	7								0,873626
8	2	7	4	5	6	1	9	3	8	1	1	1	1	0								0,714286
9	7	1	2	1	1	6	1	1	3	4	9	8	5									0,549451
10	9	1	5	1	2	4	3	6	7	8	1	1	1	1								0,818681
11	1	1	1	6	7	3	2	8	5	4	9	1	1	1								0,78022
12	5	8	2	4	7	1	1	1	2	1	1	3	9	6								0,631868
13	5	2	1	4	7	1	8	1	2	1	6	9	3	1	0							0,587912
14	1	1	2	4	6	5	3	1	1	7	1	8	9									0,901099
15	5	3	1	2	7	6	4	1	8	1	1	9	1	3								0,865385
16	3	4	1	7	9	8	5	1	2	1	1	1	6									0,766484
17	5	6	1	2	6	8	7	3	4	1	1	1	9									0,832875
18	9	1	2	4	7	5	6	3	1	8	1	1	1	1								0,818681
19	1	1	1	2	5	7	3	6	4	1	1	9	8									0,912088
20	3	8	4	6	1	5	1	7	1	1	9	2	1	1								0,791209
21	9	8	2	7	5	6	1	1	3	1	1	1	4									0,75
22	2	1	1	1	9	6	8	1	7	5	1	3	4									0,258242
23	1	4	1	2	8	9	3	7	5	1	1	1	6									0,791209
24	1	9	1	2	1	3	4	6	5	1	1	7	8									0,906593
25	5	6	1	7	1	1	2	1	3	9	1	4	8									0,821429
26	1	1	5	4	1	3	9	2	7	1	1	8	6									0,684066
27	7	6	5	2	1	8	9	3	4	1	1	1	1	1								0,741758
28	9	1	2	3	6	1	8	7	4	1	1	5	1									0,755495

Impact Factor:

ISRA (India) = 3.117 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 0.829 ПИИЦ (Russia) = 0.156 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 8.716 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 5.667 OAJI (USA) = 0.350

29		8	10	4	5	1	3	9	2	11	12	13	7	6								0,648 352
30		7	10	1	2	8	6	4	9	3	11	13	5	12								0,97

Table 8 - The results of evaluation of competence of parents who participated in the survey on the assessment competitiveness and demand for children's shoes

АНАЛИЗ		Исключить		СТАРТ																				W _i
Эксперты	Факторы	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
1		41	12	37	56	65	61	18	10	91												0,836 364		
2		34	17	86	52	119																0,877 273		
3		34	15	68	72	191																0,859 091		
4		26	17	41	153	93	21	18														0,9		
5		48	15	79	32	116																0,913 636		
6		48	17	65	32	119																0,927 273		
7		35	18	69	24	117																0,9		
8		23	40	58	91	116	7															0,690 909		
9		34	17	26	51	189																0,713 636		
10		28	17	35	64	191																0,863 636		
11		37	16	58	42	191																0,945 455		
12		26	35	79	41	118																0,927 273		
13		46	35	71	121	89																0,940 909		
14		47	36	51	121	89																0,954 545		
15		38	46	57	121	90																0,981 818		
16		25	46	71	31	119	8															0,931 818		
17		59	28	64	131	7																0,9		
18		37	28	49	61	115																0,859 091		
19		65	18	47	32	91	11															0,922 727		
20		37	46	58	21	91	11															0,990 909		
21		13	54	87	91	21	6															0,481 818		
22		91	18	43	52	116	7															0,686 364		
23		42	31	67	58	119																0,745 455		
24		51	14	23	106	79	8															0,6		
25		17	68	59	121	34																0,55		

Impact Factor:

ISRA (India) = 3.117
ISI (Dubai, UAE) = 0.829
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHHI (Russia) = 0.156
ESJI (KZ) = 8.716
SJIF (Morocco) = 5.667

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



Figure 2 The range of winter children's shoes



Figure 3 The range of summer children's shoes

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHII (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350



Figure 6 The range of winter children's shoes

Planning and assortment management - an integral part of marketing. Even a well-designed marketing and advertising plans will not be able to neutralize the consequences of mistakes made earlier in the planning range.

The optimum range of the structure should ensure maximum return on the one hand and sufficient stability of the economic and market indicators (eg sales volume), on the other hand. (Ris.1-6)

Achieving the highest possible profitability is ensured by continuous monitoring of economic indicators and timely decisions on the adjustment range.

The coefficient of efficiency of the process is calculated by the formula:

$$K_{\text{эф}} = K_{\text{ИТ}} \cdot K_3^i \cdot P_s \cdot C \cdot S_{\text{обм}} \cdot Z_{\phi} \cdot T_{\text{б.у.}} \cdot Пр \cdot R \cdot Z_{\text{лр тр.}} \cdot Z_{\text{учл. пер. ед}} \cdot Z_{\text{учл. нос. ед.}} \quad (1)$$

Labor productivity (CBT)

$$K_{\text{ИТ}} = \frac{P}{H_{\text{бвп}}} \quad (2)$$

where P - reference stream pairs;

$H_{\text{бвп}}$ - production rate of the project, par.

Loading workers (Kzi)

$$K_3^i = \frac{Яс\delta^P}{Яс\delta^{\phi}} \quad (3)$$

Where $Яс\delta^P$ - the estimated number of workers, people .;

$Яс\delta^{\phi}$ - the actual number of workers people.

Release shoe on 1 m2 (Ps)

$$P_s = \frac{P}{S_{\text{np}}} \quad (4)$$

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	ПИИЦ (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

19	Расчет оптовой цены (Ц _{оп} =Цена/1,18)				
20	Модель	Цена	Оптовая цена		
21	Зимние сапоги (модель А)	1400,00	1186,44		
22	Осенние ботинки (модель Б)	1360,00	1152,54		
23	Весенние полуботинки	1220,00	1033,90		
24	Летние сандалии (модель Г)	890,00	754,24		
26	Расчет основных показателей				
27					
28	Показатель \ Модель	Зимние сапоги (модель А)	Осенние ботинки (модель Б)	Весенние полуботинки (модель В)	Летние сандалии (модель Г)
29	Прибыль (руб.)	171,59	401,59	250,25	102,47
30	Рентабельность (%)	16,91	53,48	31,93	15,72
31	Затраты на рубль товарной продукции (руб.)	85,54	65,16	75,80	86,41
32	Затраты условно-переменные (руб.)	787,03	557,61	601,64	492,29
33	Затраты условно-постоянные (руб.)	227,82	193,34	182,01	159,48
34	Точка безубыточности (пар)	26954,41	13096,67	19486,94	28331,98
35	Запас финансовой прочности (%)	42,96	67,50	57,89	39,12
36	Выручка от реализации (руб.)	56 066 408,64	46 447 362,00	47 848 892,00	35 099 312,64
37	Валовая выручка (руб.)	8 583 395,54	16 483 643,02	11 940 489,91	5 068 877,96
38	Чистая прибыль(руб.)	6 677 881,73	12 824 274,27	9 289 701,15	3 943 587,05
39	Чистая прибыль предприятия за год по всем моделям (руб.) = 32 735 444,20				
40					
41					

Fig. 7 - Calculation of basic economic indicators ("Cost" sheet).

1	2	3	4	5	6
Капитальные вложения на технологическое оборудование, обеспечивающее выпуск всех моделей					
Наименование оборудования	Количество оборудования, шт.	Мощность электродвигателя, кВт	Установленная мощность, кВт	Цена за единицу оборудования, руб.	Стоимость оборудования, руб.
S 120C	9	1,1	9,9	27300	245700
HSP588-3	2	0,8	1,6	54000	108000
SS 20	3	0,5	1,5	15900	47700
A2000	2	2,1	4,2	127000	254000
RP67TE	3	1	3	37800	113400
Швейные машины Puff	4	0,27	1,08	17560	70240
Puff 374-900	4	0,27	1,08	79600	318400
Puff 1243-750/01	1	0,27	0,27	79400	79400
GP 2	1	0,27	0,27	19000	19000
GRAMAC 652	2	0,27	0,54	21300	42600
02015/P5	1	0,23	0,23	42600	42600
10/11/C	2	0,5	1	51300	102600
1200	1	0,25	0,25	54000	54000
CD 3000U	2	2,7	5,4	35700	71400
Термоактив. 133	1	4,3	4,3	130000	130000
AS 1880 K	1	7	7	252600	252600
FO 2016	1	3	3	87000	87000
G50 4CF	1	1,2	1,2	15700	15700
SR 1006	2	0,18	0,36	29000	58000
G 12/1	2	1,9	3,8	54000	108000
K73STIC	1	5,5	5,5	157680	157680
PIC K24SZ	1	5,5	5,5	285100	285100
02068/P4	2	0,6	1,2	11200	22400
01276/P12	2	0,18	0,36	18000	36000
TL75	1	0,1	0,1	15200	15200
04222/P1	1	0,42	0,42	49400	49400
05054/P1	1	0,25	0,25	12300	12300
FR 3500	1	13	13	41200	41200
Конвейер 173226/P1	1	1,1	1,1	125000	125000
					0
					0
Итого	56		77,41		2964620
С учетом затрат на монтаж (10%)					3261082

Fig. 8 - Calculation of the costs for maintenance and operation of equipment ("Equipment" page).

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Производственная программа на год в натуральном выражении							
Наименование изделий	Выпуск изделий в день, пар	Период выпуска изделия в течение года, дни	Выпуск изделий за год, пар	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	716	66	47256			47256	
Осенние ботинки (модель Б)	650	62	40300		40300		
Весенние полуботинки (модель В)	712	65	46280				46280
Летние сандалии (модель Г)	831	56	46536	46536			
Итого:		249	180372	46536	40300	47256	46280
Производственная программа на год в стоимостном выражении							
Наименование изделий	Годовой выпуск изделия, пар	Стоимость изделия, руб.	Годовой объем выпуска, тыс.руб.	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	1400	66158,4			66158,4	
Осенние ботинки (модель Б)	40300	1360	54808		54808		
Весенние полуботинки (модель В)	46280	1220	56461,6				56461,6
Летние сандалии (модель Г)	46536	890	41417,04	41417			
Итого:			218845,04	41417	54808	66158,4	56461,6
Производственная программа в трудо-часах							
Наименование изделий	Годовой выпуск изделия, пар	Трудоёмкость изделия	Годовой объем выпуска, в трудо-часах	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	0,66	31188,960			31189	
Осенние ботинки (модель Б)	40300	0,73	29419,000		29419		
Весенние полуботинки (модель В)	46280	0,582	26934,960				26934,96
Летние сандалии (модель Г)	46536	0,56	26060,160	26060,2			
Итого:			113603,08	26060,2	29419	31189	26934,96

Fig. 9 - Calculation of the production program of the enterprise for the year (Sheet "" Proizvod.progr. ").

Where S_{np} - manufacturing area, m².

The cost of equipment per unit of task flow (C)

$$C = \frac{T}{P}, \quad (5)$$

where T - the cost of equipment, rubles.

The total rate (Sobsch)

$$S_{общ} = \sum_{i=1}^n S^i \quad (6)$$

Where S^i - rate at the i-th step;

n - number of operations.

Financial strength calculated by the following equation (FPC)

$$FPC = \frac{B_2 - T_{б.у}}{B_2} \cdot 100 (\%) \quad (7)$$

where B2 - commodity output in the planning period in real terms, the pair;

Tb.u - break-even point pair.

break-even point is determined by the formula (Tb.u):

$$Tb.u = \frac{3_{усл.пост} \cdot}{\Pi_{ед.} - 3_{усл.неп.ед.}} \text{ (Pairs),} \quad (8)$$

where Zusl.post - total fixed costs of manufacturing production units, rub .;

Tsed.- unit price, rbl .;

Zusl.per.ed. - total variable costs of production units of production, rbl.

Profit per unit of output (approx.) Is determined by the following relationship:

$$\text{Etc. } T_{сопт} = - C \quad (9)$$

where Tsopt - wholesale unit price (selling price minus VAT of 10% for children's shoes and 18% for other types), rub;

C - complete unit cost, rubles.

The profitability of the product (R) is determined by the following formula:

$$R = \frac{\Pi_p}{C} \cdot 100 (\%), \quad (10)$$

where Pr - the profit from the sale of a unit of production, rub .;

C - complete unit cost, rubles.

The cost of 1 rub. marketable products (Z1r etc.) is determined by the following formula:

$$Z1r \text{ etc.} = \frac{C}{\Pi_{онм}} \cdot 100 \quad (\text{Cop}), \quad (11)$$

where C - full unit cost of production, rbl.

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Tsopt - wholesale unit price (selling price less the value added tax of 10% for children's shoes and 18% for other types), rub.

Semi-variable costs (total variable cost of a unit of production) (. Zusl per.ed.) is defined as:

Zusl. before. Spol = - (. 5st.s.pol st.s.pol + 6 + 7 + 8 st.s.pol st.s.pol st.s.pol + 9....); (Rub.) (12)

Fixed costs (total fixed costs per unit of output production) (Zusl. Pos.ed.)

Zusl. pos.ed = spol. - (. 1st.s.pol st.s.pol + 2 + 3 + 4 st.s.pol st.s.pol...); (Rub.) (13)

And software for optimal power has been developed

At the same time as the criteria for informed choice of an optimum power in the formation of the algorithm is justified were chosen precisely those criteria that have the greatest impact on the cost of the finished product, namely:

- loss of wages per unit of output, rub .;
- release of shoe 1 m2;
- the percentage of the working load,%;
- productivity per worker pair;
- given the specific costs of 100 pairs of shoes, rub .;
- the cost of equipment per unit of task flow (C)
- total rate (Sobsch);
- financial strength (FPC);
- break-even point (Tb.u);
- the profit per unit of output (Prov.);
- profitability of products (R);
- the cost of 1 rub. commodity products (Zlr etc.);
- semi-variable costs (Zusl per.ed.);
- Fixed costs (Zusl pos.ed.).

From these criteria, in our opinion, the manufacturer is able to give preference to those from his point of view, it would guarantee the production of import-substituting, competitive and marketable products, namely:

- Labor 1 worker productivity - a key indicator of labor. The level and dynamics of labor productivity depend to a greater or lesser extent all the key performance indicators of production and all the labor indicators:.. Production, number of employees, the expenditure of wages, wages, etc., to improve productivity are paramount introduction of new engineering and technology, extensive mechanization of labor-intensive work, the automation of production processes, training of staff and workers, especially in the implementation of innovative technological processes on the basis of universal and multi-functional equipment;

- given the specific costs - an indicator of comparative economic efficiency of capital investments used in selecting the best of the solutions to technological problems .;

- reduced costs - the amount of current costs accounted in the cost of production and non-recurring capital investments, comparability with current costs which is achieved by multiplying them by a regulatory factor capital efficiency;

- financial strength (ZFP) shows how many percent of the company can reduce the sales volume without incurring losses;

- break-even point allows (Tb.u) to determine the minimum required volume of product sales, in which the company covers its costs and break even works without giving profit, but also does not suffer losses, that is a minimum output size that income equality is achieved from sales and costs of production;

- Profit (loss) from sale of goods (PR) is defined as the difference between revenue from sales in current prices, VAT and excise taxes and the cost of its production and sales;

- the profitability of the product (R) represents the relationship between the profit from the sale of units of production and its cost;

- fixed costs (total fixed costs per unit of output production) (Zusl.pos.ed) that vary in proportion or almost proportion to the volume of production (1st Class - cost of raw materials and materials; 2st - costs of auxiliary materials; 3st - costs fuel and energy for technological needs; 4st - costs and additional basic wage of production workers with insurance premiums to non-budgetary funds);

- semi-variable costs (total variable cost of a unit of production) (Zusl per.ed.), Which are independent or nearly independent of changes in the volume of production (5CT - costs for the preparation and development costs of production; Article 6 - costs the cost of maintaining and operating the equipment; 7st - the cost of overhead needs; 8st - costs for general expenses, they, along with fixed costs make up the production cost; Article 9 - on business expenses costs all of these articles. and - forming and semi-variable costs and fixed costs make up the full cost, ie semi-variable costs are defined as the total cost - fixed costs, and vice versa,

- the cost of 1 rub. commodity production show the relative size of profit on each ruble of current expenditure, ie the ratio of unit cost to the wholesale price, which characterizes the efficiency of carried out measures to improve the competitiveness of and demand for the product on the market demand.

To translate dimension indicators assessments are encouraged to use the dimensionless index method. Indices dimensionless parameters determined by the formula (18) for positive performance, with a positive trend - the growth (eg, return on sales, productivity) and the formula (19) to the negative performance, with a positive trend - decrease (eg, depreciation, excess inventory of finished products in stock compared with the norm, the turnover rate), taken mainly of the indicators that form the cost of production:

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$$O_i = X_i / X_i^{\max}, \quad (14)$$

$$O_i = X_i^{\min} / X_i, \quad (15)$$

where O_i - dimensionless (index) score of i-index of competitiveness of the enterprise,

x_i - the value of the i-th dimension index evaluation of enterprise competitiveness,

H_{imax} - the maximum value of i-dimensional index evaluation of enterprise competitiveness,

H_{imin} - the minimum value of i-dimensional index evaluation of enterprise competitiveness.

Step 4: Estimation of competitiveness of the goods. It carried out for light industry products in their domestic demand.

Step 5. Calculation of summary measure the competitiveness of enterprises. Quantitation of competitiveness of the enterprise is proposed to determine the following formula (3).

$$K_{II} = \sum_{i=1}^m \alpha_i \times O_i. \quad (16)$$

where K_{II} - an estimation of competitiveness of the enterprise as a percentage,

α_i - the importance of the i-th index of competitiveness as a percentage,

O_i - index (dimensionless) evaluation of i-index of competitiveness,

m - the number of indicators of competitiveness of the enterprise valuation.

Evaluation value competitiveness of the enterprise can theoretically range from 0 to 100 (ratio of 21).

$$K_n = 0 \div 100 \quad (17)$$

For qualitative characteristics of the obtained competitive assessment scale required quality level evaluation. In economic practice, a principle of the scales at regular intervals, progressive and regressive scale. Progressive and regressive scale is most often used for material incentives. We believe that is the most appropriate scale with equal pitch, because it firstly corresponds to the solution of practical problems (qualitative specification competitiveness), secondly, the construction and easy to use. Step scale is defined as a 100 (maximum score): 4 (number of levels) = 25. You can select and other step values that defined goals and objectives, which currently generates the enterprise itself.

Table 9. The scale of assessment of quality of the enterprise competitiveness

Evaluation Percentage	quality of
from 0 to 24.9	very low
from 25.0 to 49.9	low
from 50.0 to 74.9	average
from 75.0 to 100	tall

$$K_{eff} = K_1 \cdot K_2 \cdot K_3 \cdot K_4 \cdot K_5 \cdot K_6 \cdot K_7 \cdot K_8 \cdot K_9 \cdot K_{10} \cdot K_{11} \cdot K_{12}, \quad (18)$$

wherein K_{eff} - weighting coefficient of efficiency evaluation of technological processes for the production of formed competitive and marketable products

K_1 - the weight of labor productivity (PT);

K_2 - the weight of the working load (WP);

K_3 - the weight of the shoe release (Ps);

K_4 - the weight of equipment cost per unit of the job flow (C);

K_5 - the weight of the total rates per unit of output (Sobsch);

K_6 - the weight of a stock of financial strength (FPC);

K_7 - the weight of the break-even point (Tb.u);

K_8 - the weight of a unit of production profits (Prov.);

K_9 - weight of profitability of products (R);

K_{10} - the weight of the cost of 1 ruble of marketable products (Z1r.t.p);

K_{11} - the weight of semi-variable costs (total variable cost of a unit of production) (Zusl.per.ed);

K_{12} - the weight of fixed costs (total fixed costs per unit of output production) (Zusl.pos.ed)

Cost of services and products - is the current expenses of the enterprise for production and sale of products and services, expressed in monetary terms. When calculating the cost of products and services all company expenses are classified according to various criteria:

- depending on the nature of their assignment in the cost of services and products are divided into 2 groups: direct and indirect.

direct are those costs that can be directly attributed to a particular type of product in the

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formulation of more than one of its kind (material, fuel, energy).

indirect - costs that can not be directly attributed to the cost of various products in the manufacture and repair of more than one of its kind, and then distributed among them in proportion to other costs or labor resources.

- depending on changes in the volume of production all costs are divided into semi-variable (proportional) and conventionally fixed (non-proportional).

By *conditional variables* are costs that change in proportion or almost proportion to the volume of production (cost of materials and energy for technological purposes, wages of production workers, etc.).

Conditionally-constant are costs that are independent or nearly independent of changes in the volume of production (depreciation of the value of fixed assets, leasing and maintenance costs of buildings and facilities, salaries of managers, professionals and employees, etc.):

- on the economic role in the production process: basic and overhead;

- composition (homogeneity): single-element, complex;

- the frequency of occurrence of: current and non-recurring.

One-time - the costs of training and development of production new products, the costs associated with the launch of new businesses and more:

- to participate in the production process: production and sales;

- Performance: productive, unproductive.

Productive costs considered on production of the established quality at a rational technology and organization of production.

unproductive spending They are the result of deficiencies in the organization of production technology (loss of downtime, marriage product overtime et al.).

Planned manufacturing costs and overhead are not planned.

Calculation of the cost of services and products It referred to the definition of the cost of manufactured products and services, carried out by cost category. Calculate the cost if calculation is made on the standard units accrued.

Cost estimate compiled according to the nomenclature of calculation Articles:

1. Raw materials and basic materials (taking into account the transportation and procurement costs and net realizable waste).

2. Auxiliary materials.

3. Fuel and electricity for technological purposes.

4. The basic and additional wages of production workers insurance contributions to the extrabudgetary funds.

5. Expenditure on training and development of production.

6. Expenditures for maintenance and operation of the equipment (RSEO).

7. Overhead costs (shop costs).

8. General running costs.

9. Payments for compulsory property insurance.

actual manufacturing cost

10. Commercial (Non-manufacturing) costs.

The total cost.

Estimated costs of production and financial results

To determine the total amount of the planned costs in the company and alignment indicators cost, profit and profitability with the other figure is an estimate of the cost of production on economic elements, which include the cost of all structural divisions of the enterprise involved in the performance of services (manufacturing output).

cost estimate considered a consolidated document outlining the monetary value of all the material and energy costs required to ensure the implementation of the plan for the production of goods and services.

The costs accounted in the estimates, grouped as follows.

Costings

1. Raw materials and basic materials.

2. Auxiliary materials.

3. Purchased products and semifinished products.

4. Fuel from the side.

5. The energy from the outside.

6. The basic and additional wages of industrial personnel (PPP) with deductions on the unified social tax.

7. Depreciation of fixed assets for a full recovery.

8. Other expenses.

Formation of financial results. The final financial result (profit or loss) is composed of the financial result from the sale of goods (works, services), fixed assets and other assets of the company and non-operating income, reduced by the amount of expenses related to these operations.

Profit Loss from the sale of goods (works, services) and the goods shall be determined as the difference between the proceeds from the sale of goods (works, services) in current prices excluding VAT and excise duties and the cost of its production and sales.

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Planned profit (PPL):

$$\Pi_{n,n} = (B \cdot Q) - (B \cdot C), \text{ (nineteen)}$$

B - commodity output in the planning period in real terms;

P - price for 1 pair of shoes (unit) exclusive of VAT and excise taxes - it is the wholesale price.

C - the cost of a complete production unit.

Gains one pair (P1):

$$\Pi_1 = U_{on} - C^1, \quad (20)$$

where Tsopt - the price of wholesale 1 pair,

C1 - cost of one pair.

Product profitability reflects the relationship between the profit from the sale of products and their cost.

It shows the relative size of profit Mr every ruble of current expenses and is determined by the formula:

$$R_n = \frac{\Pi_p}{3} \cdot 100, \quad (21)$$

where - the profitability of production; R_n

Etc. - income from the sale of products;

W - costs (cost price).

$$R = \frac{\pi}{c/c} \cdot 100 (\%) \cdot \text{-calculation 1 pair. (22)}$$

Revenues from sales of products (Works and services) is determined either as of its payment, or at least the shipment of goods (works, services) and presentation of the buyer (customer) payment documents.

incomes relate:

- income received in the territory of the Russian Federation and abroad from equity participation in other companies, dividends and income from bonds and other securities belonging to the enterprise;

- income from the lease of property;

- income from revaluation surplus inventory, and finished goods;

- awarded or recognized by debtors fines, penalties and other sanctions for breach of commercial contracts, as well as income from the compensation of losses;

- earnings from previous years revealed in the reporting year;

- Other income from operations directly related to the production and sale of goods (works and services).

Expenses and losses relate:

- maintenance costs and production capacity conserved objects (other than cost of recoverable from other sources);

- not offset by the perpetrators of the losses from downtime due to external causes;

- losses from the write-down of inventories and finished products;

- loss from packaging;

- legal fees and arbitration costs;

- awarded or recognized fines, penalties and other sanctions for breach of commercial contracts, as well as costs for compensation of damages;

- losses of previous years, identified in the current year;

- not offset by losses due to fires, accidents and other emergency situations caused by extreme conditions; not offset by losses from natural disasters (destruction or damage of inventories of finished goods and other tangible assets, losses from suspension of production, etc.), including the costs associated with the liquidation of consequences of natural disasters; losses from theft, the perpetrators have not been established by the court.

Break-even analysis to determine the minimum required volume of sales, in which the company covers its costs and break even works without giving profit, but also does not suffer losses.

In the most general form of activity of any enterprise carried on a "cost - the production process - the profit."

The breakeven point (Tb / y) is determined by calculation by the following formula

$$T_b, y = \frac{УПЗ \cdot \text{КОЛИЧЕСТВО ПРОДУКЦИИ}}{Ц - УПЗ} \quad (23)$$

where CPL - conditionally fixed costs per unit of product, rub .; FAS - semi-variable costs per unit of product, rub .; C - the unit price exclusive of VAT, rubl.

To plot the break-even should make the following equation:

$$y1 = ax;$$

$$y2 = a0 + ax$$

where U1 - Revenue, RUR; v2 - the cost (total cost) for production, rub .; and - the unit price exclusive of VAT, rub .; x - planned volume of sales of products of pairs; a0 - the amount of APP; a1 - FAS amount per unit of product, rub.

Financial strength (PD) shows how much you can reduce the volume of production, working without any loss, without giving a profit, but not suffering losses:

$$3\phi = \frac{B - T\delta, y}{B} \cdot 100 (\%), \quad (24)$$

where Tbu- break-even point.

When calculating the dimensionless enterprises competitiveness indicator estimates the formulas 18 and 19 using the software there is a need to formulate these same criteria as their evidence. For example, the

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profit per unit of output depends on the profitability of production, that is, first formulated margins from 5% to 25%, and then laid the size of a unit of production profits. A similar feature exists with the definition of productivity criterion, because at first use innovative processes, formed on the basis of universal and multi-functional equipment maintenance which should be highly trusted and responsible executives, empathic for the overall result of the entire production cycle, guaranteeing them the production of marketable and competitive products, enjoyed by consumers of domestic markets in high demand. Calculation of fixed costs per unit of production and semi-variable costs per unit of output is interconnected with the peculiarities of the organization of competitive and marketable products, including for children. Performance analysis of the leading foreign manufacturers confirms the fact that, if fixed costs are 20% - 40% of the cost of production, then, of course, conditional instance variables costs - 60% - 80% .If this again need to focus on the production of feature products for children, and when profit margins, fixed costs and semi-variable costs are generated based on the implementation of the requirements of technical regulations and normative documents and acts to

ensure their safety when using them life. And if this is due to the need of their production with stringent performance - the state and the producers have to be interested in each other, and to provide producers compensation for the additional costs of compliance and the assurance that manufactured products do not cause harm to children's health.

Of course, if the criteria for loss of wages per unit of output has to go to zero, and the volume of the shoe with a 1 m² - to its maximum possible value, and the cost of 1 commodity products ruble shall endeavor to achieve the minimum possible value and the cost of equipment per unit of flow setting also aspire to the minimum possible value and other criteria - to their maximum possible znacheniyu- together dimensionless performance evaluation developed innovative technological processes (K) should always page acquainted unit and thereby always confirm that designed an innovative process for the production of the company they import-substituting products will be successful in their work for the benefit of the population of the regions where they operate,

The authors managed to develop software that allows a search to be justified and effective and will help you find the best solution (Table 10) [11-12].

Table 10 - Calculation of the main indicators of the cost of the product range of footwear

Model Indicator	Winter boots (model A)	Autumn shoes (model B)	Spring shoes (Model B)	Summer Sandals (Model D)
Profit (RUR).	245.52	194.20	83.81	69.09
Margin (%)	22,11	21.40	15.19	13.18
Costs per ruble of commodity products (rub.)	174.71	82.37	86.81	88.35
Semi-variable costs (RUR.)	839.86	599.25	291.69	271.71
Conventionally fixed costs (RUR.)	270.55	308.24	260.09	252.42
The breakeven point (vapor)	13182.81	14923.22	22606.93	21959.73
Financial strength (%)	47.57	46.15	21.33	15.85
Sales (rub.)	34 096 215.78	30 532 236.66	18 264 314.24	12127790
Gross revenue (RUR).	6721 390.01	30 532 236.66	17 046 769.92	2242062
Net income (rubles).	5 229 241.43	23 754 080.12	13 262 387,00	1744324

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Proof of their assumptions, the authors confirmed the results of the calculation of technical and economic parameters with the help of software developed by them, which allowed us to choose the volume of production, which would be guaranteed by the manufacturer to provide such technical and economic parameters in which to evaluate their comprehensive performance indicator (C_p) It will strive to its maximum value, namely, to unity.

As is known, in the period of economic restructuring in our country in the 90s of the 20th century, the shoe companies to cut production of children's shoes as the unprofitable. However, later on becoming the market of light industry products has shown that this decision was a mistake. As demand grows, and can be seen in the number of children's shops, and exhibitions of footwear products. As a rule, "child" stands are always a lot of customers. The Russian market of children's shoes shows a steady annual growth of 7% in terms of value. There have been qualitative changes in customer preferences, product requirements are increased.

To date, the world situation is that the production and sale of children's products are profitable. Besides the fact that children are known to be intended "all the best", and there is an objective factor in the high yield of the market: the child is growing, his interests changed, so that clothes and "Toy park" have to be updated almost every season. According to market research AUP.Ru, modern market of children's goods - one of the most dynamic: its annual growth rate of 15-25%. The highest indicators of production and sales volumes provide the speed of its main segments - children's clothing and shoes, toys, food [1]. Therefore, the demand for children's products are not so dependent on the prices and family income level: children's clothes, toys, books require constant updates and ensure that the market turnover.

Demand for children's products in Russia has been gradually increasing since the late 90s, which explains the increase in the birth rate and improved quality of life. A significant number of children are born in families today have held the "middle class." This is an increase of mass demand and supply. In the market of children's products, in addition to world-class players, activated domestic manufacturers, opens up many sales outlets and specialty stores where you can find everything - from baby clothes to furniture.

Currently, the number of companies engaged in the production of children's shoes Russia, is constantly growing. A number of enterprises have resumed baby line. They appear and the companies involved had previously only men's and women's shoes. The activities of any modern enterprise is effective when it produces the product or service provided by them are in demand in the market and the satisfaction of

certain needs of customers through the acquisition of a product or service makes a profit. [2]

In this regard, and manufacturers, and trade have to take into account two main aspects of the preparation of children's goods to the realization: assortment policy and the quality of products based on anatomical and physiological requirements.

Upon accession to the WTO assortment characteristic of the goods and the quality of their performance will be a significant impact on the demand for products of domestic production.

Therefore, firstly, it is important to match the product to modern trends of children's fashion footwear. Appear more and more new brands, they jostle the old brands, competition is increasing.

In today's market the products of children's shoes as the expensive European brands and cheap footwear from South-East Asia.

China produces about 9 billion pairs of shoes annually, accounting for about 65% of the total number of shoes produced in the world. However, this situation has changed in recent years. Chinese "Shoemakers" faced with a reduction in demand from European and American countries, and the treatment of their interest to the countries of South-East Asia, placing production in Indonesia or Vietnam. This is associated with lower labor costs in other countries, and to the appreciation of the Chinese raw material. However, as long as China still remains the largest shoe manufacturer in the world.

Currently, the Russian market of footwear are five major price segments. The price range is large enough. In the lower price segment of one pair of shoes cost less than a thousand rubles, while in the premium segment one pair manages more than 7.5 thousand. Rubles. The largest number of purchases in Russia falls on medium-low and medium-price segments of the average shoe. They, in turn, is oriented with the majority of domestic manufacturers. These segments are developing very rapidly, and sales here are actively growing.

In the segment of medium and high-end footwear world leader it is considered the Italian footwear industry, and Italian shoemakers are actually recognized by legislators of the world of fashion footwear. In terms of production of footwear Italy ranks 3rd in the world after China and Brazil.

The history of the formation in Russia of branded footwear market began in the mid-90s, when the country came manufacturers from Italy, Spain and Germany. These countries, and to this day determine the trends in the development of design and comfort of children's shoes.

A few seasons in the children's shoe fashion is almost infinitely dominates sporty: Krossovochnye, numb the toe and the heel of the sole, bright contrasting inserts and strips, fasteners "fasteners" and lacing, rep edging, etc. In recent years, with it

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competes etnostil, who introduced usage denim, interesting applications, fringe, embroidery, braiding, proderzhki, stones, etc.

Therefore, the shoe outlines have changed somewhat: if earlier it was like running shoes or sandals for surfing, now in the course of loafers, pumps, shoes and boots with their configuration bertsami, loafers, high boots with a zipper.

Also in children's fashion, we see elegant ballet flats, are fixed to the leg by means of straps, bands or ribbons. They can be stitched not only trim satin but skin and relevant colors.

Under the influence of an adult fashion arsenal of young fashionistas were open mules and clogs decorated in the style of oriental slipper Bakey, ribbons, sequins and rhinestones. Also popular embroidery and appliques in the shape of hearts, flowers and butterflies. An important focus is the bottom and the details. Since the insole must not be less vivid and expressive than the top. They can be made of leather or textile bright and decorated pattern.

In fashion Printed fabric and leather. Plots are well known - the heroes of the popular comics and cartoons. For special occasions will again be used patent leather, but unlike past seasons with a predominance of black and burgundy, has been a priority of light colors: white, pink, silver in the girls' shoes, blue and blue - boy-in.

It is worth noting the appearance of a new, but very promising tradition - the creation of a common wardrobe style parents when children are dressed in the same clothes and shoes, in which the parents themselves might feel modern and comfortable. There was even a model children's shoes, it is very reminiscent of the adult: a small but pronounced heels, exquisite furniture, elegant materials (lacquer, textured leather with embossed nubuck leather with a metal-plated, etc.). Tops winter boots for girls really like their mothers, decorated with fluffy furry, applications of mink fur, buckles and chains with rhinestones.

Another important trend in children's fashion footwear - the desire for maximum comfort. Use all: design solutions, advanced materials, advanced technology. Among the latest - the new generation mezhpodkladochnye membrane Sympatex High 2 Out, do not absorb moisture inside the shoe, but it allows you to "breathe" the foot, clad in a woolen sock. It is worth noting that in the shoes and boots equipped with this miracle of science and technology, we can make the lining of fur.

The use of children's shoes, and thermostats fiber Outlast, depending on the situation, increasing or reducing the temperature inside the footwear. Another novelty - thermoactive sole Double Fit- System, the heat receiving convenient stack configuration.

Actively used and new design development: anatomical insoles, heel cushions, shock absorbers, bumpers - hard rubber lining on the forefoot.

Vpornosti problem (as you know, chubby baby legs is sometimes difficult to find the right shoes) successfully solved with the help of know-how - to each pair of attached triple set loose insoles of varying completeness.

Very positive, that is rounded, getting comfortable shape, forefoot.

As for koloristki, along with the practical dark colors: black, brown, gray, blue, relevant vibrant colorful shades of red, green, yellow, orange. In favor of white and beige, blue and pink.

Very fashionable combined models, and it's not just about color combinations, but also the use of a single model of materials of different textures (split leather and smooth facial skin, nail and suede, leather, embossed reptile and Cavallino).

In the girls 'actual models lace redundant skin or textiles, in the boys' - mesh or textiles in conjunction with the "breathing" synthetics.

In wet rainy weather rubber boots or comfortable shoes with soles of waterproof materials, rubber, rubber, nylon and others. This trend in fashion is very important. It has long had such a variety of design solutions. They are so "fascinated" consumers that are trying this shoes to wear, even in dry weather. However, this shoe has a low air permeability, so it is only necessary to operate the insoles with good sweat absorbency.

By studying modern range of children's shoes we are constantly confronted with the facts of the close relationship of design and anthro-physiological requirements of the product. Therefore, this group of factors also requires careful consideration.

Options for high-quality children's shoes on the set of today's Russian market, for every taste and budget. And to ensure that the company has developed successfully, requires regular monitoring of information about the components of the formation range.

High price segment, is inferior in terms of other segments, but, nevertheless, is categorized as stable. It is mainly present foreign producers: Germany (Elefanten, Romika, Ricosta), Spain, Italy, France, Britain and other countries.

Their products are more expensive, but perfect. It utilizes the most advanced know-how and high-tech: breathable materials, cushioning system, anatomical sole, thermostats. Most of these companies operate in the Russian market for a long time, and has its own target audience.

At the time that flooded our markets from overseas flow of beautiful and fashionable children's shoes for the most part did not have certificates of conformity, not to mention the hygiene certificates. The large volumes of imported shoes were imported from materials that are harmful to the child's contact with the foot and footwear, according to its design characteristics not corresponding national standards.

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In connection with this increased percentage of abnormalities in children.

Poor shoes leads to fatigue of the lower limbs, feet and legs pain, swelling soft tissue stop, a stop joint instability under load (e.g., podvertyvaniyu foot during walking).

Numerous observations of doctors confirm that properly designed and matched shoes not only impede the implementation of the normal locomotor functions of the foot, but also causes serious physiological changes in the body, as the musculoskeletal system of children and adolescents in the process of formation and is extremely sensitive to negative influences outside.

Stop child at an early age is very different from the adult foot on the anatomical and physiological structure. In view of the above, to date, the country's urgent need to provide high-quality children's shoes.

Doctors say that children up to 6 years on the foot have body fat, because of which the child does not feel pain when wearing tight shoes, so it's important to pay attention to anthropometric and biomechanical parameters in the selection of children's shoes.

Footwear from the hygienic point of view should protect the body from cooling and overheating to protect the foot from mechanical damage, to assist the muscles and ligaments to hold the arch of the foot in its normal position, providing a favorable microclimate around the foot, help to maintain the required temperature and humidity under any environmental conditions.

Shoes should be light, comfortable, does not restrict movement, conform to the shape and size of the foot. Then the toes are placed freely. For a child's foot is characterized by radial form, in which the maximum width is marked on the ends of the fingers.

The tight and short footwear complicates gait, the foot compresses, blood circulation, causing pain and, over time, changes the shape of the foot, it violates the normal growth deforms fingers, promotes the formation of difficult to heal ulcers, and in the cold time of year can lead to frostbite.

Of course, children are not encouraged to walk in the narrow shoes. Wearing it often leads not only to a curvature of the fingers, the formation of blisters, but also contributes to the development of flatfoot.

Flatfoot is observed during prolonged walking in shoes without heels. Shoes with high (greater than 4 cm) heel walking difficult, shifting the center of gravity forward. The emphasis is transferred to the fingers. Dramatically decreases the area of support and stability. The trunk is deflected backwards. This deflection, in an age when the bones of the pelvis is not fused, causing a change in its form, changes the position of the pelvis, which health can affect in the future. This forms a large lumbar flexion. The load on the forefoot is in this case more than 7-fold than in the posterior part). Heel - to artificially increase the arch

of the foot, increasing its spring protects the heel from injuries on the ground, and also increases the durability of shoes. By relying on the unshod foot (without spikes), most of the burden falls on the rearfoot. The lack of heel is permitted only in shoes for infants (booties) until the child can not walk. The shoe with a heel cm 2 the load is distributed evenly between the front and rear foot department. Too loose shoes are also harmful. Walking in it quickly tires, and there may be frayed, especially in the field of lifting.

Hygienic requirements for footwear for children and teenagers are made up of the requirements for the design of shoes, due to the peculiarities of the structure of the foot during the growth period, and the materials used for production of shoes. Size, style and rigidity bottom of children's shoes should not hinder the development of the foot. The main elements are cut shoe upper parts - a toe, midsection, Berez and ankle; and the bottom - is the sole insole, heel.

Since the child is doing on the day of the order of 20 thousand steps, his shoes should be durable and easy, the most flexible and at the same time resistant to wear. For children from 3 to 6 ex-years required tough heel and toe cap. The first - to protect from external influences, the second - for stability. It is also important to maintain the use of the instep of the foot arch.

Models for children should be wide enough, as already noted, in the forefoot, and easy to fasten. Convenient to assume fastener "Velcro" and lightning. A less convenient and the laces buttons. Undesirable presence of longitudinal seams on the vamp in the shoes and boots.

The sole should bend well. The rigid sole impedes walking (bending angle is limited, the shoe heel with the heel shrinks), reduces the performance of ankle muscles, increases skin temperature and perspiration legs.

As far as is necessary to ensure maximum mobility of the forefoot, so it is necessary to ensure maximum stability of the heel. The back should be firm, non-slip feet, tightly cover the heel, to prevent its deformation.

Stop child can easily be deformed under the influence of mechanical stress. In this regard, such qualities as thickness, flexibility of the sole, shoe weight and thermal insulation properties are subject hygienic norms.

For infant shoe upper leather is recommended because it has a high air and water vapor permeability, softness, flexibility and heat-shielding properties.

Footbed - internal parts of footwear, which has contact with the skin of the foot and promotes a comfortable temperature and humidity conditions during vnutriobuvnom space. It must have a high air and water vapor permeability. It should be made only from genuine leather.

Children's shoes should have a safe and convenient fastening on leg, do not hinder movement.

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To do this, use different types of fastening: lacing, "Velcro", straps, buckle with a zipper, etc..

For children's shoes allowed thread and combined methods of fastening, providing more flexibility in beam area, ease in applying foam rubber, polyurethane and others. Materials. Uses adhesive and molding methods of fastening, ensuring waterproof shoes, which is especially necessary in the spring and autumn-winter periods.

The consequences of poor quality shoes is much more serious than on clothing. It is this tendency has identified the current state of children's shoes market. She stopped to save.

Increasing the volume of the release of goods for children is of great social, economic and political importance, both for the country as a whole and for the individual region.

It is therefore important to monitor the situation in the regions. Of particular interest is the Siberian region.

To analyze the quality of the shoe, and obtaining a sufficiently realistic picture of the market of children's shoes it is advisable to focus on the results of a major regional commercial and industrial enterprises. As such an object has been selected Ltd. "UK SCC Monroe", which is one of the largest footwear companies in Russia - both in terms of sales of shoes and latitude range presented.

Today the company has two wholesale divisions in Novosibirsk and Moscow, and more than 130 retail stores in Novosibirsk, Tomsk, Novokuznetsk, Kemerovo, Barnaul, Chelyabinsk, Perm, Ufa and other cities. Group trading companies "Monroe" for more than 14 years of experience in the development

and implementation of collections of shoes. The company is headquartered in Novosibirsk.

Footwear significantly affects the quality of its implementation. An important feature of the shoe division defects are the place and their causes, the degree of importance, and the ability to detect and eliminate. By birth defects are divided into six main groups: materials; top preform assembly; molding preforms; attaching the bottom; finishing of footwear; packaging, labeling and storage. By operating the various defects include damage arising in step socks and shoe care. Defects in operation are usually subdivided into a bottom part defects and their fastenings, defects top parts, pads and braces [].

Defects are measured by their effect on the ability of the shoe perform specified functions in accordance with the purpose. On the grounds of defects are divided into functional and non-functional. Recent violate the proper performance of the functions of footwear, so depending on the product conditions, wear functional defects may be avoidable and unavoidable.

Defects in the children's shoes are not only degrade the performance properties, but also may adversely affect the development of children's feet. We have analyzed the most common in retail stores defects of children's footwear company "UK SCC Monroe." The following defects have been identified. The most common manufacturing defects are different height tops (30%), the folds of the lining (22%), offset rear outer belt (15%). Less common defects such as a different height tibia (5%), the dye migration (3%), the deformation of the toe cap (3%) and otkleyka padding (2%) (Figure 10).

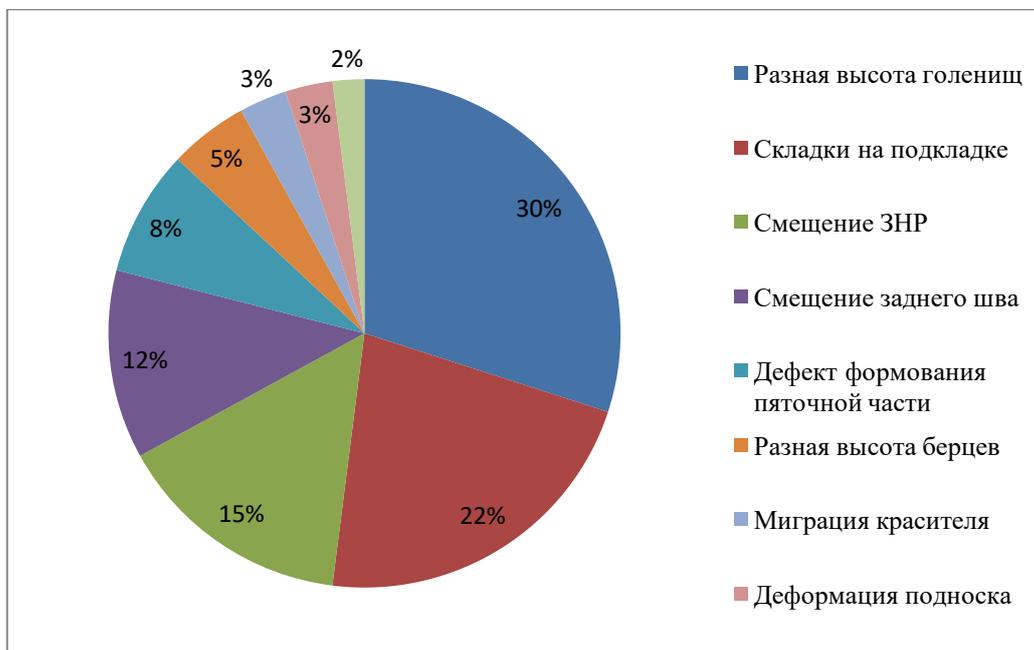


Figure 10 - Diagram "Manufacturing defects"

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It should be noted that the most dangerous for the child's foot is a defect in the folds of the lining. In autumn shoe lining - it's villi. But the most dangerous in the folds of winter shoes, because it is more dense material Lining - fur, and therefore, folds rougher. And in fact, and in another case, the folds being rubbed leg, damaging the skin, blisters appear. Moreover, excessive pressure on the foot in the area of deformation adversely affects its development, as the child's body is not resistant against external

influences. Excessive pressure can lead to pinched vessels, their anemia, and prolonged exposure - to a change of the foot skeleton.

Post- defects (step sale): most common material such as upper defect contamination (60%), raznoton top material (20%), breakage of fittings (8%). Less common defects such as a gust of padding (6%), adjustable tachnogo weld defect (4%) and mechanical damage of the top material (2%) (Figure 11).

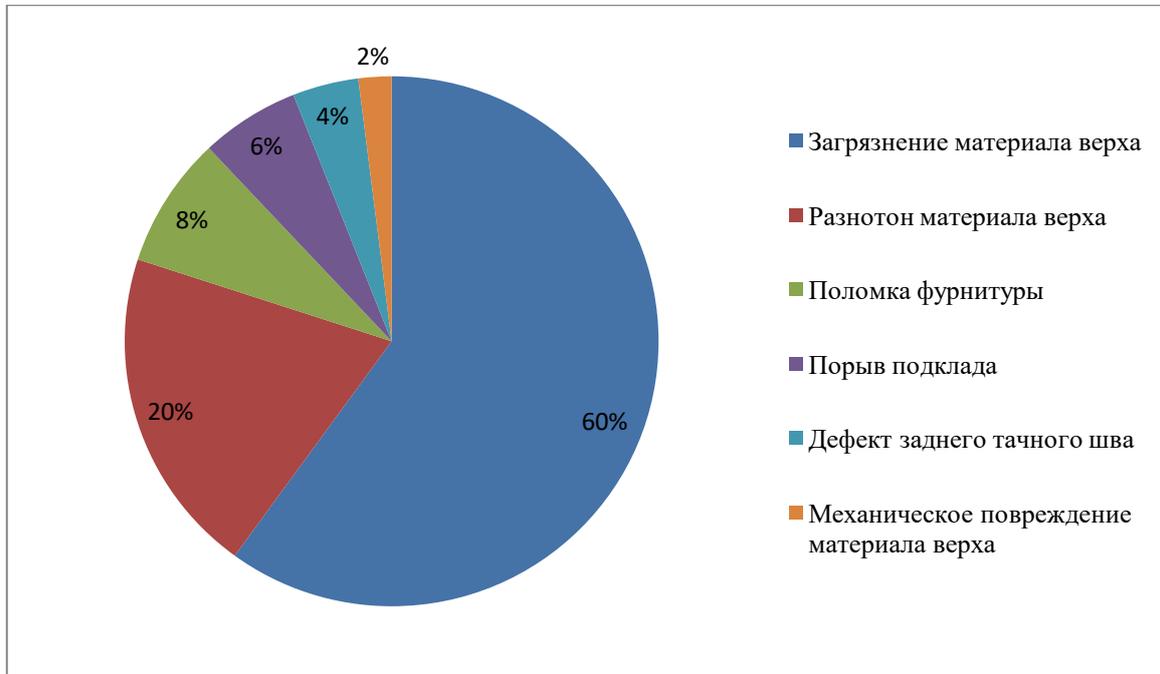


Figure 11 - Diagram "post- defects"

A set of footwear production quality and design decisions that affect the usability and aesthetically pleasing appearance, determines the price niche product realization.

Today's footwear manufacturers and distributors operate in all market segments, from low to high. Nielsen study reports that in the largest Russian cities, parents spend on children's products from 3100 to 4600 rubles. per month, and more than a third 'child' budgets are children chain stores. Of course, the cost of those who prefer the products of luxury brands is much higher. Experts point out that, not face a shortage of buyers of a network operating in the premium segment, but opportunities in this segment are limited. So players premium are now going in the medium price range, and vice versa.

According to experts, in the next few years, the Russian footwear market will maintain growth trends.

The Russian manufacturers new opportunities. Now comes the process of creating a new Russian footwear production and the simultaneous formation of shoe retailers. In recent years, the shoe retail is growing very rapidly: the number of stores within the

network for the year increased by half to two times. Sales geography - all regions of Russia.

As a result, the majority of entrepreneurs operating on the territory of Russia, employs identification and selection of proper trade size.

The average price niche (about 30%) is represented mainly footwear Russian manufacturers, because this segment of the market has a significant turnover from the sale. As already mentioned, this fact is due to the growth of material well-being of customers and their preferences shift towards higher quality products, for which they were prepared to pay.

For example, the Russian market of children's goods begins to intensify in recent years with the emergence of new stores average price level, which combine commerce with entertainment.

The difficulty of the organization of trade in this market segment is that the "child" Retail requires a large range because each age group needs a completely different products, which in turn leads to the need for large sales areas and complex logistics. Children's shoes to make and sell is very difficult - the production costs almost the same as in the adult shoes and the price should be lower. In addition to the

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children's shoes size range is several times larger than in adults.

In addition, the organization "Children's" Retail has its own peculiarities - such shops must be, so to say, spectacular. children's shop visitors (and usually purchases made with your family) need not only goods, but also the possibility of something to take the child, so the sale is forced to create children's corners and come up with all sorts of entertainment, which require additional space, and do not bring profit.

Thus, we see that the new format retail chains gradually comes to the replacement market, which are formed in the low and middle price segments. In the high-price niche boutiques and specialty shops are being implemented branded products. In this case, there is a marked lag the regional markets of the capital region. This factor should be taken into account children's range in the Siberian region for trade planning.

Formation of the order necessary range associated with the study of consumer preferences. To develop high-quality and popular shoes often use marketing methods.

In marketing, research is important, because in a market advantage is given to those firms and companies who know better than anyone the needs of consumers and produce products that can satisfy them. But as the market is constantly changing, the needs of the people under the influence of various factors are also changing. Therefore the firm to make a profit, have to constantly monitor the market situation. It is with the help of market research company can carry out monitoring of the change in consumer needs.

Currently, the most popular method for collecting primary data is polling method. The survey is a very effective way to obtain information as a universal objective (on the facts of human activity) and subjective (the motives of activity, opinions, estimates and value orientations).

The survey - a method of direct (interviews) or indirect (profile) collection of primary verbal information by recording the answers to the questions,

grouped in the form of a questionnaire in accordance with the purposes and objectives of the study.

Questionnaire - one of the main types of survey, which involves the construction of rigidly fixed order form. Questions in the questionnaire should be clearly articulated, understood the respondent, as well as contain a list of options.

The peculiarity of the questionnaire is that the respondent is working independently with a questionnaire, that is understood to be mulling and answers the question, in accordance with their knowledge, beliefs, values.

Questionnaire - a tool is very flexible in the sense that the issues can be defined in many different ways. During the development of the questionnaire the researcher selects questions that should be asked, choose the form of these questions, their wording and sequence. Research questions are structured and take a narrow focus [].

In order to study consumer preferences, requests and needs of the studies were carried out using in retail stores survey of buyers of "Criminal SCC Monroe."

The main objective of the survey - analysis and interpretation of data, summarize the findings and provide recommendations for improvements.

A questionnaire survey was carried out in the retail trade in the departments of children's shoes, as well as on the internet. Respondents were asked to fill out a form with which to seek the views of respondents on a number of issues. The survey was conducted after the purchase that the respondent had a desire to embellish their consumer preferences

The target audience is women and men of all ages, with children and grandchildren up to 16 years. The sample consisted of 310 people, which is sufficient to obtain reliable results.

After processing of personal data The following results were obtained. The majority of respondents - women, men make up 12% of the total, they came into the store with their wives and children. 46% of respondents were aged between 25 and 30 years, 25% under 25, 12% 31-35 years 10% 36-45 years and 7% of people older than 46 years (Figure 12).

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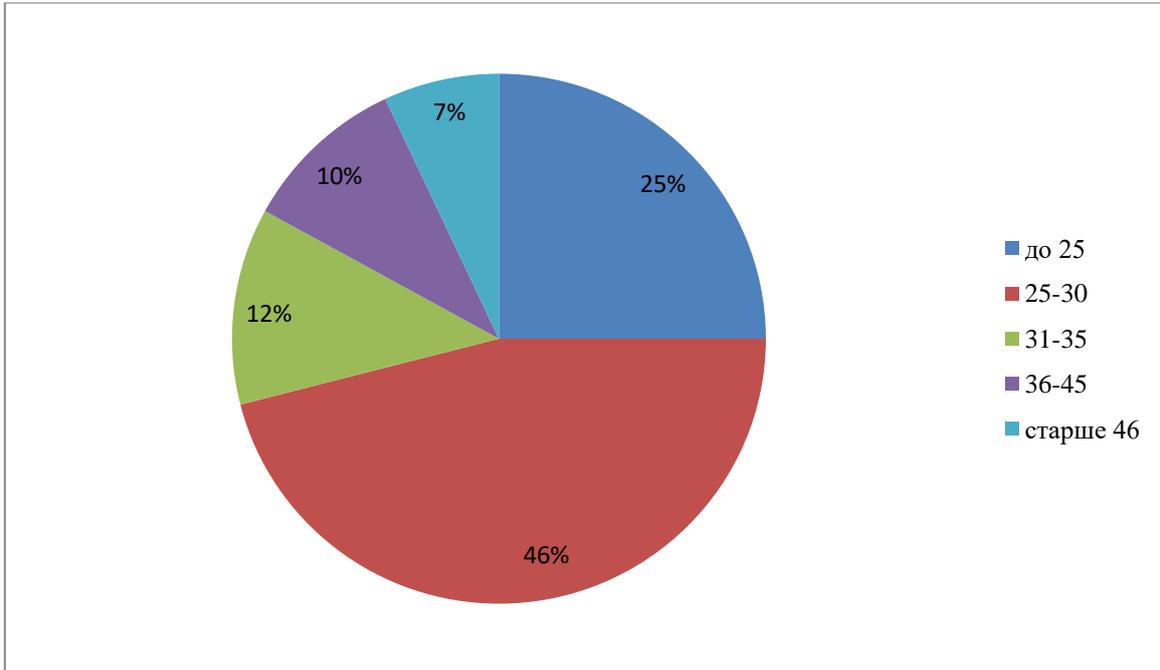


Figure 12 - Diagram "Age of respondent"

Among Ltd. SCC MONROE shoes for preschoolers buy approximately the same number of girls and boys. For school-age children: more girls to the range of models, and boys more and more couples on one model. The number of models for boys bought less than for girls.

Most of the people we surveyed have an income per family member in the amount of 6-10 million rubles (35% of). 20% of respondents have an income of 11-15 thousand rubles, 18% - up to 5000 rubles. Income 17% of 16-25 thousand rubles, and only 10% of respondents the income per family member is 26-35 thousand rubles (Figure 13).

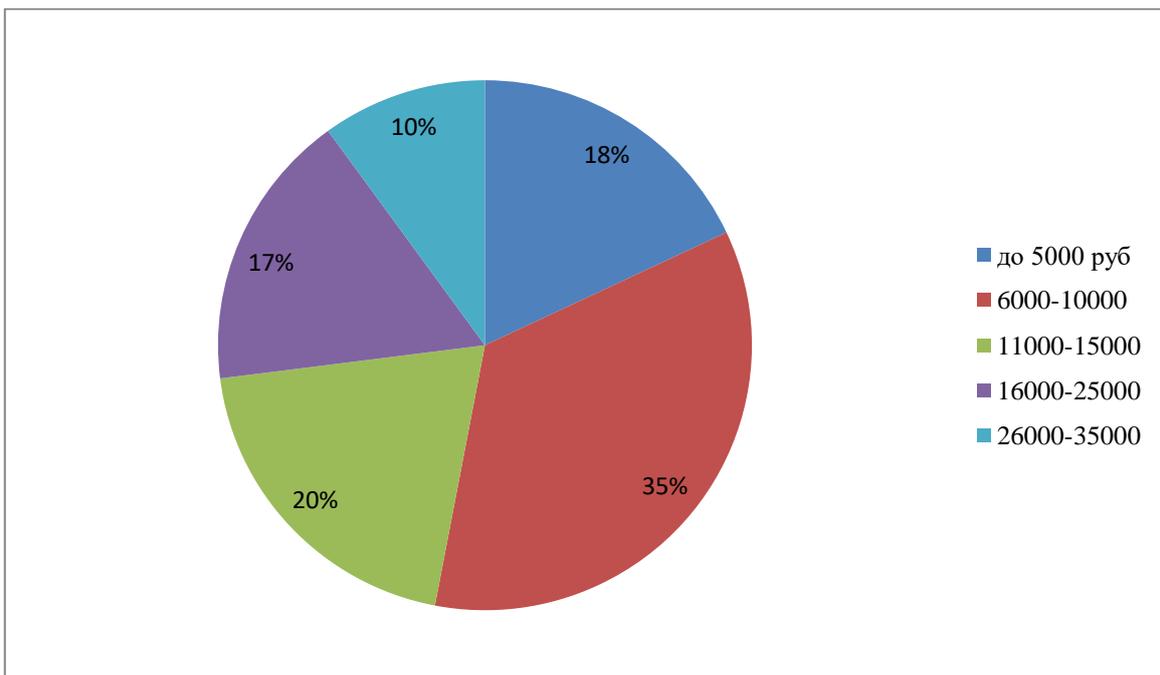


Figure 13 Chart "Income per family member"

It is very important for the implementation of the article is the question of the place of purchase shoes. According to the results of our studies, it was found

that people prefer to buy shoes in retail stores and shopping centers (86%), as an important factor in the choice when buying a quality. Survey respondents

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doubt the quality of shoes available on the market. Which confirmed the feasibility of the development of chain stores in the direction of Novosibirsk.

Case in point is the study of consumer preferences branded stores and product brands. Consumers could choose multiple brands. Preferences as follows (Table 11).

Table 11 The preferred place to buy children's shoes

Score	Specialization	% Consumer Choice
1. Monroe	specialized	79
2. Fidget	multibrand	46
3. Kotofey	specialized	24
4. NATI	multibrand	17
5. Child's world	multibrand	13

Interviewed buyers prefer shopping "Monroe" retail network (79% of). This result is due to high orientation of the company in the Siberian region.

Neposeda (46%). The main audience of middle- and upper-middle-income countries. "Hurry City" presented in the demanding range of customers more than 5000 names of goods from leading mills in Austria, Poland, Russia, China, Turkey and Thailand. Experts are selected shoes and things made of natural materials. And one of the main competitive advantages - a wide choice of products, not only for kids, but also for children from 5 to 14 years.

In recent years, a network of children's shops "Fidget-city" due to its striking advertising campaigns, long remembered by the citizens, has become one of the most recognized in the city, and greatly expanded range of buyers.

«NATI» (17%). Customers receive a harmonious blend of innovative technical solutions that support European level of service in the «NATI» stores, unique services designed to provide maximum comfort, use and developing eco-friendly elements. The range in the shops «NATI» selected taking into account the recommendations of modern nutritionists and pediatricians: food, cosmetics, accessories for babies, cribs, strollers, high chairs, clothes, shoes, toys, educational games.

Children's world (13%). For over 50 years there is a Russian brand "Children's World." During this time inside the network have formed the tradition, allowing you to successfully pass through all the trials of the last century. The combination of tradition and the desire to keep up with the growing demands of the time allowed the "Children's World" to enter a new stage of development - the creation of a nationwide network of kids' store of the 21st century.

Kotofey (24%). Brand "Kotofey" was registered in 2001, one of the oldest Russian manufacturers of children's shoes "Egorievsk-shoes." Every year more and more children's shoes buyers prefer this brand.

The company pays great attention to the issue of safety and compliance of its products orthopedic requirements. Together with the Department "Technology of leather products" of the Moscow State University of Design and Technology is constantly

conduct research, mass measurements stop Russian children, the results of which are developed evidence-based pads, taking into account the characteristics of children's feet. New pads will produce a really good shoes, which is very important especially for the emerging children's feet.

A wide selection range and constant updating of the range was reserved for the leading position among the manufacturers of children's shoes. In the year it offered more than 1000 different models.

Consider the preferred brand of children's shoes.

Conclusion.

Antelope (Russia). In the production line there are all kinds of children's shoes: sneakers, shoes, boots, sneakers, shoes, boots, rubber, cast and exaggerated shoes. The company constantly improves the production technology, focusing on innovations in materials, tailoring equipment, and medical requirements. Children's shoes, "Antelope" is made of genuine leather, environmentally friendly synthetic materials permitted for the production of children's shoes Russian Ministry of Health and were certified.

Bagira (Romania). Due to application of the membrane material, the baby's legs in the shoe trade mark "Bagheera" always have a constant temperature (approximately 31 ° C), without overheating and not subcooled. Gore-Tex is placed between the shoe upper and lining. Apart from the material Gore-Tex, a "Bagheera" winter shoes outsole consists of PVC, and serves as an artificial fur lining material. The entire range is distinguished by bright, vivid colors that are popular with both children and their parents.

Alligasha (Russia). When you create a product by the manufacturer takes into account all the requirements for children's shoes are not flat sole with a heel binding, quality materials and professional manufacturer. On the quality of shoes is the fact that some of the lines of the model given the status of orthopedic. It takes into account the company and fashion trends, constantly updating its range of products and ensuring that it is always fashionable and in demand.

Kotofey (Russia). The product range is very wide: Shoes for the little ones, textile and removable

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shoes, shoes, shoes, shoes, sneakers, boots and ankle boots, boots, rubber shoes, and even shoes with the membrane. Much attention is paid to a style of shoes top, because it captures the upper leg in position and prevents injury by careless walking. In the smallest size groups of all footwear is made on the ankle. An ideal locking element is also lacing. Special attention is focused on the manufacturer of the features of children's shoes, like flexibility and toughness backs. "Kotofey" is one of the few companies that manufacture shoes with leather soles, the most eco-friendly for children's feet. Presented trademark manufactures products with minimum weight.

Lel (Russia). The factory assortment more than hundreds of models, designed for all seasons: winter, summer and autumn-spring shoes. This includes small children, preschool and school shoes for boys and girls. The main materials used in the process of "Lel" production of children's shoes, are leather, chrome, naplak, suede and nubuck. The lining is preferably used traspira. Another advantageous feature of the company's products "Lel" - is the perfect combination of quality and price. The range: the shoes, boots, boots, sandals, slippers.

Smeshariki (Russia). Children's favorite characters is applied to absolutely all kinds of shoes. Children's boots "Smeshariki" series are available with a molded outsole - something like the bottom of the boots, but modern sample. It is perhaps a little prevents run and jump, but because the child's foot remains dry. In addition, the shoes are made with fortified backdrop instep and the average height that the child correctly set foot and did not get flat feet. A sturdy heel and ankle support saves baby from injuries during games.

Thomas (Russia). Collection series of the brand "Thomas" is constantly updated with new models casual, everyday, festive, school, sports, children's shoes. The range of models is presented with different

attachments: glue-bonding, adhesive, glue, stitch, sandalno-adhesive. In the first place it puts the practicality, reliability and comfort.

Shalunishka (Ukraine). Lineup repositioned three types of shoes: moccasins, sandals and shoes for all seasons. Soft and flexible booties - especially for kids. Shoes meets all the requirements of the footwear for children from toddlers and teens. Has good waterproof and heat-shielding properties, is resistant to abrasion. Used orthopedic insoles for prevention of flat feet and a curvature of the foot.

Unichel (Russia). The company "Unichel" positions itself as a manufacturer of inexpensive and high-quality footwear, which could compete with the Italian model. Assortment - boots and shoes, shoes. "Velcro" - for easy donning. "Unichel" features high-quality products.

Loew Sunny, Ulot (Russia-China). They are their own exclusive trademarks SCC Monroe. The range consists of more than one hundred models. Presented shoes for all seasons, different age groups. Highlighted line of athletic shoes. A wide range of species: sandals, slippers, shoes, sneakers, boots and shoes, boots, ankle boots and boots. In the process of making shoes using both natural and artificial materials which are distinguished not only by its versatility for a wide variety of styles, but also highly relevant design [4].

Thus, it is represented by the brand of children's shoes meet all the requirements imposed by consumers to the product.

Among the factors influencing the choice of children's shoes, most respondents selected most significant: comfort (23%), price (17%), natural top material (14%). The least significant in this case were such factors as the consultation seller in the store (7%), the taste and preferences of the child (8%), and trademark (8%) (Figure 14).

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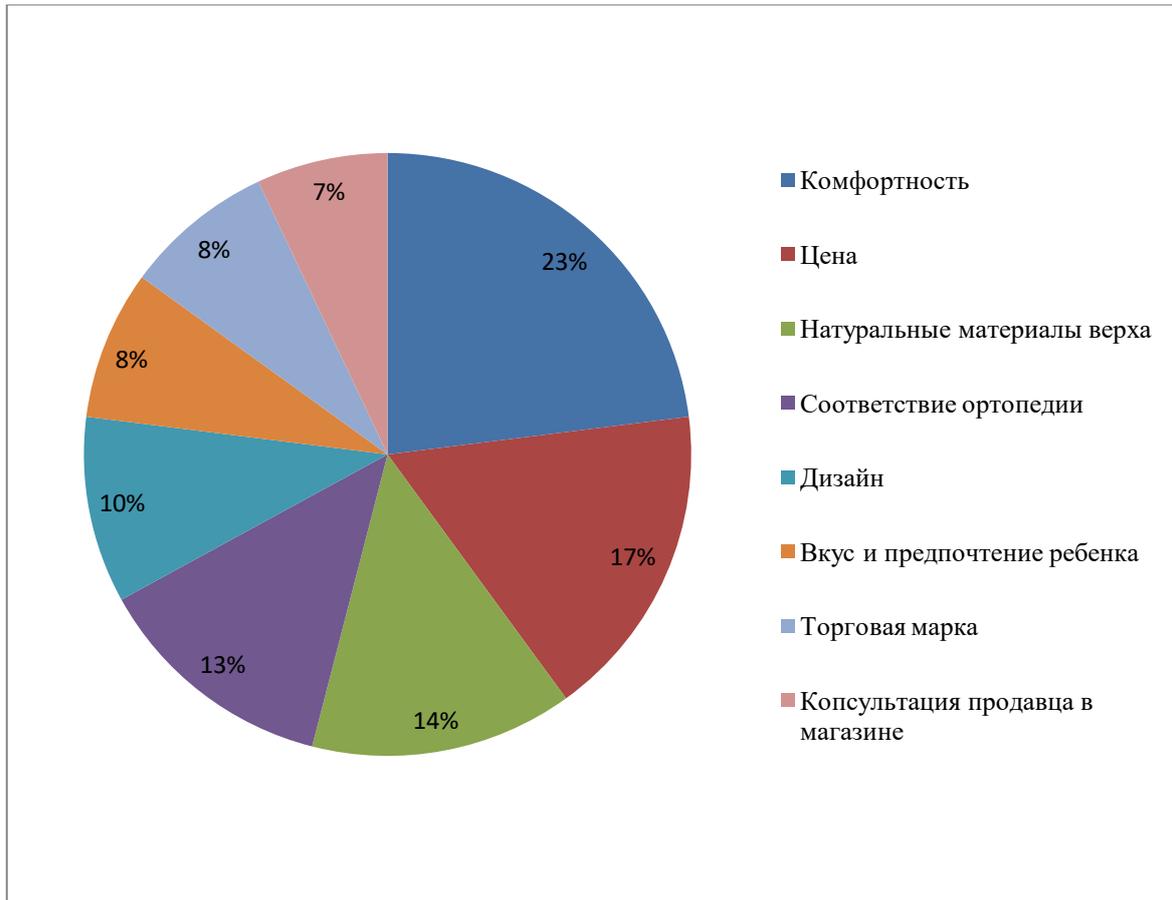


Figure 14 - Diagram "Factors influencing the choice when buying shoes"

Determination of color preferences revealed that consumers prefer to buy shoes of bright colors for children of preschool age, regardless of the season; School demi-season dark colors for both girls and boys. Separately noted that summer footwear prefer color, especially in the sports of sneakers soles.

In the course of our research we found that most are buying shoes at school age 31-37 sizes. When children go to school shoes need more for several reasons: for the summer leg grows; all parents want to September 1st child was dressed and shod in all-new; Also, the school you want to change shoes and shoes for physical education classes; often take to school shoes and shoes for walking.

The number of pairs of shoes purchased for the season, also depends on the age of the child welfare parents. Young children (size 20-25) take a little: sandals (may take 2 pairs per year since the foot is growing rapidly, and the shoes are often even at home on the advice of doctors), a pair of oxfords, a pair of autumn botinotchek (or "Pectoral Sandpiper"), one winter . Complement the wardrobe a little second-hand shoes, which is transmitted acquaintances, relatives. Therefore, the actual wardrobe of shoes for children is greater than buying. Sizes 25-30: take a change of shoes to kindergarten, summer shoes, shoes or shoes, demi-season shoes, winter (often still plus

boots), rubber boots. Sizes 30-35: Summer shoes, spare shoes to school, school shoes, walking shoes, demi-season shoes, winter shoes, girls more elegant shoes, rubber boots. The girls in this group do not often take one pair of shoes, and 2 or more. It deals more with shoes and summer shoes. Thus, it is revealed that with age, the number of pairs increases.

In the survey respondents said that most children buy shoes because the foot has grown. But the older the child, the more significant are other factors: the boys become more active - shoes deteriorating rapidly; girls start to follow the fashion, to pay more attention to their clothes, shoes - want a new pair of respectively more beautiful and fashionable.

We have found that the ratio of the sizes for 30-36 Number girls boots and shoes 60% to 40%. Preferably bootleg with folds (hides completeness or thinness legs) or with laces, to adjust the width of the ankle. Demand model with knitted inserts on the ankle.

Also during the interview following the preferences of buyers of children's shoes have been identified:

- 23-30 rr without laces, a preferred fastener - "Velcro" with the possibility of adjustment; Girls PU Leather (more choice), boys leather (more move, the foot sweats);

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- 30-36 pp for girls models like adult shoes; without laces, on the clasp "Velcro" pribivnoy heel is not in demand; preferred footwear on a platform sole.

Thus, the analysis of the situation both in Siberia and in the domestic market of shoes in other Russian regions, its footwear saturation showed that in these regions is implemented Russian trend of network trade. Confirmed the growing demand for children's products. These studies suggest that the average price

segment of Russian companies compete with foreign manufacturers, as in the production of its products using imported components, technology and, in addition, develop their own sales networks. It identified the most popular brands of children's footwear. The factors influencing the formation range (as the species and size) for different regions of Russia.

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Artur Alexandrovich Blagorodov

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
blaghorodov@list.ru

Dmitri Olegovich Bordukh

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
bordukh95@bk.ru

Angelina Vladimirovna Kopylova

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
angelinakopylova22121999@mail.ru

Vladimir Timofeevich Prokhorov

ISOP (f) DGTU
Doctor of technical sciences, professor,
professor of the department "Designing, technology and
design", Shakhty
prohorov@sssu.ru

Igor Mikhailovich Maltsev

Institute of Entrepreneurship and Service sector (branch)
DSTU
associate Professor, Ph. D.-m н., g. Shakhty

Natalia Vassilievna Tikhonova

Kazan national research technological University
Doctor of technical sciences, professor
Kazan, Republic of Tatarstan

ON THE EFFECTIVENESS OF COMPREHENSIVE SURVEY RESPONDENTS TO FORMATION WITH DIGITAL PRODUCTION DEMAND PRODUCT RANGE

Abstract: in the article, the authors with the help of questionnaires developed by them, conducted a survey among children, parents, manufacturers and buyers in specialized stores selling children's shoes, processed them with the help of software and with a high degree of reliability formulated a popular assortment of children's shoes, guaranteeing the child's foot comfort convenience against the background of its attractiveness and preventing the formation of pathological deviations in it: transverse and longitudinal flat feet, clubfoot and other defects.

Key words: respondents, the questionnaire survey, the range of footwear, the demand for the product, the coefficient of concordance, reliability, competence, coherence, comfort, attractiveness, safety.

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Introduction

To confirm the assessment of production efficiency generated by footwear companies analyzed the annual results of the company for the production of both male and children's and women's footwear assortment.

These calculations indicate that at 100% of sales of shoes in a specified time period covered not only the cost of production and sales, but also remains a profit of 3697.4 thousand. Rub. This confirms the effectiveness of the company, as well as the correct choice of marketing and assortment policy. Since the profitability of the product is 14.9%.

To prove our proposals, they were confirmed by the results of the calculation of technical and economic parameters of its activities with the software developed by us, allowing you to choose not only the volume of production, which would be guaranteed by the manufacturer to obtain economic benefit, which evaluates its comprehensive performance indicator (EFC) will seek to its maximum value, namely, to one [1], but also to ensure its implementation in the markets of the Southern Federal District and the North Caucasian Federal District regions. [one]

The greatest interest is the fact that the direct injection technology on the bottom of shoes today, but what is especially important, and tomorrow will be the most effective for the production of the entire product range. This is possible because today the chemical industry offers manufacturers for direct casting bottom of shoes polymer compositions, creating conditions to use the entire possible list of materials for shoe uppers and thus guarantee consumers high quality, matching the direction of fashion, function and affordability and to ensure it competitive with similar footwear leading foreign companies, forcing them to our markets and creating a shoe priorities, ie import substitution.

Main part.

The global market for footwear is estimated at 260 billion., The rate of growth over the last 5 years was 3.5%. China, the US and India are the largest footwear market. Specific footwear consumption in Russia is much lower than in developed countries. China is the largest exporter of the shoe and serves all major world markets.

The main drivers of growth of the Russian footwear market - increase in the share of consumption of footwear per person, and decrease in the average cost of a pair. Russia lags far behind in the footwear consumption in developed countries (3 pairs per year against Russia 5-6 7-8 in Europe and in the US). By 2025, this figure could rise to 4 pairs per

person. The average price of a pair of 2025 may increase from 1,800 to 2,500 rubles in current prices. In 2017 footwear consumption in Russia is estimated at 0.81 trillion. rub.

By analogy with the clothing industry, the main factors determining competitive advantage products are available and increase in domestic raw hides, access to cheap and productive labor, access to auxiliary materials and functional components of the shoe (insoles, pads, fittings, etc. D.), as well as access to markets. [2,3]

The share of labor costs in footwear production slightly lower than in the clothing, but the main problem today and tomorrow for the Russian shoe manufacturers is the difficulty of access to auxiliary materials and functional components, the absence of domestic manufacturers of high-efficiency equipment for the manufacture of footwear.

The cost price of footwear production in Russia is 1.5 times higher than in China, and the cost of components is 35% more expensive, because they are imported from China at higher prices due to low order volumes, the cost of labor in Russia in 2 times more expensive than in China .

Effective opportunities to reduce costs by reducing delivery times in the shoe production is possible only by providing quick access to materials and components, but the need to import them from Asia can not achieve the advantages of Russian producers on terms. Using natural skin Russian production and increase in the production of leather footwear will reduce delivery times and partly expensive components. Another one of the possible tools for solving problems with the components may also be the creation of purchasing alliances - the consolidation of orders for components can reduce their costs by 20%. By analogy with the segment of technical textiles, footwear production in the world is developing in the form of innovation centers / industrial parks, with many niche players.

The development strategy of footwear production - consolidation and development through innovation centers. The main directions of the state policy, other than the above to create equal competitive conditions in the footwear market [5]

- support for the establishment of industrial infrastructure in the framework of innovation centers;
- support for the creation of innovative industrial centers of the largest shoe manufacturers and SMEs in order to achieve economies of scale and synergies;
- support for the modernization of production to increase productivity;
- providing favorable access for producers to the functional components:

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- Support the creation of purchasing alliances to supply functional components;
- Supports partial localization of component manufacturers within the shoe innovation centers.

The total volume of domestic footwear production in Russia by 2020 could reach 310-340 bln. Rubles (in prices of manufacturers), which would correspond to 60% localization. In this case, up to 20% increase in production of footwear and provide special protective products. Estimated amount of investment required in the sector -. 95-120 billion rubles can be up to 30-50 thousand new jobs.. The development of the garment industry will add 0.05% to GDP and provide 36-58 bn. Rub. tax revenues. The combined effect of the development of garment and footwear production in Russia will amount to 0.11% of GDP (0.06% effect on the development of garment production, 0.05% - of the shoe). The total volume of investments required - 180-270 billion rubles.. 160-200 thousand. New jobs will be created. The expected tax revenue in 2025 - 124-162 billion rubles..

For strategic management of the production of marketable goods should:

- to study the demand for manufactured shoes and together with marketing experts, production and logistics to develop solutions for the timely removal of models with the production and updating of the range;
- explore the markets in different regions, and different forms of organization of sales, study of potential buyers;
- examine customer reaction to the experimental batches of footwear in specialized stores;
- together with the economic planning department to develop the situation on their own pricing policy; study the impact of the prices for the implementation for the various regions;
- to develop the wholesale buyers incentive policy for volume orders, long-term contracts, etc.;
- predict the possible changes in the situation and to develop solutions for the strategy of behavior in the new environment;
- to coordinate the conflicting requirements of production and marketing; organize and study the effectiveness of advertising.

You can imagine yourself a manager of CJSC "Donobuv" which opened a new shop and chose a new strategy for the production and promotion of footwear in the Southern Federal District and the North Caucasian Federal District. Here's what can happen. The main markets for the sale of products of JSC "Donobuv" today is the Moscow and Moscow Region. The raw data that forms the facility manager for the company board of directors - is to prepare a draft of the future strategy for the selection of a certain type of shoe, such as: [6.7]

- make expensive shoes for the target audience with high income (item A);

- specialize in producing an inexpensive shoe to the target audience with earnings-subsistence (product B);

- to produce cheap shoes for socially protected layers with earnings below subsistence level (item C). [2]

In the future, the following scenarios of development of the external environment, the probability of which is estimated the company's management as follows: increase in purchasing power (scenario S1, the probability of occurrence - 0.2); immutability of purchasing power of the population and the impact of foreign competitors (S2 scenario, the probability of occurrence - 0.5); decrease in purchasing power due to inflation growth at constant competition (S3 scenario, the probability of occurrence - 0.3).

For more information, to make the necessary calculations:

- a living wage - 9691 rubles.
- daily issue - 576 pairs of shoes;
- number - 100 people, who are engaged in the release of 576 pairs of shoes a day.
- with a working week of 5 days, the total number of operating days in the year - 250 days;
- monthly production of footwear - 12,000 pairs;
- the annual production of 144,000 pairs of shoes.

We assume that the average cost of one pair of shoes at constant purchasing power (S2 scenario) will be characterized by the following values: the price of a pair of expensive shoes for the target audience with high income of 5 thousand rubles .; the price of a pair of shoes for the target audience with earnings above the minimum subsistence level - 2 thousand rubles .; the price of a pair of cheap shoes for socially protected layers with earnings below subsistence level - 1 thousand rubles..

The total sales volume of footwear at constant purchasing power (S2 scenario) will be considered for the audience:

- the implementation of expensive shoes for the target audience with high income - 60 million rubles.. per month;
- the implementation of the shoe to the target audience with earnings above the subsistence minimum - 24 million rubles.. month;
- the implementation of cheap shoes for socially protected layers with earnings below the subsistence minimum - 12 million rubles.. per month.

For the target audience with the growth of purchasing power (S1 scenario), the price of a pair of expensive shoes will be 9 thousand rubles, the price of one pair of shoes for the target audience with earnings above the minimum subsistence level -.... 5 thousand rubles, the price of one pair of shoes for unprotected layers - .. 2 RUR, with low purchasing power (S3 scenario), the price of one pair of shoes is expensive 2.5 th RUB, the price of one pair of shoes for the target

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audience with earnings above subsistence -.... 1 th RUB, the price of one pair shoes for unprotected layers - 500 rubles.

For each of the scenarios under consideration calculated the volume of sales of shoes per month. We carried out a calculation of the sum of the mathematical expectations of the realization volume taking into account the likelihood of the three scenarios. Management companies based on their experience or analysis (intuitively), estimate the probability of occurrence of a particular situation, [3].

Separately for each strategy is determined by the sum of the mathematical expectations of the sales volumes of the product of footwear sales volume per month in the implementation of each scenario on its probability.

On the calculation of the amount of the expectation of sales volume, the maximum sales volume gained expensive footwear production strategy for the target audience with high income.

Summing up the information obtained as a result of the study, formulated as a block diagram the formation of mentality. The proposed structuring can be used when planning range for industrial and SFD NCFD regions. It was only in the relationship of all the factors considered above can be argued about the high stability of the financial performance of the shoe enterprises regions of the Southern Federal District and North Caucasus Federal District, united in the Innovation Center.

Range of children's shoes must focus on customers with different income levels, for this in the production of shoes you want to use the skin to high quality top, such as a kid or a cheaper - pigskin chrome-tanned leather, shoes that can be worn on the "exit", and came home, take to the legs of the child rested.

Also, the development of the range should be considered and that the girls in the Southern and North Caucasus Federal District is born more than boys, so girls shoes should be produced at a higher level than the shoes for boys.

If the shoe manufacturers for children will be guided by the recommendations of the authors of all the above, the buyers will have the opportunity, depending on their financial situation, to give preference to products of a particular price category made taking into account the climatic characteristics of the SFD and generic characteristics of its population.

Main place among the attributes of any enterprise takes the name of the company goes public. We know the company not by a legal phrase that is enshrined in the relevant registration documents (yes it is unknown to wide range of customers), and on the brand's products. Thus, the rare consumer knows that the shoes of the Trading House "Squirrel" - is Ralf Ringer. Producers SFD and North Caucasus Federal District mostly name (brand name) is absent.

There are several methods of forming the name, logo and trademark of birth.

The most common way - the choice of a proper name. Typical for the fashion houses (class "luxury" goods) - the founder of the company name CHRISTIAN DIOR, CHANEL, GIVENCHY, YVES SAINT LORAN etc. Unique taste, bright style of expressing the personality of artists in their works, later asking things issued under this name, high status. This technique has become necessary if the company creates an individual or family and you want to emphasize the personal role of the owner, and build on its reputation and the reputation of the company's policy. With this approach, the role of the individual is invaluable. Last name must be the guarantor of the quality of products and business management. Accordingly, if the owner of the image not just directly related to the company's image, but also has the primary emotional burden. [8]

Another way - the commercial name of the company is based on the acronym made up of the first letters of the official title. This achieves conciseness name and the ease of pronunciation and memorizing respectively. Can clearly be seen that it is an abbreviation - a great tool for getting a logo - the company LVMH / Louis Vuitton Moet Hennessy /. The same method of recourse companies positioning their products in the class of «Bridge better», representing the second line of the famous houses; in the title is a link to the artist's name, associated with its line of luxury "souture» and «preta - porte de lux» and an abbreviated reduction. For example, Mani (Armani), DKNY (Donna Karan New Your), CK Jeans (Calvin Klein).

Second - much less common in the fashion - industry - education it is the United root fragments of a few words, is not necessarily present in the company's name. But in this case, the desirable association with the profile of the company. The requirement, like any other group names and unusual euphony.

The third way - the formation of new words, do not like the existing meaningful words, but is associated with positive concepts. Most often, the positioning of these companies is connected with the class bridge middle, bridge low and moderate mass clothing class and buget.

For example, the name of the company "Skorokhod" - the production of children's footwear. Saying "Skorokhod" can provoke association with a rapid movement, and the children love to run, they need a high-quality and reliable shoes.

Another example, the name of the company MEXX. Close association does not occur, but the name of the modern and succinctly. It is consistent with the positioning of the enterprise - clothes for the young of the perfect combination of "style, price and quality."

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It should be noted a great number of names that exploit the Latin alphabet for writing their names. It seems to us that the roots of this phenomenon lie in the statements - the legacy of the Soviet era "in Russian fashion, no!", "Domestic, so bad." Accordingly, the domestic enterprises, on the release of the first post-Soviet market, have been forced to masquerade as foreign manufacturers. Gregory, Gloria Jeans, Climona, Vereteno, Festival, ZARINA - here are numerous examples of this strategy in choosing the name of the company.

The fourth method is the logo. Purpose of the logo in the fashion industry - this instant brand awareness. Logo - a symbolism that replaces the name or is a graphic interpretation. Interestingly, in the world of fashion logo has become so much a part of the design of clothing and footwear.

The logo is the identification mark for the uninitiated crowd, which to these letters will know how much worth this or that subject. This cheat sheet for those who can not determine the silhouette of Dolce & Gabbana, Christian Dior and Ferré. If the general trend towards ever greater visualization, font graphics - all kinds of pointers. Plates and labels - have come to play an increasingly important role. Logo as the replacement text, it becomes the ideal solution if you need to combine the decorative and informative.

In addition to its primary function - commodity stamp - plays the role of the decorative. This is a natural result plexus fashion - industry and advertising.

Here are the reasons: first - Industrial - fashion on the text as a decorative element. The second - the fashion for democracy in the clothing, ie Crisis awareness of styles, subject binding to a specific brand. Third - about advertising. This offset a framework "expensive - cheap": it is the design of the product and not the quality of the materials used or the amount of manual labor is increasingly defines customer value. Glut of the advertising information enables logos become part of the decor.

Logo becomes more imaginative and emotional. And you can play with the images, placing it where it was hitherto unthinkable. Thus today, buyers of fashionable footwear made advertising media brands due to general logotypization.

The main thing - matching emotions caused by advertising the product, brand image and design of the products themselves.

After all, the subject of promotion should be specific, simple, clear and bright, that is, advertising. At the same time bear to read emotionally charged image. So, without a logo can not do.

Verbal logo - name written in a certain way, it is the most commonly used attributes, forming in the minds of consumers first emotional connection to the company's image. A certain way of verbal image of the logo to become a distinctive and original feature of the enterprise.

Another important trend in the enterprise to promote their brand is the design of the place of sale in the trade environment. Where you meet the following requirements:

convenience of the location for a specific target audience (Via Corso - street boutiques in Milan, and the area of Il Duomo department store La Rinascente - both conveniently located in the center of Milan, but the consumer in these different commercial spaces). as it has been already mentioned, like community boutiques shoe trade will be created in Russia on the basis of the factory "Paris Commune". the need for such a base there in the Southern and North Caucasus Federal District - it will organize the market regions;

- observance of the concept of representation image of the product, ie thoughtful principles of presenting product features to meet the expected motivation of its consumer choice;

- figuratively targeted solution environment must be tailored to the type of consumer. to be implemented opportunity to try on shoes, get the seller advice;

- Wednesday should have to stay and to provoke interest in the products. in the shop may sound pleasant music, every visitor must be given a booklet with brand shoes;

- the figurative decision of the environment must be raised above the commonplace, to create a sense of "events", "chosen", "opportunities completeness" or "availability". the company may introduce a system of discounts for re-attract consumers;

- to support the additional range of services within the terms of spending time and cultural interests of the consumer. the customer can be offered as a gift cream just bought shoes or other clothing accessory was presented with the manufacturer's logo. [four]

Consumers in the market does not appear monolithic community. When buying shoes, they are guided, first of all type of footwear and price.

For example, when choosing a buyer of women's boots into account the seasonality of the shoe, its age features and type of work, it is important attributes will then be the appearance of the shoe: matching fashion trends, colors, materials, top and bottom, as well as a constructive solution models. Buyers also prefer brand. It is an offer of shoes to the consumer in specialty stores or departments will provoke an increase in sales in an uncertain demand. And if we seller, having a well thought-out principles of presenting advantageous properties of each design women's boots, and guessing the mood and the possibility of women customers at their reasoned matters when choosing a model will be able to realize this same desire, in any case, the buyer will leave satisfied that his interests are fully satisfied and he himself,

The elderly love comfort and coziness. Both the seller and the buyer - the representative of the

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beautiful half - of course, turn their attention to the model, if it is nice to be worn in the snowy winter, since it must be made of soft nap leather - suede and have a molded sole with large tread, as will very comfortable and provide them comfort at any time during her socks .. at the same time it must be affordable.

Business woman, aged 45 and 45 and residing in the vanity, of course, will give preference to models made of natural materials, low-heeled, low-key accessories, creating imposed the comfort in their daily lives, while emphasizing their image and social status.

The appearance in the cabin or in a regular store or a high school student fashionistas immediately attract the attention of interior seller who wants to offer them only the original model on the high heels especially with overhead straps, decorated holnitenami and secured at the top and bottom of the shaft. Fashionista will be pleased that bought what she wanted, and high school will be satisfied buying more because she was sure that this purchase will surprise her friends and for her - this is the most important argument in favor of buying.

Seller always easy if there was a "socialite" in the store, as it always favors only innovations or exclusive models. These its ambitions can be met as a model at the expense of originality, and at the expense of constructive solutions, also due to the selected materials and decorations in the production of the model itself. .

Girls who love the strictness, but at the same time, the originality, the seller is required to propose a model in which combines two materials of colors and textures and details, perforated, draped in the ankle, give it unusual.

And the price should not be very "bite", which is also not a few important argument in favor of buying. These are our fancy, peeped into the life and work very effectively to the demand justified and have a right to be, because the ability to present their products to work with the consumer competent marketing approach form the popularity of the boutique, shop or salon with customers and provide them with strong consumer demand . Ultimately designed principles of presenting the properties of the product, the choice of the consumer, the right design boutiques and shop windows - all this will help to have a significant impact on the effective results of their work in the same fully applies to the children's range ..

Assortment - the problem of specific products, their individual series, determining the relations between "old" and "new" products, products for single and serial production, "High" and "normal" goods, materialized goods or licenses and "know-how". When forming the price range there are problems of quality, warranty, service, whether the manufacturer is going to play a leadership role in the creation of new

types of products or forced to follow other manufacturer

The formation range precedes the development of enterprise product line concept. It is aimed to build an optimum assortment structure, commodity supply, with a basis accepted, on the one hand, the consumer demands of certain groups (segments), and with another - the need to ensure the most efficient use of enterprise commodity, technological, financial and other resources in order to manufacture products with low costs. [5]

Assortment concept is expressed in the form of a system of indicators characterizing the possibility of optimal development of the production range of this type of goods. These indicators include: the diversity of species and varieties of goods (taking into account the typology of consumers); the level and frequency of updating of assortment; level and the ratio of the price of goods of this type, and others.

forming range includes the following main points: [9]

- identifying current and future customer needs, analysis of ways to use the features of the footwear and consumer behavior in the relevant market;
- Assessment of the existing analogue competitors;
- critical evaluation of products now manufactured in the same range as in items 1 and 2, but with the position of the buyer;
- issues, what products should be added to the range, and which are excluded from it because of changes in the level of competitiveness; whether to diversify production at the expense of other areas of the enterprise production beyond its existing profile.
- Consideration of proposals for the creation of new models of shoes, the improvement of existing ones;
- Development of specifications for new or improved models in accordance with customer requirements;
- studying possibilities of production of new or improved models, including price issues, cost and profitability;
- testing (testing) Shoe considering potential consumers in order to determine their admissibility on the basic parameters;
- Develop specific recommendations for manufacturing companies about the quality of units, style, price, name, packaging, service, etc. in accordance with the results of tests carried out to confirm the acceptability of the product characteristics or the necessity of predetermining the change;
- Evaluation and revision of the entire range. [6]

Planning and assortment management - an integral part of marketing. Even a well-designed marketing and advertising plans will not be able to neutralize the consequences of mistakes made earlier in the planning range.

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The optimum range of the structure should ensure maximum return on the one hand and sufficient stability of the economic and market indicators (eg sales volume), on the other hand.

Achieving the highest possible profitability is ensured by continuous monitoring of economic indicators and timely decisions on the adjustment range.

Stability of marketing performance is ensured, first of all, by continuously monitoring the market situation and timely reaction to changes, and even better the adoption of pre-emptive action.

However, it is important that different products were not too many. For the majority of Russian companies, the potential for optimization of the range is still laid in a considerable reduction of the product range. Too large assortment of bad effect on economic performance - there are many positions that are on the volume of sales can not go even to break even. As a result, the overall profitability drops sharply. Only exception of unprofitable and low-profit products from a range of companies can give an increase in the overall profitability of 30 - 50%.

Thus, a wide range of spray force, makes it difficult to offer customers competent good (even the sales staff are not always able to explain the difference between a particular position or name), dispels the attention of end users.

It is appropriate to recall the psychology of perception of the information. The reality is that the average person is able to simultaneously absorb no more than 5-7 (rarely up to 9) of semantic constructs. Thus, the person making the choice, first selects the best 5-7 options on the basis of the same number of criteria. If the seller offers a large number of selection criteria, the buyer begins to feel uncomfortable and self-eliminates insignificant, from his point of view, the criteria. The same thing happens when you select the actual product. Now imagine what happens when a man in front of a hundred almost indistinguishable (for him) of the goods, and he needs to buy one. People behave in such a situation as follows: or do refuse to buy, so as not being able to compare a number of options, or they prefer what is already taken (or that sounds familiar). There is another category of people (about 7%), lovers of novelties, which on the contrary will choose something that has not yet been tried.

Thus, from the customer's perspective (for relaxing the selection of measurable perception embodiment) range should consist of no more than 5-7 groups, 5-7 of names, i.e., the entire range in terms of perception optimally should consist of 25 - 50 titles. If the names of more than an objective, the output is only further classification.

It is generally accepted that a wide range of customer needs. This very wide range of often referred to even as a competitive advantage. But in fact it turns out that for a wide range of manufacturer - it's

hundreds of types of products, and for the consumer - 7 titles have more than enough.

Consequently, the consumer need not wide range and variety required for it. [7]

If the company professes approach a wide range, it is sufficient to carry out sales analysis, look at the statistics, to make sure that the sales leaders are 5 - 10, on the strength of 15% of names, all other positions are sold very little demand for them is insignificant, although costs differ little from cost of sales leaders. The situation turns out, when several items of "feeds" the whole wide range of businesses. And this is not always justified in terms of the completeness of the range (the favorite argument of sellers), that is, the presence of different items to cover the maximum possible options customer needs. In practice, it turns out that the fullness is completely ensured, even if the existing range of cut twice and even three times. The main thing in this case correctly classify all the goods and to ensure that to an assortment of products were submitted from every possible group that classification. And the more reason for the classification of the company will be able to allocate, the more balanced will be the decision. Thus, the classification of goods can be meet customer needs, according to the functional purpose of the goods, for the benefit for the company. [10]

Of particular importance in this situation is the role played by certain range of positions. To this end, the products can be classified into the following groups:

A - main product group (which bring the basic gain and are in the stage of growth);

B - supports groups of goods (goods that stabilize sales revenues and are in a stage of maturity);

In - a strategic group of products (goods, to ensure future profit of the company);

D - the tactical group of products (goods, intended to encourage the sale of the main product group and are at the stage of growth and maturity);

D - developed by a group of goods (goods that are not present on the market, but are ready to exit the market);

E - products, leaving the market (which are not profitable and should be removed from the production output from the market). [8-9]

After that, it is necessary to determine the share of each group in the total volume of production. For a sustainable situation of the company in the range of structure: a group of products A and B should be not less than 70%.

Thus, this makes it possible to evaluate the available assortment set in the company and by relating it to make a profit, to assess the correctness of assortment planning, its balance.

In addition, not always increase product groups, bringing the main income, will increase the company's profits. It is important to pay attention to the rest of

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unsold goods (which it will increase the possibility of its further implementation).

Planning of production volumes - one of the important problems of assortment policy. The economy is widely used to predict future costs and revenues on the basis of calculation of the cost of production of variable costs. The essence of this method lies in the fact that the company costs are divided into fixed and variable depending on the degree of their response to changes in the scale of production.

The basis of fixed costs is the cost associated with the use of fixed assets (fixed capital). These include the depreciation costs of fixed assets, lease of industrial premises, as well as salaries of administrative personnel, social contributions of the staff. The basis of the variable cost is the cost associated with the use of working capital (working capital). These include the costs of raw materials, fuel, wages of production workers and deductions for their social needs.

It should be emphasized that the total fixed costs, as a constant and not dependent on the volume of production, are subject to change under the influence of other factors. For example, if prices rise, the total fixed costs are also increasing.

for covering the value calculation method provides for the calculation only the variable costs associated with the production and sale of a unit of production. It is based on calculation of the average variable costs and average value of the coating, which is the gross margin and can be calculated as the difference between the cost of production and the sum of the variable costs. Limited only variable costs of production cost simplifying regulation, planning, control due to sharply reduce the number of cost items. The advantage of this method of accounting and costing is also a significant reduction in complexity of accounting and its simplification.

When applying the calculation method of the value appropriate to use coating parameters such as coating amount (profit margin) and the cover factor.

The amount of coverage (profit margin) is the difference between the sales proceeds and the sum total of variable costs. The amount of coverage can be calculated in a different way - as the sum of fixed costs and profit. The calculation of the amount of coverage to determine the means of the enterprise, received her at the realization of the products in order to offset the fixed costs and profit. Thus, the amount of coverage shows the overall level of profitability as the entire production, as well as individual products: the higher the difference between the selling price of the product and the amount of the variable costs, the higher the amount of its coverage and the level of profitability.

The coverage ratio is called the share of the coverage of the revenue from the sale of the share or the average value of the coating in the price of goods.

It is also important to determine at what sales volume will pay off gross costs of the enterprise. To do this, you need to calculate the breakeven point at which revenues are received or the volume of production, to ensure coverage of all costs and zero profit. Those. revealed a minimal amount of revenue from sales of products in which the level of profitability will be more than 0.00%. If the company earns revenues greater than that which corresponds to the point of break-even, so it works profitably. Comparing these two values of revenue, it is possible to estimate the reduction in allowable revenue (sales volume) without any danger of being at a loss. Revenue corresponding to the breakeven point, called a threshold revenue. The volume of production (sales) at breakeven threshold is called the volume of production (sales).

To assess whether the actual revenue exceeds the revenue providing breakeven, necessary to calculate the safety factor (the percentage of deviation of the actual revenue threshold). To determine the impact of changes in revenue to changes in profit calculates production arm. The higher the leverage effect of the production, the more risky in terms of reduced profits is the situation of the enterprise.

For the separation of the total cost of constants and variables use the method of the highest and lowest points, which involves the following algorithm:

1. including data on volumes of production of various kinds of shoes, and the costs of its release selected maximum and minimum values;
2. It is the difference between the maximum and minimum values of volume production and cost;
3. It determines the rate of variable costs per product, by attributing the difference in the level of expenses for the period to the difference in the volume of production levels for the same period;
4. determined by the total amount of variable costs of the maximum and minimum volume production rate by multiplying the variable costs of the corresponding production volume;
5. determined by the total amount of fixed costs as a difference between all costs and variable costs value (Example 1) [10]

The minimum volume of production is to produce the Model A - 500 pairs, maximum - on the issue of model B - 1600 pairs.

The minimum and maximum cost of production of footwear models A and B are respectively 179 465 rubles. $(358,93 \cdot 500)$ and 428,180 rubles. $(428,18 \cdot 1000)$. The difference in the levels of production volume is 1100 pairs $(1600-500)$ and in cost levels - 248 715 rubles. $(428180-179465)$. Rate variables for one product costs amount to 226.1 $(248715/1100)$. The total amount of variable costs to a minimum production volume is 113045 rubles. $(226,1 \cdot 500)$, and the maximum amount - 361 760 rubles. $(226,1 \cdot 1600)$. The total amount of fixed costs = $66420 \cdot 179465 - 113045$, $428180 - 361760 = 66420$. Thus, for our

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example, the value of fixed costs amount to 66420 rubles. and they are distributed between the species-produced footwear in proportion to the total cost of each product.

Profit from the sale of the Model A is a negative value. However, before taking a decision to exclude

this type of shoes from the range, it is necessary to calculate the profit from the sale of all manufactured products. It is important that revenues exceed the sum total of variable costs.

Examples of the solutions are summarized in Table 1.

Table 1. The solution of Example 1

Indicator	Meaning, rub.
1) Revenues from sales	951008
2) Variable costs	798132
3) Fixed costs	66420
4) Coating Amount 1-2	152876
5) Ratio 4/1	0.16
6) The threshold revenue, 3/5	415125
7) The safety margin, %, $(1-6) / 1 * 100$	56.35
8) Gain	86456
9) The effect of the production arm, 4/8	1.77

Let's see how to change the profit of the company in case of failure of the production unprofitable Model A. In this case, the firm's revenue will be reduced by the amount of proceeds from the sale of this product and its size will be 753,508 rubles. (951008-197500).

It will also reduce the total cost of the enterprise in the amount of variable costs required for the production and sale of brand shoes A. This value will be equal to 164290 rubles. Because fixed costs do not depend on the amount of revenue, the abandonment of the production of brand name shoes And not affect their overall value. Thus, the total cost of the enterprise without the production of brand name shoes And make 633 842 rubles. (798132-164290). And the organization is not making a loss in its operations (753508-633842 = 119 666 rubles.). Using the method of calculating the average value of the coating makes it possible to take a decision on whether to continue the production of footwear brand A. The average value of coverage for both brands of shoes is positive. If the company will reduce the release of Shine A grade by one unit, it will lose 66.6 rubles. of coverage of fixed costs. Exclusion from the production of the entire volume of the release of this brand will lead to a loss in the amount of 33300 rubles. (500 · 66,6). From the above it can be concluded that the shoe brand A should be kept in stock.

Thus, to make a decision based only on the value of the full costs and profits per unit of output, it is not

always appropriate for the company to lose profits in the final result. Now consider the situation (Example 2), when the company plans to release a new product - a model in 1700 in the amount of steam for the price 467.40 p. for 1 pair. However, the production capacity of the organization are suitable for the production of only 4000 pairs of shoes. And if it is going to set up production of footwear models in, he would have to refuse the release of 500 pairs of other models. The question arises whether or not to enter into a range of new products, and if so, the production of some products should be reduced?

The average value of variables for a new kind of production cost is 375.34 rubles. Then the average value of the coating is equal to 92.06 rubles. (467.40 - 375.34). The increase in profits of the enterprise through the production of shoe models in the amount 156 502 rubles. (1700 · 92,06). Among all kinds of shoes now made the smallest average value of the coating has a pattern B (66.6 rubles.). If we abandon the production of 500 pairs of shoes, the organization will lose 33300 rbl., At the same time the brand of shoe production in the company will receive an additional 156,502 rbl. companies benefit from the changes will be in the range of 123202 rubles. (156,502 - 33,300). Let us see how to change a margin of safety, the effect of the production of the lever and the profit of the company in case of inclusion in the model shoe release in the range (Table 2).

Table 2. The solution of Example 2

Indicator	Meaning, rub.
1) Revenues from sales	1745588

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2) Variable costs	1520478
3) Fixed costs	66420
4) Coating Amount 1-2	225110
5) Ratio 4/1	0.13
6) The threshold revenue, 3/5	515046
7) The safety margin, %, (1-6) / 1 * 100	70.49
8) Gain	158690
9) The effect of the production arm, 4/8	1.42

These data show that the update range of companies the situation has improved:

- Profit increased from 86456 rubles. up to 158690 rub. ;
- margin increased by 14.14% (70.49 - 56.35);
- the effect of the production arm declined by 0.35 points (from 1.77 to 1.42).

Thus, in the costing system of variable costs, income is recorded as a function of sales, and in the complete distribution system, it depends on the production and on the implementation.

Both considered systems have their advantages and disadvantages. For example, when production exceeds the volume of sales, higher profits will be shown in a full cost allocation system. In the case where the volume of sales, higher than the volume of production, higher profits will be reflected in the cost calculation of variable costs. However, when calculating the cost of variable costs, information for decision making can be obtained at a much smaller number of calculations. Choice for the enterprise management to timely and effective action to ensure its stable position of the company in an uncertain demand. This is especially important in the production of the entire product range of children's shoes, and when dealing with customers - with mothers and children, creating conditions for them to meet their interests.

In a market economy to survive in an ever-changing economic environment, footwear enterprises should focus on the target audience:

- increase the amount of profit as a result of the volume of product sales company, reduced its production costs and improve product quality.

To get the desired profit in the conditions when the prices of footwear and production volumes are dictated by the market, the company always has to choose what products and how much to produce in terms of the cost of its production and taking into account the solvency of potential buyers.

A high quality, competitive footwear is a prerequisite for high-efficiency operation of the shoe business.

An important criterion for the shoe market competitiveness is its cost with a corresponding its quality and purchasing power of the population.

The main criterion of the viability and profitability of the enterprise is profit, to increase the loss is first necessary to reduce the cost of shoes.

The ratio of the changes in the calculation of each article costs depend on changes in the total cost, which includes all costs of production and sale of shoes.

An important factor affecting the level of production costs of footwear is to change the range and the process. (Tables 3-6) [11]

Table 3. The financial performance of your company in the children's shoes

Month	Release steam	Costs RUB.			The cost price, rbl.	Commodity production (in wholesale prices), rub.	Profit rubles.
		Main and auxiliary materials	The main and additional RFP with SVVF	Overhead			
I quarter - spring (56) - (15 + 19 + 22)							
January 3,909,699.75	7095	1756438.2	414,631.8	1,738,629.75	3,909,699.75	4321564.5	411,864.75
February 4,976,286.35	8987	2,248,821.72	525,200.28	2,202,264.35	4,976,286.35	5473981.7	497,695.35
March 5734226.3	10406	2,576,109.36	608,126.64	2549990.3	5734226.3	6338294.6	604,068.3
I quarter 14620212.4	26488	6,581,369.28	1,547,958.72	6490884.4	14620212.4	16133840.8	1513628.4
II quarter - summer (62) - (21 + 20 + 21)							

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JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

April 5,587,132.3 2	11088	2,305,971.3 6	614,496.96	2666664.0	5,587,132. 32	6098400.0	511,267. 68
May 5321078.4	10560	2196163.2	585,235.2	2539680.0	5321078.4	5808000.0	486,921. 6
June 5,587,132.3 2	11088	2,305,971.3 6	614,496.96	2666664.0	5,587,132. 32	6098400.0	511,267. 68
II quarter of 16,495,343. 04	32736	6,808,105.9 2	1,814,229.12	7873008	16,495,343 .04	18004800.0	1509457
III quarter - autumn (66) - (24 + 23 + 22)							
July 5933010.3	10122	2,964,936.2 4	697,911.9	2,270,162.16	5933010.3	6533751.0	600,740. 7
August 6498058.9	11086	3,247,311.1 2	764,379.7	2,486,368.08	6498058.9	7156013.0	657,954. 1
September 6215534.6	10604	3,106,123.6 8	731,145.8	2,378,265.12	6215534.6	6844882.0	629,347. 4
III quarter 18646603.8	31812	9,318,371.0 4	2193437.4	7,134,795.36	18646603. 8	20534646.0	1888042 .2
IV quarter - Winter (64) - (21 + 21 + 22)							
October 7,266,070.3 5	9135	3934992.6	874,858.95	2456218.6	7,266,070. 35	8138371.5	872,301. 15
November 7,266,070.3 5	9135	3934992.6	874,858.95	2456218.6	7,266,070. 35	8138371.5	872,301. 15
December 7612073.7	9570	4122373.2	916,518.9	2573181.6	7612073.7	8525913.0	913,839. 3
IV quarter 22144214.4	2740	11992358.4	2666236.8	7485618.8	22144214. 4	24802656.0	2658441 .6
For the year 71,906,373. 64	18887 6	34,700,204. 64	8,221,862.04	28,984,306.5 6	71,906,373 .64	79475942.8	7,569,56 9.16

Table 4. Financial results of the company for the implementation of women's shoes

Month	Release steam	Costs RUB.			The cost price, rbl.	Commodity production (in wholesale prices), rub.	Profit rubles.
		Main and auxiliary materials	The main and additional RFP with SVVF	Overhead			
I quarter - spring (56) - (15 + 19 + 22)							
January 2856754.8	3060	1671861.6	455,695.2	729198	2856754.8	3241519.2	384,764.4
February 3,618,556.0 8	3876	2,117,691.36	577,213.92	923,650.8	3,618,556.08	4,105,924.3 2	487,368.24
March 4,205,419.0 4	4488	2,447,575.68	688,352.96	1069490.4	4,205,419.04	4,754,228.1 6	548,809.12
I quarter of 10,680,729. 92	11424	6,237,128.64	1,721,262. 08	2722339.2	10,680,729.9 2	12,101,671. 68	1,420,941. 76
II quarter - summer (62) - (21 + 20 + 21)							

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April 4,503,549.54	5334	2819819.1	451,363.08	1,232,367.36	4,503,549.54	5,198,409.72	694,860.18
May 4289094.8	5080	2685542.0	429,869.6	1173683.2	4289094.8	4950866.4	661,771.6
June 4,503,549.54	5334	2819819.1	451,363.08	1,232,367.36	4,503,549.54	5,198,409.72	694,860.18
II quarter of 13,296,193.88	15748	8325180.1	1,332,595.76	3,638,417.92	13,296,193.88	15,347,685.84	2,051,491.96
III quarter - autumn (66) - (24 + 23 + 22)							
July 4,038,068.37	3801	2,461,033.47	528,681.09	1,048,353.81	4,038,068.37	4,831,793.19	793,724.82
August 4,422,646.31	4163	2,695,417.61	579,031.67	1,148,197.03	4,422,646.31	5,304,452.97	881,806.66
September 4,230,357.34	3982	2,578,225.54	553,856.38	1,098,275.42	4,230,357.34	5,061,878.58	831,521.24
III quarter 12691072.02	11946	7,734,676.62	1,661,569.14	3,294,826.26	12,691,072.02	15,185,635.74	2,494,563.72
IV quarter - Winter (64) - (21 + 21 + 22)							
October 7,169,000.58	3402	5,261,975.46	750,413.16	1,156,611.96	7,169,000.58	8,649,142.74	1,480,142.16
November 7,169,000.58	3402	5,261,975.46	750,413.16	1,156,611.96	7,169,000.58	8,649,142.74	1,480,142.16
December 7,510,381.56	3564	5,512,545.72	786,147.12	1,211,688.72	7,510,381.56	9,061,006.68	1,550,625.12
IV quarter 21848382.72	10368	16,036,496.64	2,286,973.44	3,524,912.64	21,848,382.72	26,359,292.16	4,510,909.44
For the year 58,516,378.54	49489	38333482.0	7,002,400.42	13,180,496.02	58,516,378.54	68,994,285.42	10,477,906.88

Table 5. Financial results of the company for the implementation of men's shoes

Month	Release steam	Costs RUB.			The cost price, rbl.	Commodity production (in wholesale prices), rub.	Profit rubles.
		Main and auxiliary materials	The main and additional RFP with SVVF	Overhead			
I quarter - spring (56) - (15 + 19 + 22)							
January 3,662,091.75	4275	2,417,213.25	602,860.5	642,618.0	3,662,691.75	4419495	756,803.23
February 4,639,409.55	5415	3,061,803.45	763,623.3	813,982.8	4,639,409.55	5598027	958,617.45
March 5371947.9	6270	3545246.1	884,195.4	942,506.4	5371947.9	6481926	1109978.1

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I quarter 13674049.2	159 60	9024262.8	2250679.2	2399107.2	13674049.2	16499448	2825398.8
II quarter - summer (62) - (21 + 20 + 21)							
April 3794943.0	590 1	2,338,035. 21	638,960.28	817,347.51	3794343.0	4,450,711.23	656,368.23
May 3613660.0	562 0	2226700.2	608,533.6	778,426.2	3613660.0	4238772.6	625,112.6
June 3794343.0	590 1	2,338,035. 21	638,960.28	817,347.51	3794343.0	4,450,711.23	656,368.23
II quarter of 11202346	174 22	6,902,770. 62	1,886,454. 16	2,413,121.22	11202346	13,140,195.0 6	1,937,849.06
III quarter - autumn (66) - (24 + 23 + 22)							
July 4,792,159.4 9	5292	3,219,403. 02	429,542.11	1,143,214.35	4,792,159. 49	6099030	1,306,870.5 1
August 5,249,555.6 3	5796	3,526,012. 83	470,450.89	1,252,091.91	5,249,555. 63	6679890	1,430,334.3 7
September 5,020,357.5 6	5,544	3,372,707. 92	449,996.5	1,197,653.14	5,020,357. 56	6389460	1,369,102.4 4
III quarter 15061072.6 8	16632	10,118,123 .77	1349989.5	3592959.4	15,061,072 .68	19168380	4,107,307.3 2
IV quarter - Winter (64) - (21 + 21 + 22)							
October 4419723.0	4389	3,032,008. 98	661,466.19	726,247.83	4419723.0	5207109.6	787,386.6
November 4419723.0	4389	3,032,008. 98	661,466.19	726,247.83	4419723.0	5207109.6	787,386.6
December 4630186.0	4598	3,176,390. 36	692,964.58	760,831.06	4630186.0	5455067.2	824,881.2
IV quarter 13469632.0	13376	9,240,408. 32	2,015,896. 96	2,213,326.72	13469632. 0	15869286.4	2399654.4
For the year 53,407,099. 87	63390	35,285,565 .51	7,503,019. 82	10,618,514.5 4	53,407,099 .87	64,677,309.46	11,270,209. 59

Table 6. The impact of the implementation of the shoe on the financial condition of the enterprise

Men's shoes					
volume realization%	100%	80%	60%	48%	40%
Profit / loss for the month, rub.	824,881.2	207,739.04	190,596.51	0	- 126,545.78
tax on profit 20%	164,976.22	41547.8	38119.3	-	-
Tax property, 2.2%	3483.3	3483.3	3483.3	3483.3	3483.3
Net profit / loss for the month, rub.	656,421.7	162708	148994	- 3483.3	- 3483.3
Profit / loss for the year, rbl.	9898574.4	2,492,868.48	2,287,158.12	0	- 1,518,549.36
pure Profit / loss for the year, RUR.	7877060.4	1952496	1787928	- 41799.6	- 41799.6
Women's shoes					
volume realization%	100%	80%	60%	44%	40%

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Gains / Losses for the month, rub.	1,550,625.12	998,162.35	445,699.56	0	-106,763.19
tax on profit 20%	310,125.02	199,632.47	89139.912	-	-
Tax property, 2.2%	3483.3	3483.3	3483.3	3483.3	3483.3
Net profit / loss for the month, rub.	1237017	795,046.6	353,076.3	- 3483.3	- 3483.3
Profit / loss for the year, rbl.	18607501	11977948	5348395	0	-1,281,158.28
pure Profit / loss for the year, RUR.	14844204	9540559	4236916	- 41799.6	- 41799.6
Children's shoes					
volume realization%	100%	90%	83%	80%	-
Profit / loss for the month, rub.	511,267.68	495,905.15	0	-416,365.49	-
tax on profit 20%	102,253.54	9918103	-	-	-
Tax property, 2.2%	3483.3	3483.3	3483.3	3483.3	-
Net profit / loss for the month, rub ..	405,530.84	39668929	- 3483.3	- 3483.3	-
Profit / loss for the year, rbl.	6135212	49590515	0	- 4,996,385.88	-
pure Profit / loss for the year, RUR.	4866370	39668929	- 41799.6	- 41799.6	-

3-6 tables of data suggest that the 100% implementation of the shoe to provide compensation for costs not only for production and sales of shoes, but remains net income, which demonstrates the effectiveness of the company during the analyzed month, as well as the right assortment of marketing policy of the company . This result of the work will allow the company to distribute the net profit on the formation of a financial reserve, payment of dividends, the development of production, financing of social programs, and others.

When the sale of this type of footwear is not in full, then such an outcome adversely affects the performance of the company. In this case, the presence of residues unrealizable shoe reduces the total amount of revenue, increases costs and leads to additional costs for the storage of goods.

When calculating the dimensionless evaluation indicators of competitiveness of enterprises through the software there is a need to formulate these same criteria as their probative bazy. So, for example, unit profit is calculated depending on the profitability of production, that is, first formulated margins from 5% to 25% and then laid the amount of profit per unit of output. A similar feature exists with the definition of productivity criterion, because at first use innovative processes, formed on the basis of universal and multi-functional equipment maintenance which should be

highly trusted and responsible executives, empathic for the overall result of the entire production cycle, guaranteeing them the production of marketable and competitive products, enjoyed by consumers of domestic markets in high demand. Calculation of fixed costs per unit of production and semi-variable costs per unit of output is interconnected with the peculiarities of the organization of competitive and marketable products, including for children. Performance analysis of the leading foreign manufacturers confirms the fact that, if fixed costs are 20% - 40% of the cost of production, then, of course, conditional instance variables costs - 60% - 80% .If this again need to focus on the production of feature products for children, and when profit margins, fixed costs and semi-variable costs are generated based on the implementation of the requirements of technical regulations and normative documents and acts to ensure their safety when using them life. And if this is due to the need of their production takmi stringent performance - the state and the producers have to be interested in each other, and to provide producers compensation for the additional costs of compliance and assurance that made Highlighted not bring harm to children's health.

Of course, if the criteria for loss of wages per unit of output has to go to zero, and the volume of manufacture of shoes with 1 m2 - to its maximum

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possible value, and the cost of 1 commodity products ruble shall endeavor to achieve the minimum possible value and the cost of equipment per unit of flow setting also aspire to the minimum possible value and other criteria - to their maximum possible values'-together dimensionless performance evaluation developed innovative technological processes (K)

should always page acquainted unit and thereby always confirm that designed an innovative process for the production of the company they import-substituting products will be successful in their work for the benefit of the population of the regions where they operate,

Table 7 - Criteria for assessing the competitiveness of and demand for the eyes of children's shoes of the child

number	The list of factors to evaluate the competitive capacity of enterprises and regions of the Southern Federal District North Caucasus Federal District in the production of children's shoes	Rank
one	Form forefoot	
2	Quality children's shoes	
3	The flexibility of children's shoes	
four	Price of children's shoes	
five	comfort	
6	The level of service of parents and children in shops and malls	
7	Colour	
eight	The warranty period for children's shoes	
9	The height of the heel portion elation -up to 40 mm	
ten	Elation heel height of the shoe 40 mm -svyshe	
eleven	Weight	
12	Maintainability children's shoes its expediency	
13	Materials for the bottom of shoes	
14	Materials for uppers	
15	Point of sale of footwear for children -Interior store or shopping center	
sixteen	What types of children's shoes are preferred: Winter	
17	autumn	
18	spring	
nineteen	summer	
20	Durability fastening shoe bottom	
21	Variety assortment of shoes for children in shops and malls	
22	Compliance towards fashion	

Table 2 - Results of treatment of questioning children that participated in the survey for assessing the competitiveness of and demand for children's shoes

Фактор	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂	X ₁₃	X ₁₄	X ₁₅	X ₁₆	X ₁₇	X ₁₈	X ₁₉	X ₂₀	X ₂₁	X ₂₂	KK
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

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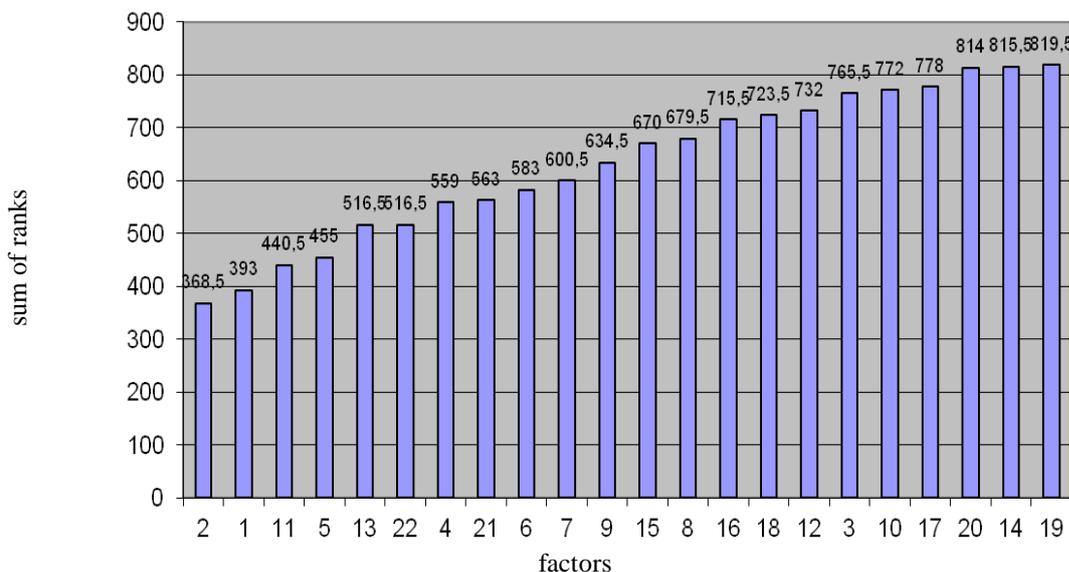
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9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	0,4 9	
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	1	5	1	2	0,3 0
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	0,3 3	
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	0,3 7	
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	0,2 7	
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	0,2 1	
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	0,2 4	
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	0,3 9	
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	0,2 4	
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	0,3 7	
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	0,4 3	
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	0,2 3	
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	0,3 5	
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	0,5 4	
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	0,3 8	
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	0,6 9	
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	0,2 8	
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	0,6 9	
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	0,6 9	
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	0,6 9	
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	0,4 1	
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	0,6 3	
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	0,2 6	
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	0,4 6	
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	0,4 2	
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	0,6 9	
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	0,3 6	
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	0,2 3	
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	0,2 0	
38	1	8	9	7	5	15	12	11	14	13	5	10	2	16	18	5	17	20	19	21	3	22	0,4 8	
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	0,4 5	
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	0,2 5	
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	0,4 0	
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	0,2 0	

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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	12,5	21,5	17	18	19	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	8,5	21,5	6,5	5	16	20	19	17	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	10,5	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
Суммы рангов	393	368,5	765	559	453	583	609,5	675	634,5	772	440,5	732	679,5	815,5	817,5	670	778	723,5	814	815,5	819,5	516,5	
Без еретики ов.	47	12	76	44	16	37	46	63	87	90	28	52	67	80	73	30	103	73	76	100	37	28	
Коз ф. кон кор д.		0,16		0,69																			
Критерий Пирсон а.		183,2		6,55																			



Picture 1 - The results of processing of questioning children that participated in the survey for assessing the competitiveness of and demand for children's shoes

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

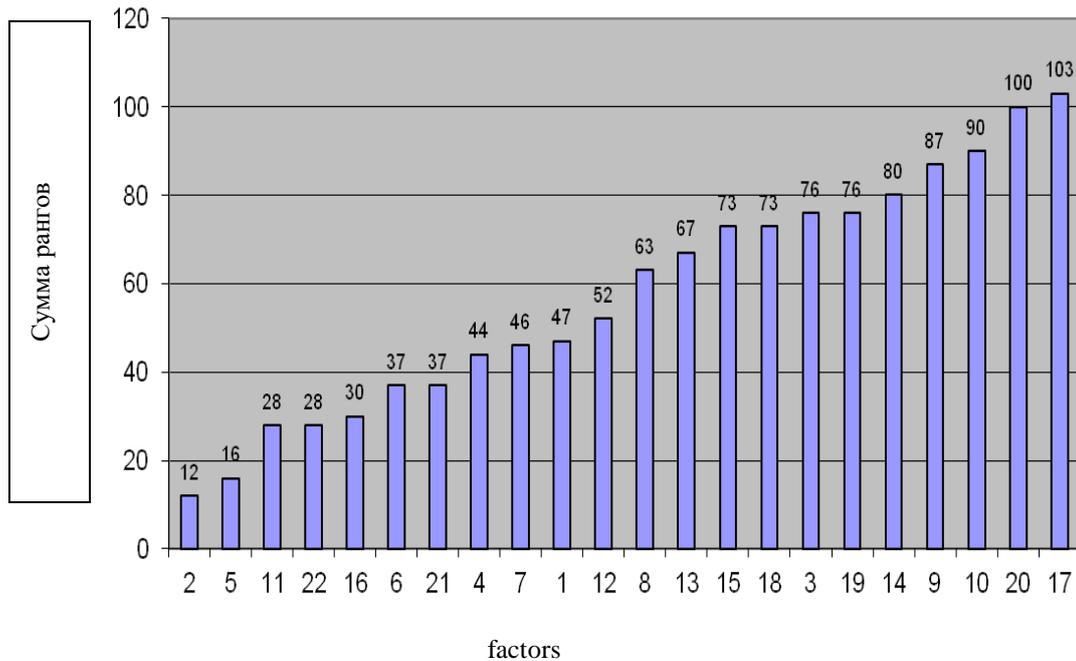


Figure 2 - The results of processing of questioning children that participated in the survey for assessing the competitiveness of and demand for children's shoes, without heretics, that is, whose opinion is not consistent with the majority of survey participants

Table 4 - Criteria for assessing the competitiveness of and demand for children's shoes eyes of ordinary buyers

number	The list of factors to evaluate the competitive capacity of enterprises and regions of the Southern Federal District North Caucasus Federal District in the production of children's shoes	Rank
one	Weight	
2	Colour	
3	Quality children's shoes	
four	Functionality of children's shoes	
five	Characterization of materials for shoe uppers	
6	Compliance towards fashion	
7	Price	
eight	Characterization of materials for the bottom of shoes	
9	comfort	
ten	Elation heel height of the shoe - 40 mm	
eleven	Elation heel height of the shoe 40 mm -svyshe	
12	repairability	
13	The warranty period for children's shoes	
14	What types of children's shoes are preferred: Winter	
15	autumn	
sixteen	spring	
17	summer	
18	Durability fastening shoe bottom	

Table 5 - Results of the survey processing customers who participated in the survey for assessing the competitiveness of and demand for children's shoes

Фактор	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	Кк
Эксперт																			

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

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

Impact Factor:

ISRA (India) = 3.117 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 0.829 **PIHИ (Russia) = 0.156** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 8.716** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 5.667** **OAJI (USA) = 0.350**

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
Суммы рангов	38	53	20	33	39	22	27	50	21	58	62	64	77	61	57	75	78	64	
Сумма рангов без еретико в	7	8	8	1	5	4	2	3	6	5	4	3	3	1	8	0	1	4	
Сумма рангов без еретико в	34	53	21	40	46	9	16	57	11	60	48	85	90	37	22	71	76	76	.
Көэф. конкорд		0,4		0,9															
Крит. Пирсона		74		07															
		42																	
		7,6		7,3															

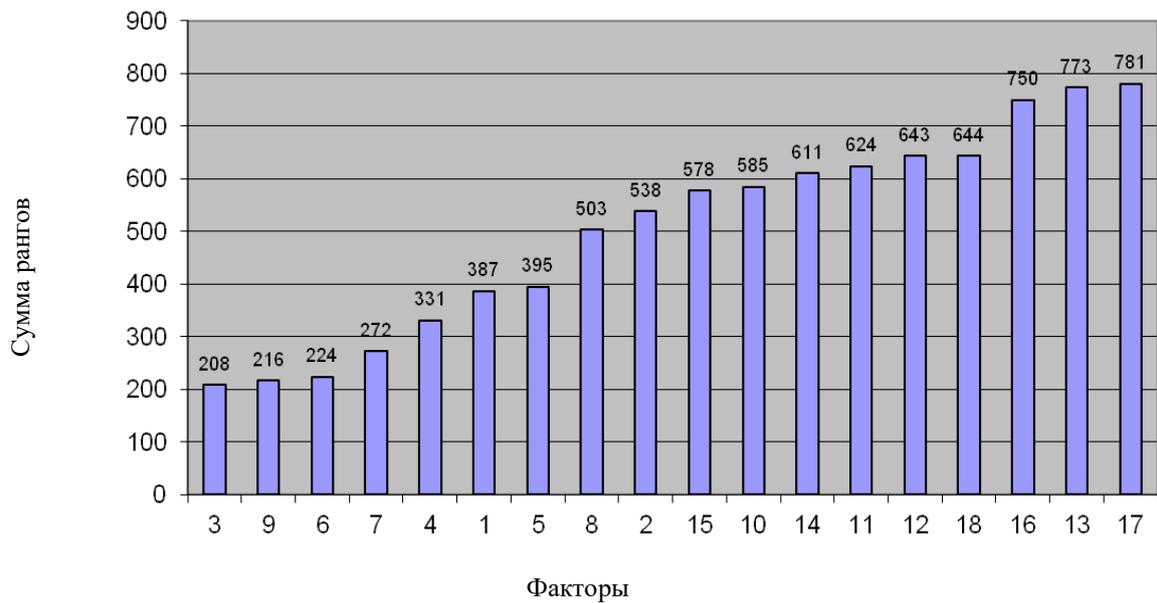


Figure 3 -The results of processing the survey buyers who participated in the survey for assessing the competitiveness of and demand for children's shoes

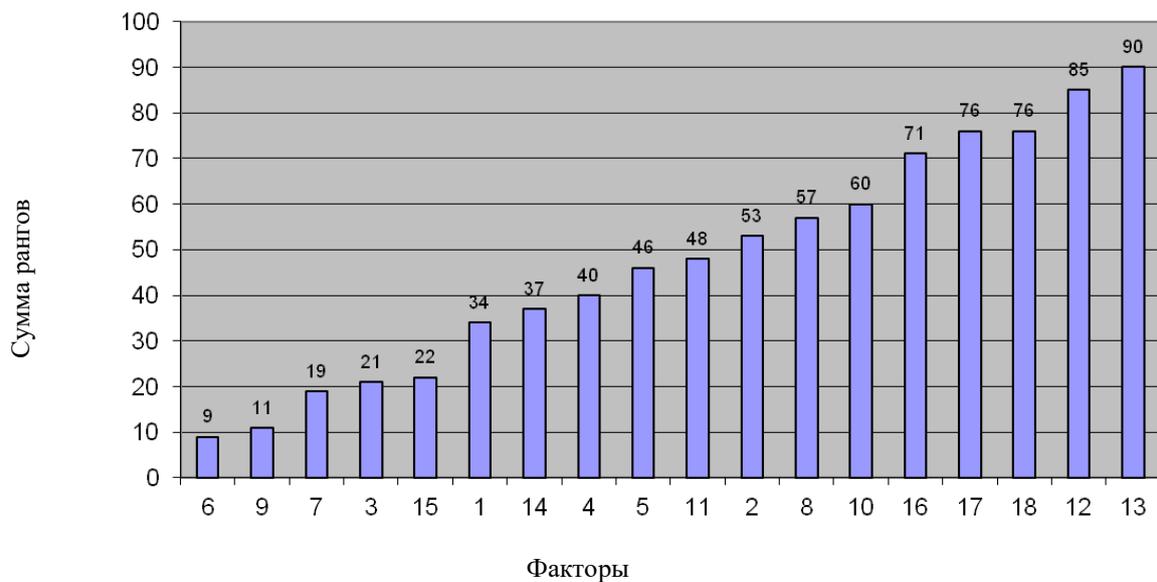


Figure 4 -The results of processing the survey buyers who participated in the survey for assessing the competitiveness of and demand for children's shoes without heretics, that is, whose opinion is not consistent with the majority of survey participants

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

Table 6 - Criteria for assessing the competitiveness of and demand for the eyes of children's shoes companies footwear manufacturers SFD and North Caucasus Federal District regions

number	The list of factors to evaluate the competitive capacity of enterprises and regions of the Southern Federal District North Caucasus Federal District in the production of children's shoes	Rank
one	Weight	
2	Colour	
3	Quality children's shoes	
four	Functionality of children's shoes	
five	Characterization of materials for shoe uppers	
6	Compliance towards fashion	
7	Price	
eight	Characterization of materials for the bottom of shoes	
9	comfort	
ten	Elation heel height of the shoe - 40 mm	
eleven	Elation heel height of the shoe 40 mm -svyshe	
12	repairability	
13	The warranty period for children's shoes	

Table 7 - Results of the survey processing manufacturers who participated in the survey for assessing the competitiveness of and demand for children's shoes

Факт ор Эксп ерт	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	КК
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

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.156	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.716	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 5.667	OAJI (USA) = 0.350

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
Сум мы ранг ов	206	246, 5	91	135	193, 5	190	164	224	151	287	337	249	256	
Сум ма ранг ов без ерет иков	46	50	6	14	39	27	16	42	16	42	64	34	49	
Квад . откл.	16	1332 ,25	1416 1	5625	272, 25	400	2116	196	3481	5929	1612 9	1521	2116	
Кэф . конк орд.		0,33		0,84										
Крит . Пирс она		117, 14		8,37										

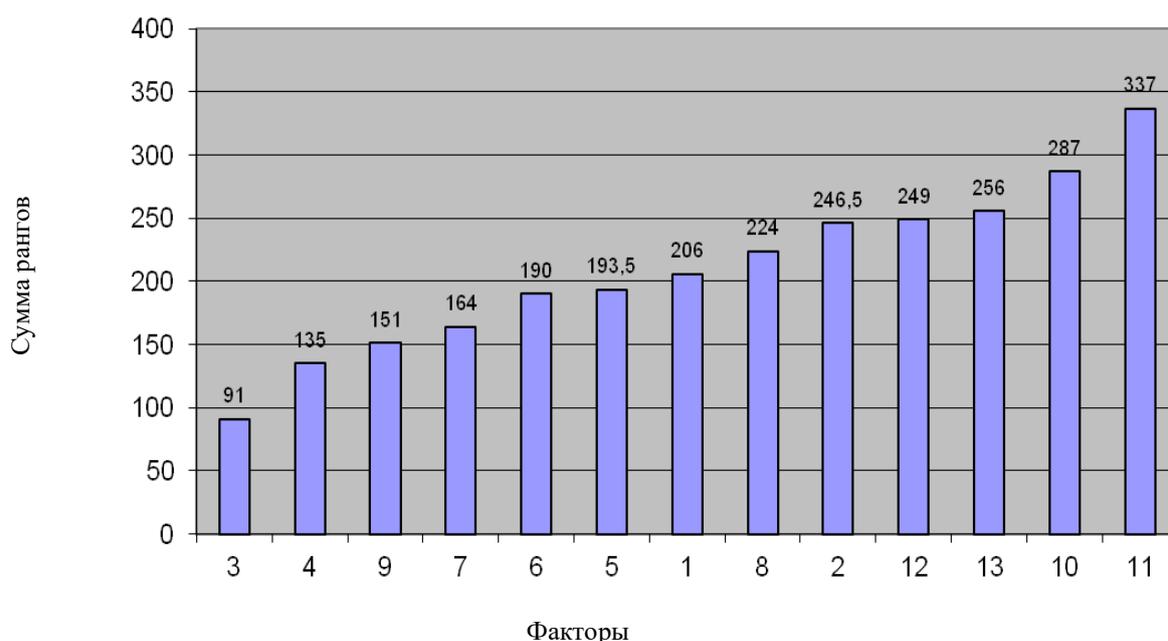


Figure 5 -The results of processing the survey of manufacturers participating in the survey for assessing the competitiveness of and demand for children's shoes

Impact Factor:

ISRA (India) = 3.117	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 0.829	PIHHI (Russia) = 0.156	PIF (India) = 1.940
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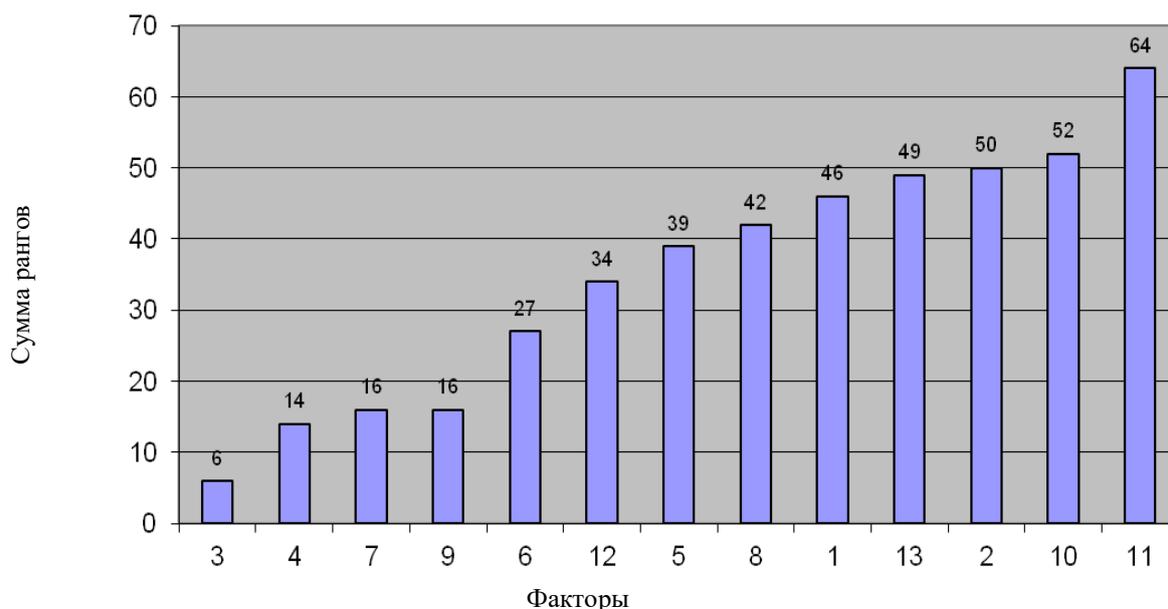


Figure 6 -The results of processing the survey of manufacturers participating in the survey for assessing the competitiveness of and demand for children's shoes without heretics, that is, whose opinion is not consistent with the majority of survey participants

Table 8 - Criteria for assessing the competitiveness of and demand for the eyes of children's shoes parents

number	The list of factors to evaluate the competitive capacity of enterprises and regions of the Southern Federal District North Caucasus Federal District in the production of children's shoes	Rank
one	Weight	
2	Colour	
3	Quality children's shoes	
four	Color fastness applied to the shoe upper material to dry and wet abrasion and exposure to sweat	
five	Flexibility	
6	Durability fastening shoe bottom	
7	Price	
eight	comfort	
9	The deformation of the toe cap and backdrop	
ten	repairability	
eleven	The warranty period for children's shoes	

Table 9 - Results of processing the survey of parents who participated in the survey for assessing the competitiveness of and demand for children's shoes

Фактор	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	Kк
Эксперт												
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

Impact Factor:

ISRA (India) = 3.117 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
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GIF (Australia) = 0.564 **ESJI (KZ) = 8.716** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 5.667** **OAJI (USA) = 0.350**

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
Суммы рангов	98	185	71	178	162	206	136	97	269	265	247	
Сумма рангов без еретиков	17	35	18	29	27	43	6	9	51	47	48	
Коэф. конкорд.		0,52		0,94								
Крит. Пирсона		149,5		8,1								

Impact Factor:

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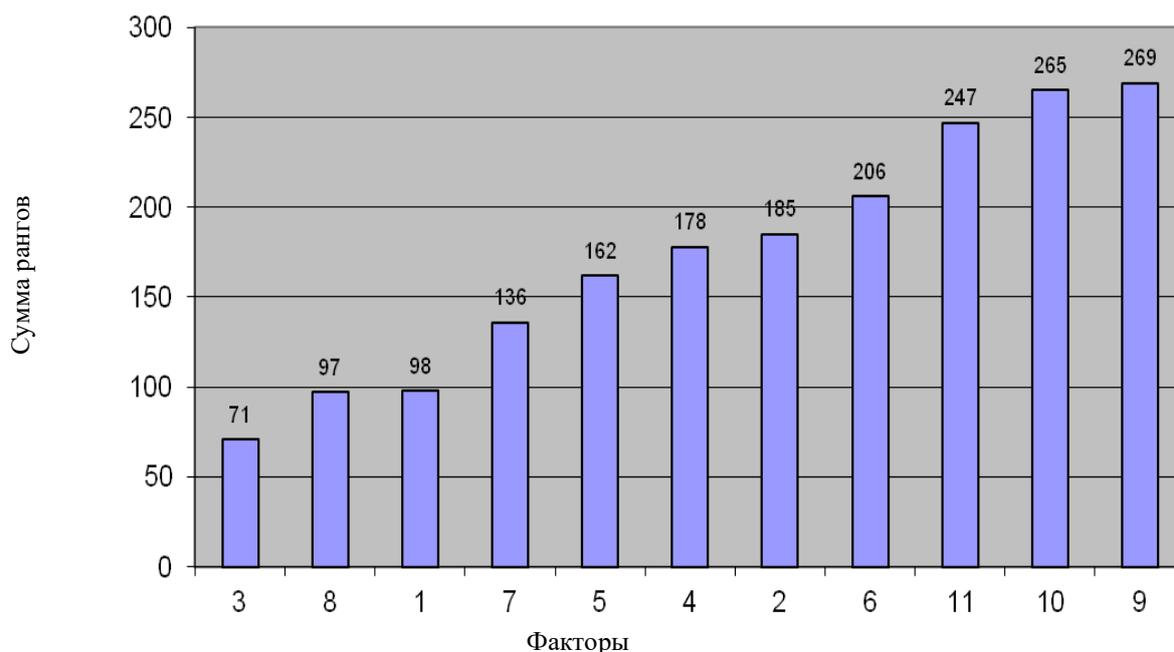


Figure 7 -The results of processing the survey of parents who participated in the survey for assessing the competitiveness of and demand for children's shoes

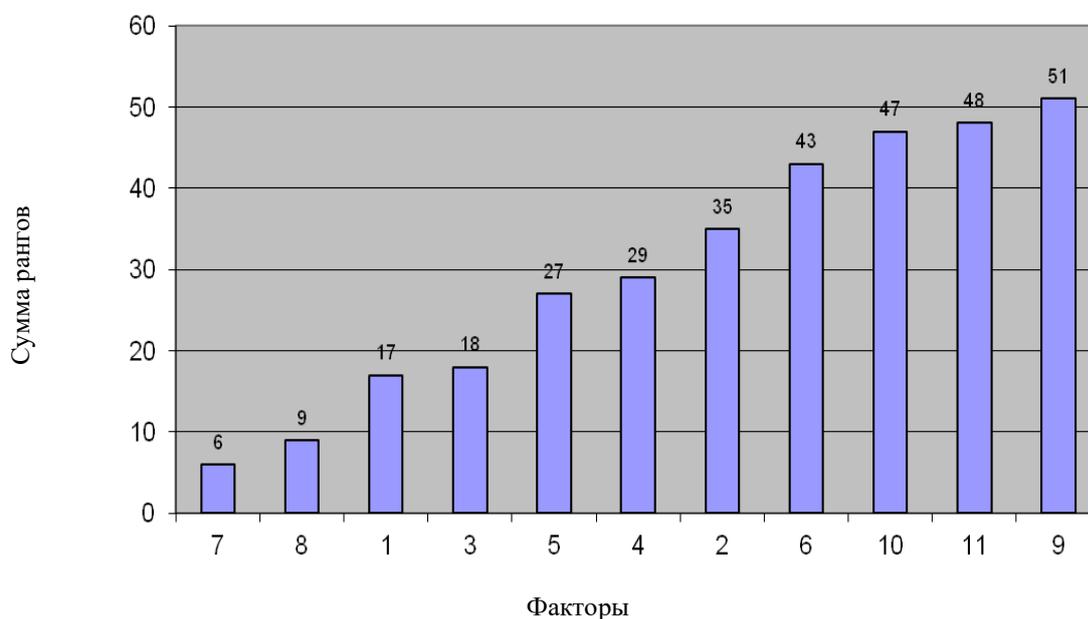


Figure 8 -The results of processing the survey of manufacturers participating in the survey for assessing the competitiveness of and demand for children's shoes without heretics, that is, whose opinion is not consistent with the majority of survey participants

Table 10. Summary of characteristics of respondents the survey results - the children, their parents, consumers and manufacturers to assess the competitive potential of the shoe enterprises SFD and North Caucasus Federal District regions

children Poll Results	Parents Poll Results	customer survey results	manufacturers Poll Results
2 - The quality of children's shoes	3 - The quality of children's shoes	3 - The quality of children's shoes	3 - The quality of children's shoes

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1 - Form forefoot	8 - The comfort	9 - The comfort	4 - Functionality children's shoes
11 - Weight	1 - Weight	6 - Compliance with the fashion direction	9 - The comfort
5 - Comfort	7 - Price	7 - Price	7 - Price
13 - Materials for the bottom of shoes	5 - Flexibility	4 - Functionality children's shoes	6 - Compliance with the fashion direction
22 - Compliance with the fashion direction	4 - Stability of color applied to the shoe upper material to dry and wet abrasion and exposure to sweat	1 - Weight	5 - Characterization of materials for shoe uppers
4 - The price of children's shoes	2 - Color	5 - Characterization of materials for shoe uppers	1 - Weight
21 - The diversity of the range shoes for children in shops and malls	6 - Durability fastening shoe bottom	8 - Characterization of materials for the bottom of shoes	8 - Characterization of materials for the bottom of shoes
6 - The level of service of parents and children in shops and malls	11 - The warranty period for children's shoes	2 - Color	2 - Color
7 - Color	10 - Maintainability	15 - What type of children's shoes are preferred: autumn	12 - Maintainability
9 - The height of the heel portion elation -up to 40 mm	9 - The deformation of the toe cap and backdrop	10 - Height elation heel of the shoe - 40 mm	13 - The warranty period for children's shoes
15 - Place of sale shoes for children - shop interior, or shopping center		14 - What type of children's shoes are preferred: winter	10 - Height elation heel of the shoe - 40 mm
8 - The warranty period for children's shoes		11 - The height of the heel of the shoe elation -svyshe 40 mm	11 - The height of the heel of the shoe elation -svyshe 40 mm
16 - What type of children's shoes are preferred: Winter		12 - Maintainability	
18 - What type of children's shoes are preferred: spring		18 - Durability fastening shoe bottom	
12 - Maintainability children's shoes its expediency		16 - What type of children's shoes are preferred: spring	
3 - Flexibility children's shoes		13 - The warranty period for children's shoes	
10 - The height of the heel of the shoe elation - svyshe 40 mm		17 - What type of children's shoes are preferred: Summer	
17 - What type of children's shoes are preferred: autumn			
20 - Durability fastening shoe bottom			
14 - Materials for shoe uppers			
19 - What type of children's shoes are preferred: Summer			
0,16 <W <0,69	0,52 <W <0,94	0,47 <W <0,91	0,33 <W <0,84

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Table 11 Summary characteristics of survey respondents outcomes - children, parents, consumers and manufacturers to assess the competitive potential of the shoe enterprises SFD and North Caucasus Federal District regions, but without heretics, whose opinion does not coincide with the majority of respondents to the survey

children Poll Results	Parents Poll Results	customer survey results	manufacturers Poll Results
2 - The quality of children's shoes	7 - Price	6 - Compliance with the fashion direction	3 - The quality of children's shoes
5 - Comfort	8 - The comfort	9 - The comfort	4 - Functionality children's shoes
11 - Weight	1 - Weight	7 - Price	7 - Price
22 - Compliance with the fashion direction	3 - The quality of children's shoes	3 - The quality of children's shoes	9 - The comfort
16 - What type of children's shoes are preferred: Winter	5 - Flexibility	15 - What type of children's shoes are preferred: autumn	6 - Compliance with the fashion direction
6 - The level of service of parents and children in shops and malls	4 - Stability of color applied to the shoe upper material to dry and wet abrasion and exposure to sweat	1 - Weight	12 - Maintainability
21 - The diversity of the range shoes for children in shops and malls	2 - Color	14 - What type of children's shoes are preferred: winter	5 - Characterization of materials for shoe uppers
4 - The price of children's shoes	6 - Durability fastening shoe bottom	4 - Functionality children's shoes	8 - Characterization of materials for the bottom of shoes
7 - Color	10 - Maintainability	5 - Characterization of materials for shoe uppers	1 - Weight
1 - Form forefoot	11 - The warranty period for children's shoes	11 - The height of the heel of the shoe elation -svyshe 40 mm	13 - The warranty period for children's shoes
12 - Maintainability children's shoes its expediency	9 - The deformation of the toe cap and backdrop	2 - Color	2 - Color
8 - The warranty period for children's shoes		8 - Characterization of materials for the bottom of shoes	10 - Height elation heel of the shoe - 40 mm
13 - Materials for the bottom of shoes		10 - Height elation heel of the shoe - 40 mm	11 - The height of the heel of the shoe elation -svyshe 40 mm
15 - Place of sale shoes for children - shop interior, or shopping center		16 - What type of children's shoes are preferred: spring	
18 - What type of children's shoes are preferred: spring		17 - What type of children's shoes are preferred: Summer	
3 - Flexibility children's shoes		18 - Durability fastening shoe bottom	
19 - What type of children's shoes are preferred: Summer		12 - Maintainability	
14 - Materials for shoe uppers		13 - The warranty period for children's shoes	
9 - The height of the heel portion elation -up to 40 mm			

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10 - The height of the heel of the shoe elation - svyshe 40 mm			
20 - Durability fastening shoe bottom			
17 - What type of children's shoes are preferred: autumn			
0,16 <W <0,69	0,52 <W <0,94	0,47 <W <0,91	0,33 <W <0,84

In addition, the tables 3-6 shows that if men's shoes sold below 48%, women - 44% and 83% of children, the company suffers losses, making it necessary to reduce the volume of production, delay the payment of salaries and working etc .If you encounter this situation it is necessary to attract borrowed funds to cover the costs and organization of the subsequent output that is currently associated with certain difficulties: significantly increased interest for the loan (20%), reduced the terms of repayment, etc., leading to even more. an increase in production costs.

The market conditions of managing an effective management system requires a rational organization of the sales activity, which largely determines the enterprise level of use of means of production, labor productivity, reduce production costs, increase profits and profitability. This is due to the fact that marketing activities - this is not only the sale of finished shoes, but also the orientation of production to meet the demand of buyers solvency and active work in the market for the maintenance and development of the demand for the company's products, and the organization of effective distribution channels and promotion goods'. In conditions rapidly changing market environment, business results, including shoe, depend largely on the effective results of production, sales,

Thus, the shoe enterprises in the development of assortment policy should focus both on the outside (price and consumer niche, competing enterprises, market conjecture, etc.) As well as internal factors such as sales volume, profitability, covering the basic costs and others. However, it is impossible to consider and anticipate every situation that may arise in the implementation of the shoe, ie some models of shoes at some point are not in demand. In this case, it should show a different, usually not publicized marketing side: if the shoe, even without considering the demands of the market, has already been made, then it is required to implement. For this purpose, in order to respond to lower prices of competitors, it is necessary to cut too large stocks, to get rid of damaged, defective shoes eliminate residues

In addition to the use of discounts, the company can go to the proactive decrease in prices at underload of production capacity, reducing the market share under the pressure of competition from rival companies, etc. In this case, the company takes care of its costs, developing measures to reduce them by

improving equipment and technology, the introduction of new types of materials, continuous improvement of product quality. And all this requires that companies large financial costs, but, nevertheless, increases the competitiveness of certain types of leather products and businesses as a whole. In addition, the greater the number of manufactured footwear products, the more reduced the cost of production, which leads to lower prices, and most importantly - create such conditions functioning of the market,

Assortment policy is to develop the implementation of decisions regarding nomenclature (names) of products, variety of assortment of names, the need to expand the range of manufactured.

Analysis of the results of the survey respondents on the criteria for assessing the competitiveness of and demand for children's shoes with the participation of children, their parents, buyers and manufacturers have confirmed the expected result, namely, the fact that the competence of the participants in the survey are quite different to each other and do not allow to take one only right decision about themselves criteria for evaluation of competitiveness and demand for all types of shoes assortment.

Designed by the authors of the software for the distribution of all the participants in the survey on the extent of their competence on the mentioned process using the concordance coefficient has confirmed its high efficiency for all participants in the survey.

Conclusion.

Less expertise have natural children, because they have in completing the questionnaire in the first place, such criteria were defined as the mass of the comfort variety of assortment of shoes in a store, service levels, and not those who warn of the child and the parents of the possible formation of their child pathological foot abnormalities . The results of the survey of parents do not have a high compactness of the criteria for assessing the competitiveness of and demand for children's shoes, but they are united by the desire to see in-store quality footwear, in which they put the following understanding: comfort, weight, price and warranty period, although rapidly growing baby feet, this factor is less important. But maybe this is the voice of the parents in a family where three or more children with no significant difference in age. Surprised by the results of a survey of buyers who

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consciously choose to shop with children's footwear, and the desire to buy a shoe, which is necessary for their child, it is possible to speak of a conscious choice. Confirmation of our assumptions is the fact that consumers, both men and women were unanimous in saying that the children's shoes should be comfortable, easy and affordable. But on the other hand it confirmed the fact that having a lack of competence and consistency in the evaluation criteria of competitiveness and demand for children's shoes, though they assessed the available in-store product range of footwear exclusively with consumer products. And almost no attention to the criteria that would protect their children from the stack formation abnormalities. Sadly, doctors, Orthopedics in children's institutions is not enough pay attention to advocacy among parents, causing them to more informed decision about buying shoes to your child, preferring a shoe that all and only all criteria guarantees a child, his warning the foot, from the

formation of pathological deviations . Were only competent answers to the questionnaire on the criteria for assessing the competitiveness of and demand for children's footwear manufacturing representatives. Their criterion - quality children's shoes, children's shoes functionality, comfort, weight, material properties for the top and bottom of footwear, confirms their understanding of the importance of compliance with state standards and requirements of the technical regulations governing the conditions of execution of which ensures children are not only comfortable conditions of the foot, but also protects it from the formation of pathological abnormalities. The good news is the fact that their competence has a high level of consistency with other experts, as evidenced by the value of the W concordance coefficient, close to unity. That is, parents have every reason to get shoes made from the likes of knowing that their children would stop nothing threatening. Range of children's shoes presented at Fig.9-22.



Figure 9 -Populyarnye types and designs of this year sandals



Figure 10 - Popular types and designs of this year anklets



Figure 11 - Popular types and designs of shoes this year,

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Figure 12 - Popular types and designs of this year sleepers.



Figure 13 - Popular types and designs of sneakers this year.



Figure 14 - Popular types and designs of shoes this year,



Figure 15 - Popular types and designs of this year oxfords

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Figure 16 - Popular types and designs of shoes this year,



Figure 17 - Trend 2017 "Metallic and not only"



Figure 18 - Trend in 2017 "It's all about the straps"



Figure 19 - Trend 2017 "Velcro comes to favorites"

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Figure 20 - Trend 2017 "in shades of soft pastels"



Figure 21 - Trend 2017 "in shades of soft pastels" for girls



Figure 22 - Trend in 2017 "The gentle pastel shades" for boys

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Artur Alexandrovich Blagorodov

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
blagorodov@list.ru

Dmitri Olegovich Bordukh

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
bordukh95@bk.ru

Angelina Vladimirovna Kopylova

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
angelinakopylova22121999@mail.ru

Vladimir Timofeevich Prokhorov

ISOP (f) DGTU
Doctor of technical sciences, professor,
professor of the department "Designing, technology and
design", Shakhty
prohorov@sssu.ru

Igor Mikhailovich Maltsev

Institute of Entrepreneurship and Service sector (branch)
DSTU
associate Professor, Ph. D.-m n., g. Shakhty

Tatyana Pavlovna Lopatchenko

Isoip (f) DSTU
associate Professor,
Department of Natural Sciences, g. Shakhty

ABOUT THE POSSIBILITY OF A UNIVERSAL AND MULTI- FUNCTIONAL EQUIPMENT ON THE BASIS OF NUMBERS PLANT FOR MANUFACTURE OF IMPORT-SUBSTITUTING PRODUCTS

Abstract: The article considers the main ways of development of competitive and marketable products, which are possible only if managers are professionally trained and politically responsible for its performance. In the article the theoretical foundations to find innovative technological solutions for the production of import of children's shoes at the enterprises of the Southern Federal District and the North Caucasian Federal District regions. This task will trigger the removal of the deficit and improve the social situation of the population in these regions. In the article the theoretical basis of the evaluation of the effectiveness of innovative technological solutions for the production of import of children's shoes at the enterprises of the Southern Federal District and the North Caucasian Federal District regions. Representation of the correlation of the range of products and innovative solutions adopted for the production of these products. In the article the theoretical basis of the evaluation of the effectiveness of innovative

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technological solutions for the production of import of children's shoes at the enterprises of the Southern Federal District and the North Caucasian Federal District regions.

Key words: competitiveness, relevance, innovation and innovative activity, economic policy, professional solutions, professional trained managers, profit, profitability, high efficiency TEP. competitiveness, demand, import substitution, competitive potential, product range, children demand comfort and safety.

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Introduction

All policy and has always been understood as an activity in the public interest. Political responsibility in a democratic society-furnished - the highest form of expression of professionalism. Failure of political promises and declarations - indicates either a failure to engage in politics, or the use of political governance in the private interest. 85 years ago for obvious consciousness and it was as such in practice. In vain, speaking of cruelty IV Stalin, forget that every flaw in the policy is reflected in the position of the people, not the politicians, managers, consultants, advisors [1].

Economic science emerged and developed in the context of politics, as political economy. Today, economists in the policy are not guided by political economy and economic policy. Instead of investing in the development of production are hiding money in foreign banks, reduced funding for education and self-education, increasing the number of the poor, do not index pensions, denied aid to farmers, etc. "Manilovs' nineties changed" Plyushkin "tentsh.

Progress does not happen without a derogation, the slowdown in the movement of recessions. Policy aims to active, targeted actions to help to overcome the obstacles encountered in the development. Politicians must stay ahead of the economic movement and guide it, to stimulate domestic economic factors political leverage, to clear the way to economic efficiency. Instead, the politicians continue to bind development plans to the price of oil, the ruble amount of European and American currency, referring to the integration trends in the world and globalization. [2]

Integration of transnational relations - an objective reality, but for all its objectivity, it does not deny the specifics of national economic progress. Moreover, the integration objective is designed to contribute to national development. Why do we then do not get how it should be? This question arises from the logical comparisons policy in strengthening the defense, restore the international prestige of the country in the most difficult circumstances, the formation of a new world architectonic to the fact that year after year the Russians observe and fully feel the in the rest of the economy - we do not accidentally the two governments? The second "shakes gas and inhibits" simultaneously.

Main part.

Prolonged recession in the Russian economy has: two ways of explanation. The first - the people have lost the ability to work well, squandered "human capital", the second - control helpless. The media claim that politicians know their stuff, keep things under control, take the necessary measures and promise to change for the better in the near future. Hence, the reason is the poor performance of the performers and the unfavorable world market conditions.

How much you have to be naive to planning economic policies, based on sincerity, selflessness, compassion competitors? The Russian president has long said that our Western partners do not want to strengthen Russia, they need obedient Russia, such as the Baltic republics of the former USSR. Do not grieve like the politicians who are responsible on the economy, but, according to Aristotle, forced to admit: "Friends of the East too canny" - meaning "Plato is my friend, but truth is more expensive." They will help us at least benefit from this assistance.

It is time to realize that all the economic and political alliances in the modern world space - is an attempt to achieve national win in an environment of transnational relations, ie, partners can count on until it is advantageous cooperation. Which implies the conclusion - you need to stand face to its economy. Only in this way, even with a lot of stress, it is able to solve their problems. There is, for example, these objective reasons that would justify the decline in production for over a quarter century in the light industry.

The problems of agriculture and light industry is not in their specificity, they have always been political. In the United States, Europe, farmers have a lot of our problems. The difference is that there is a farmer - a national problem among the most important, fundamental. Its important for consideration of the existence of politicians. On how the policy is to promote a settlement, estimated public places policies. Farmer and politician linked economic policy. They balance on one taut economic stress "rope" viability.

Nothing similar in Russia. Recall the story of the last of Agriculture Ministers. In the Soviet Union there was the Ministry of Light Industry, which emphasized the importance of the industry. What prevents the

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importance in terms of import declarations and to develop its own production to restore equality in industrial control. "Calico edge" without light industry still that his own nature without birch groves or lyric poetry without creativity Esenin.

Reformers 1990 fate Homeland domestic and industrial care less identity. They lined up on the ease of business to maximize profits and walrus placed away from their ancestral lands. Light industry has traditionally been a difficult problem to manage. Managers need to be, above all, patriots, or light industry did not raise. understanding of "long money" national importance it is also necessary. Compensating the difficulties to become demand stability.

What is the policy ineffectiveness in the economy end of last and the beginning of the new century? This question №1, and we are talking not so much about who is to blame. We are interested in the essence of the political paradigm, developed by those who turned out to be "at the helm". Question №2 - that should be changed and how, apparently, it is necessary to do to raise the national industry, clothing, footwear, leather goods, textiles, accessories, not least? [3]

The answer to the question №1 simple - no one was going to develop a paradigm of economic policy aimed at a radical transformation of the basis. reforming method (not without help from) decided to choose from ready-made designs. For a model is proposed to take the Swedish experience, the Polish "shock therapy" reforms in Portugal, Argentina. So innovators, scientists brave and wise organizer as Gaidar, Chubais, Koch, Burbulis not come up with the idea, which usually begins to charge the owner - than I have, something to copy.

Politics is not done according to the state of feeling. Like it or not - the level of consumer perception of the world. With this approach to the "political kitchen" be harmful. Economic policy does not fit the "good" or "bad", "effective" or "ineffective". She has a right to be called a "useful" or "harmful". Too high price of such policies, respectively, and the responsibility is not limited to professional form. Politics is politics. Apolitical and unprofessional to make politics a source of income of their own.

Whatever the economic situation did not develop extremely dangerous absolute value of economic criteria, give them the property of universality. Engels sharply opposed the attempts to bring the teachings of Karl Marx on the social development of "economic materialism", "economic determinism." Economic basis - the basis of social organization, but not system-forming factor of its improvement.

The most difficult part of the economic reforms - to achieve satisfaction in society national product distribution. From this meeting, rather than the form of ownership depends on the health of society. And we come to an important conclusion - the quality of

the reform is estimated not by the changes, and the ability to make social life stability characteristics.

Integration, globalization - not a panacea for development. They do not cancel the competition in which the winners are not alone. More losers. Hence the relevance of the old truth, the meaning of which became clear in the dialectic. Movement in all conditions becomes a self-movement. Chinese rationally closed themselves and won. The victory ensured them: Eastern cautious and skeptical attitude toward unification. They used to have realized that integration and globalization are varieties of "pyramids" and conditionally useful for national development. From the side it might seem that Chinese reformers rejected the mentality of the curse: "you to live in a time of change." From the inside it looked traditionally - politicians do not betray a sharp movement on a national scale, in a hurry, but with constant reference to the actions of the state economic structure, reforms in the economy subordinated the traditional political dominants not repented and tried to please. About any economic shocks no one seriously thought. Finance as the circulatory system of the economic organism took "echinoid state gloves", entered the tightening of economic and corruption-related crimes, equating to a lot of them to dangerous actions against the State, did not come up with new games - update available, as always paid special attention to personnel policy. The Chinese have taken into account the experience of the Soviet party "growing" frame, which is based on the principle of steady progress, depending on the efficiency of business and lifestyle. Finance as the circulatory system of the economic organism took "echinoid state gloves", entered the tightening of economic and corruption-related crimes, equating to a lot of them to dangerous actions against the State, did not come up with new games - update available, as always paid special attention to personnel policy. The Chinese have taken into account the experience of the Soviet party "growing" frame, which is based on the principle of steady progress, depending on the efficiency of business and lifestyle. Finance as the circulatory system of the economic organism took "echinoid state gloves", entered the tightening of economic and corruption-related crimes, equating to a lot of them to dangerous actions against the State, did not come up with new games - update available, as always paid special attention to personnel policy. The Chinese have taken into account the experience of the Soviet party "growing" frame, which is based on the principle of steady progress, depending on the efficiency of business and lifestyle.

The market for light industry grows at the expense of social and cultural progress, in particular through the development of professional sports, the increase demand for those who choose the sport as a way to a healthy lifestyle. At the end of 2015, "Sport Express" newspaper published an interview with the

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chairman of the Russian Outdoor Group A. Grebtsova. "The market for outdoor-goods serves climbing, hiking, extreme sports, special forces, rescue teams, service and polar forces. This direction, which require a heavy-duty, freezeproof, waterproof equipment that meets the new international safety and comfort standards "[4]. A. Rowing reported interesting details, in particular, he compared the technological base of production of quality products in the Russian Federation, Europe and Asia. We are "somewhat behind" in his estimation, from the Asian potential, but with Europe "we can accurately compete ... in Russia there are about 30 (!) of companies that are good at sewing." After the ban of imports for state procurement and defense contracts share materials from member countries of the Customs Union, delivered to law enforcement agencies of the country increased from 30% in 2011 to 83% in 2015. In 2015, the trend of increasing the share of countries in the production of materials KPES used for the production of ware property should be around 85-90%. Reversal of state order in the direction of domestic production opens possibilities for allied chemical industry (raw yarn, fittings, membranes, insulation). Grow production fabric, tailoring, it will pull the development of equipment. A. Grebnev believes that it is important to [5] to consolidate the results achieved: but with Europe "Just we can compete ... there are about 30 (!) of the companies in Russia, who are good at sewing."

- make clear the importance of large retail chains purchase and placement of goods produced in Russia, of course, in view of their good quality;
- place the first orders for the production of those "who have stood up and knows how to sew." They have proved their worth;
- assist companies to obtain a European certification materials, otherwise they are not interested in foreign companies, and the goods produced in our country, does not get to the West;
- to actively support the company's collective stands at international exhibitions;
- represent such enterprises subsidies on loans for the purchase of raw materials. These loans Ratio of total lending should be from 50 to 85%;
- to liberate the modern import equipment from import duties and VAT. Machines used in sewing workshops, 90% imported;
- implement preferential leasing.

As you can see the program A. Grebneva organizes basic and the primary steps in the direction of the light industry to ensure that the return to its former value. However, Heraclitus was right in saying that you can not step twice into the same river. The rise of light industry should be made to the new technological, economic and legal framework.

The absence of effective and innovative solutions in enterprises SFD and North Caucasus Federal District regions are a deterrent to meet the

demand for children's footwear consumers in these regions, which provokes their dissatisfaction and the formation of children abnormalities [1].

Considering the traditional technological processes of production of leather goods, which today are the sources of the negative impact on the environment and human health, it can be stated that practically each of technological operations in varying degrees, is environmentally hazardous. The greatest significance of adverse effects on human render operation process related to the use of parts of top and bottom of footwear, made from the auxiliary materials comprising in its composition toxic substances. In the first place - is, of course, mortar adhesives containing in its composition 78 - 80% solvents (acetone, ethyl acetate, benzene). And given that at present more than 80% of shoes manufactured using auxiliary materials,

Use of chemicals in footwear production improves aesthetics, moisture barrier, friction and other properties of the shoe, thus enhancing the competitiveness of products. In recent years, under the influence of chemicalization word appear fundamentally new kinds of shoes, such as sports, which is manufactured by molding a plastic outer shell with inserted in her inner sock. Perhaps this is the future of shoes that will radically change its entire production technology, will lead to full automation of the process.

Methods of chemical technology are generally classified on several grounds. For example, the physical state of the material during forming polymers:

- are in a plastic condition - injection molding, extrusion, pressing, sintering, etc .;
- are in the rubbery state - vacuum, blow molding, hot stamping, etc .;
- in the solid state (crystalline or vitreous, is taken into account the ability to exert a forced high elasticity - stamping at room temperature, rolling, etc.), Etc .;
- using the solutions and dispersions - plastisols rotational molding, injection molding plastisol, dipping a molding;
- using a oligomers - a liquid molding method, dipping and others.

By the method of mouldable materials techniques can be classified as recycling:

- thermoplastics - injection molding, extrusion, blow molding and evacuation;
- zhelatiniruemyh pastes - dipping, casting, injection molding;
- rubbers and thermosets - pressing, injection molding;
- polyurethanes - casting, injection molding.

As a result of the use of chemicals contributes to the growth of labor productivity and reduce the complexity of the manufacture of leather products. It is obvious advantages of chemical fastening methods

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(adhesive, vulcanization, stitch-injection) to traditional (rantovoy - stitching, nailing - pin).

Competitors is a complex problem because it often happens that in the interests of a competitor condition can cause another to waver. However, competitors are joining forces to combat the threat of the emergence of innovative third-party products, for the successful completion of the life cycle and to leap forward on the basis of new technologies. Competing organizations form alliances to accelerate technological progress and development of new products, to enter new foreign markets or to find a wide range of new possibilities. Sometimes cooperation determined by the need to develop common standards, creating a common system service, etc.

For profit entity must keep a track of the share of the manufacturing costs of the proposed release mnog assortimennyh shoes.

Filling processes for the production of competitive and popular footwear for consumers SFD and North Caucasus Federal District regions is costly. Using the universal and multi-functional equipment generates a workflow in a way that allows to make the whole product range of high quality shoes and with different price niche.

But in this case it is necessary to find a solution that would allow the manufacturer to have a tool to assess the effectiveness of innovation processes. Such a solution is possible if the in each case be used to assess the effectiveness of such a coefficient, whose value as a coefficient of concordance (W), to be

applied within the $0 \leq K_{\phi} \leq 1$. If its value tends to unity, it means that the manufacturer was able to find the best solution, if its value goes to zero - that requires an analysis of the reasons for this unsatisfactory outcome and troubleshooting, provoked obtain such a result [3].

For efficient operation of domestic enterprises for the production of competitive children's footwear appropriate to provide for the use of innovative flexible manufacturing processes, the use of universal and multi-functional equipment, a variety of methods for attaching the shoe bottom, drill shoe manufacturing TEHOSNASTKA, fittings, production of auxiliary materials, which will significantly reduce the cost of its production and improve the competitiveness not only in the markets of the South the second and the North - Caucasian Federal District (SFD SFD), but also on the domestic markets of other regions of Russia, guaranteeing it a steady supply and implementation, thereby providing less painful and more efficient replacement of one shoe model to another, ensuring the formation of new jobs in within small and medium-sized enterprises,

The strategy of production of competitive products from the skin will be organized production of shoes with not only mechanized innovative

processes using nanotechnology, but that is especially in demand for SFD and North Caucasus Federal District - the use of manual labor, which is due to the desire of manufacturers to meet the demand for exclusive products not only for the elite, but also for consumers.

When the labeling methods of chemical technology leather products must be assumed that they are associated with the processes of processing, molding and finishing of various polymeric materials such as natural and artificial leather, plastics, elastomers, film, and textiles, cardboard, wood, and so on. n. The basis of these methods are those processes of chemical technology such as pressing, gluing, welding, molding, trim, and others.

The correct definition of quality, consistency, and quality management system gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but the simplicity of equally ingenious and deceptive. The overall plan to solve the problem determines the motion vector puts factorial priorities for action - not more.

To get the desired profit in the conditions when the prices of footwear and production volumes are dictated by the market, the company always has to choose what - and how much to produce the products in terms of the cost of its production and taking into account the solvency of potential buyers.

A high quality, competitive footwear is a prerequisite for high-efficiency operation of the shoe business.

An important criterion for the shoe market competitiveness is its cost with a corresponding its quality and purchasing power of the population.

The main criterion of the viability and profitability of the enterprise is profit, to increase profits in the first step is to reduce the cost of shoes.

The ratio of the changes in the calculation of each article costs depend on changes in the total cost, which includes all costs of production and sale of shoes.

An important factor affecting the level of costs in the production of shoes is to change the range and production process.

The choice of technology that can effectively implement the targets set in the conditions of tough competition, provide a guarantee that the developed range of shoes will be chosen by the buyer and will enable the company to maximize profits. [4]

To solve this problem you need an injection molding method most commonly used, which ensures the production of the entire product range of high quality shoes under different profitability of certain types of footwear to meet the demand of different population groups.

Reducing restrictions on the use of materials for shoe uppers in the manufacture of shoes injection method was created today, and most importantly, in

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the future prerequisites for the production of the entire product range from acceptable to the consumer price niche, if the requirements are met for filling production of innovative technological solutions and "patchwork" in order to reduce the cost of production of the most popular shoes for children in all the product range.

The cost of production of the shoe constitute the largest share in the cost of raw materials and basic materials, followed by salaries and depreciation.

Footwear injection method is possible with the use of artificial and synthetic leather and textile materials, which will reduce costs and make big profits because range of these materials is cheaper and much more diverse [5].

Another factor reducing the cost is to reduce the labor intensity, which is provided by an injection method, which determines the cost of the article "The main and additional wages of production workers with insurance premiums to non-budgetary funds". For implementation injection method requires the use of more expensive equipment (injection molding machine) that affect the increase in the cost of the shoe by increasing the costs of depreciation and maintenance fund, but the risk is justified.

Implementation of the authors of the proposed measures would lead to the elimination of the deficit on the domestic children's shoes, making it not only and not so much competitive, and relevant, but the main thing - a safe and comfortable for the child's foot, guaranteeing him protection against the formation of pathological abnormalities.

Increasing demand and competitiveness shoe 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 Caucasian Federal District. Therefore, the current situation has led to the need for the release of the original range of products, taking into account national and climatic characteristics of these regions and improving the metrological assurance testing of footwear, leather and clothing accessories to enhance the quality of products as part of its import.

In recent years, the absolute increase in the production of leather shoes is growing, at shoe factories updated range of footwear based on public demand, increases the release of the model and insulated footwear, footwear with uppers of leather and white patent leather natural, elegant shoes for the children. The country's transition to market economy has led to a sharp deterioration of the situation in the footwear industry of Russia in connection with the reduction of solvent demand of the population, deepening inflation, non-payments crisis, which, in turn, caused the imbalance in the production and circulation.

When the organization of sales of produced shoes do not forget that in the South and the North - Caucasian Federal Districts were and are so-called

"hot spots", which are the territories with the crisis economic situation and the negative political position.

Filling processes for the production of competitive and popular footwear for consumers SFD and North Caucasus Federal District regions is costly. Using a universal and multi-functional equipment generates manufacturing process thus allowing to make the whole product range of high quality footwear and with different price niche [1].

The formation range precedes the development of enterprise product line concept. It is aimed to build an optimum assortment structure, commodity supply, with a basis accepted, on the one hand, the consumer demands of certain groups (segments), and with another - the need to ensure the most efficient use of enterprise commodity, technological, financial and other resources in order to manufacture products at low cost [2]. Assortment concept is expressed in the form of a system of indicators characterizing the possibility of optimal development of the production range of this type of goods. These indicators include: the diversity of species and varieties of goods (taking into account the typology of consumers); the level and frequency of updating of assortment;

- definition of current and future customer needs, analysis of ways to use the features of the footwear and consumer behavior in the relevant market;

- evaluation of existing analogues of competitors;

- critical evaluation of products now manufactured in the same range as in items 1 and 2, but with the position of the buyer;

- issues, what products should be added to the range, and which are excluded from it because of changes in the level of competitiveness; whether to diversify production at the expense of other areas of the enterprise production beyond its existing profile.

- consideration of proposals for the creation of new models of shoes, the improvement of existing ones;

- Development of specifications for new or improved models in accordance with customer requirements;

- explore the possibilities of production of new or improved models, including price issues, cost and profitability;

- testing (testing) Shoe considering potential consumers in order to determine their admissibility on the basic parameters;

- development of specific recommendations for the company's production divisions regarding quality, style, price, name, packaging, service, etc. in accordance with the results of tests carried out to confirm the acceptability of the product characteristics or the necessity of predetermining the change;

- assessment and revision of the entire range. [3]

The absence of effective and innovative solutions in the enterprise SFD and North Caucasus Federal District regions are a deterrent to meet the

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demand for children's shoes consumers in these regions, which provokes their dissatisfaction and the formation of children's education abnormalities.

Use of chemicals in footwear production improves aesthetics, moisture barrier, friction and other properties of the shoe, thus enhancing the competitiveness of products. In recent years, under the influence of application of chemicals fundamentally new kinds of shoes, such as sports, which is manufactured by molding a plastic outer shell with inserted in her inner sock.

For profit entity must keep a track of the share of the manufacturing costs of the proposed release multiassortment shoes.

This is only possible if the business leaders will implement advanced technological solutions generated through the use of multi-functional and universal equipment, and it must be remembered that the very innovative technological solutions should not be expensive, that is, on the one hand to ensure stability of the enterprise technical and economic indicators and ensuring they demand not only in the sales regions of the Southern Federal district and the North Caucasian Federal district markets, but in other regions of Russia and districts to be attractive E for foreign users. But on the other hand, consumers should have a choice to compare price niche on offering products with similar foreign companies, and always take precedence. This will be possible when forming production,

Wider application of injection method will allow enterprises in market conditions to obtain a profit amount, which will allow them not only to firmly hold its position in the markets for their shoes, but also to ensure the dynamic development of its production in a competitive environment, it is especially important in the production of the entire product range children's shoes.

It will be appreciated that the chemical technology methods leather products differ significantly fewer operations compared to conventional thread: 50 ... 70 process cycle operations instead of 150 ... 180 in the case of manufacturing shoes by attaching rantovoy.

Another method - by dipping - it is possible to manufacture shoes, combining creation shoe upper material while forming shoe itself. It is also a completely new progressive method of chemical technology products from the skin.

When the labeling methods of chemical technology leather products must be assumed that they are associated with the processes of processing, molding and finishing of various polymeric materials such as natural and artificial leather, plastics, elastomers, film, and textiles, cardboard, wood, and so on. n. The basis of these methods are those processes of chemical technology such as pressing, gluing, welding, molding, trim, and others.

In a market economy to survive in an ever-changing economic environment, footwear enterprises should focus on the target audience:

- increase the amount of profit as a result of growth in the volume of sales of products, lowering its costs and improving product quality.

To get the desired profit in the conditions when the prices of footwear and production volumes are dictated by the market, the company always has a choice - what products and how much to produce in terms of the costs of its production and taking into account the solvency of potential buyers.

A high quality, competitive footwear is a prerequisite for high-efficiency operation of the shoe business.

An important criterion for the shoe market competitiveness is its price corresponds to its quality and purchasing power of the population.

The main criterion of the viability and profitability of the enterprise is profit, to increase profits in the first step is to seek to reduce the cost of shoes.

The ratio of the changes in the calculation of each article costs depend on changes in the total cost, which includes all costs of production and sale of shoes.

An important factor affecting the level of costs in the production of shoes, a change in the range and modernization process.

The choice of technology that can effectively implement the targets set in the conditions of tough competition, provide a guarantee that the developed range of shoes will be chosen by the buyer and will enable the company to maximize profits.

To solve this problem, again, we must be the most widely used injection molding method, which ensures the production of the entire product range of high quality shoes under different profitability of certain types of footwear to meet the demand of different population groups.

For profit entity must keep a track of the share of the manufacturing costs of the proposed release multiassortment shoes [4].

The main unique aspects of competitive advantages of enterprises are:

- the creation and expansion of a permanent database of key partners;
- the formation of the necessary technical resources (computers, peripherals and software);
- organization of activity units and individual managers to manage relationships with stakeholders;
- development and updating of plans for cooperation with key partners, in view of their business and personal features;
- regular audit of managers to manage relationships with partners in the context of evaluating the following indicators:

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– number of meetings with partners, the number of trained commercial proposals, the number of contracts, the speaker volume of deliveries of production attributable to each partner;

– Regular market research in partnership in order to identify changes in the structure and character of preferences when selecting the range.

In conclusion I would like to once again draw the attention of manufacturers that use the injection method will allow the company to market conditions to obtain a volume of income that will allow them not only to firmly hold its position in the shoe sales market, but also to ensure the dynamic development of its production, in a competitive environment, especially in demand in the production of the entire product range of children's shoes.

Therefore, the above-mentioned aspects, at the appropriate level of study, will allow the company to create unique competitive advantage - the implementation of a system of relations with the stakeholders to produce competitive and sought after shoes for children.

Main place among the attributes of any enterprise takes the name of the company goes public. We know the company not by a legal phrase that is enshrined in the relevant registration documents (yes it is unknown to wide range of customers), and on the brand's products. Thus, the rare consumer knows that the shoes of the Trading House "Squirrel" - is Ralf Ringer. The producers of the Southern Federal District for the most part the name (brand name) is absent.

There are several methods of forming the name, logo and trademark of birth [1].

The most common way - the choice of a proper name. Typical for the fashion houses (class "luxury" goods) - the founder of the company name CHRISTIAN DIOR, CHANEL, GIVENCHY, YVES SAINT LORAN etc. Unique taste, bright style of expressing the personality of artists in their works, later asking things issued under this name, high status. This technique has become necessary if the company creates an individual or family and you want to emphasize the personal role of the owner, and build on its reputation and the reputation of the company's policy. With this approach, the role of the individual is invaluable. Last name must be the guarantor of the quality of products and business management. Accordingly, if the owner of the image not just directly related to the company's image, but also has the primary emotional burden [2].

Another way - the commercial name of the company is based on the acronym made up of the first letters of the official title. This achieves conciseness name and the ease of pronunciation and memorizing respectively. Can clearly be seen that it is an abbreviation - a great tool for getting a logo - the company LVMH / Louis Vuitton Moet Hennessy /. The same method of recourse companies positioning their products in the class of «Bridge better»,

representing the second line of the famous houses; in the title is a link to the artist's name, associated with its line of luxury "souture» and «preta - porte de lux» and an abbreviated reduction. For example, Mani (Armani), DKNY (Donna Karan New Your), CK Jeans (Calvin Klein).

Second - much less common in the fashion - industry - education it is the United root fragments of a few words, is not necessarily present in the company's name. But in this case, the desirable association with the profile of the company. The requirement, like any other group names and unusual euphony.

The third way - the formation of new words, do not like the existing meaningful words, but is associated with positive concepts. Most often, the positioning of these companies is connected with the class bridge middle, bridge low and moderate mass clothing class and budget.

The fourth method is the logo. Purpose of the logo in the fashion industry - this instant brand awareness. Logo - a symbolism that replaces the name or is a graphic interpretation. Interestingly, in the world of fashion logo has become so much a part of the design of clothing and footwear.

Consumers in the market does not appear monolithic community. When buying shoes, they are guided, first of all type of footwear and price.

For example, when choosing a buyer of women's boots into account the seasonality of the shoe, its age features and type of work, it is important attributes will then be the appearance of the shoe: matching fashion trends, colors, materials, top and bottom, as well as a constructive solution models. Buyers also prefer brand. It is an offer of shoes to the consumer in specialty stores or departments will provoke an increase in sales in an uncertain demand. And if we seller, having a well thought-out principles of presenting advantageous properties of each design women's boots, and, guessing the mood and the possibility of women customers for its reasoned matters when choosing a model, be able to realize it is the desire, in any case, the buyer will leave satisfied that its interests fully satisfied,

The elderly love comfort and coziness. Both the seller and the buyer - the representative of the beautiful half - of course, turn their attention to the model, if it is nice to be worn in the snowy winter, since it must be made of soft nap leather - suede and have a molded sole with large tread, as will very comfortable and provide them comfort at any time during her socks .. at the same time it must be affordable.

Business woman, aged 45 and 45 and residing in the vanity, of course, will give preference to models made of natural materials, low-heeled, low-key accessories, creating imposed the comfort in their daily lives, while emphasizing their image and social status.

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Assortment - the problem of specific products, their individual series, determining the relations between "old" and "new" products, products for single and serial production, "High" and "normal" goods, materialized goods or licenses and "know-how". When forming the price range there are problems of quality, warranty, service, whether the manufacturer is going to play a leadership role in the creation of new types of products or forced to follow other manufacturers. [5]

Forming range includes the following main points:

1. Determining the current and future customer needs, analysis of ways to use the features of the footwear and consumer behavior in the relevant market;

2. Evaluation of existing analogues of competitors;

3. A critical evaluation of products now manufactured in the same range as in items 1 and 2, but with the position of the buyer;

4. Addressing what products should be added to the range, and which are excluded from it because of changes in the level of competitiveness; whether to diversify production at the expense of other areas of the enterprise production beyond its existing profile.

5. Consideration of proposals for the creation of new models of shoes, the improvement of existing ones;

6. Development of specifications for new or improved models in accordance with customer requirements;

7. The study of the production capacity of new or improved models, including price issues, cost and profitability;

8. Testing (testing) Shoe considering potential consumers in order to determine their admissibility on the basic parameters;

9. Development of specific guidelines for the production of the enterprise regarding the quality of units, style, price, name, packaging, service, etc. in accordance with the results of tests carried out to confirm the acceptability of the product specifications or predetermining the need to change them.

10. Assessment and review of the entire product range. [6]

Planning and assortment management - an integral part of marketing. Even a well-designed marketing and advertising plans will not be able to neutralize the consequences of mistakes made earlier in the planning range.

The optimum range of the structure should ensure maximum return on the one hand and sufficient stability of the economic and market indicators (eg sales volume), on the other hand.

Achieving the highest possible profitability is ensured by continuous monitoring of economic indicators and timely decisions on the adjustment range.

Stability of marketing performance is ensured, first of all, by continuously monitoring the market situation and timely reaction to the changes, or the adoption of pre-emptive action.

In addition, it is important that different products were not too many. For the majority of Russian companies, the potential for optimization of the range is still laid in a considerable reduction of the product range. Too large assortment of bad effect on economic performance - there are many positions that are on the volume of sales can not go even to break even. As a result, the overall profitability drops sharply. Only exception of unprofitable and low-profit products from a range of companies can give an increase in the overall profitability of 30 - 50%.

In addition, a wide range of spray force, makes it difficult to competent offer of goods to customers (even the sales staff are not always able to explain the difference between a particular position or name), dispels the attention of end users.

It is appropriate to recall the psychology of perception of the information. The reality is that the average person is able to simultaneously absorb no more than 5-7 (rarely up to 9) of semantic constructs. Thus, the person making the choice, first selects the best 5-7 options on the basis of the same number of criteria. If the seller offers a large number of selection criteria, the buyer begins to feel uncomfortable and self-eliminates insignificant, from his point of view, the criteria. The same thing happens when you select the actual product. Now imagine what happens when a man in front of a hundred almost indistinguishable (for him) of the goods, and he needs to buy one. People behave in such a situation as follows: or do refuse to buy, so as not being able to compare a number of options, or they prefer what is already taken (or that sounds familiar). There is another category of people (about 7%), lovers of novelties, which on the contrary will choose something that has not yet been tried.

Thus, from the customer's perspective (for relaxing the selection of measurable perception embodiment) range should consist of no more than 5-7 groups, 5-7 of names, i.e., the entire range in terms of perception optimally should consist of 25 - 50 titles. If the names of more than an objective, the output is only further classification.

It is generally accepted that a wide range of customer needs. This very wide range of often referred to even as a competitive advantage. But in fact it turns out that for a wide range of manufacturer - it's hundreds of types of products, and for the consumer - 7 titles have more than enough.

Thus, the user need not wide range and variety required for it.

If the company professes approach a wide range, it is sufficient to carry out sales analysis, look at the statistics, to make sure that the sales leaders are 5 - 10, on the strength of 15% of names, all other positions

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are sold very little demand for them is insignificant, although costs differ little from cost of sales leaders. The situation turns out, when several items of "feeds" the whole wide range of businesses. And this is not always justified in terms of the completeness of the range (the favorite argument of sellers), that is, the presence of different items to cover the maximum possible options customer needs. In practice, it turns out that the fullness is completely ensured, even if the existing range of cut twice and even three times. The main thing in this case correctly classify all the goods and to ensure that to an assortment of products were submitted from every possible group that classification. Moreover, the more reason to classify the enterprise can allocate, the more balanced will be his decision. Thus, the classification of goods can be meet customer needs, according to the functional purpose of the goods, for the benefit of the enterprise.

In the current market conditions, the competitive environment and the direct interaction of Russian and foreign manufacturers addressing a combination of state and market competitiveness of governance is becoming a strategic resource economy SFD and North Caucasus Federal District regions. The world economy took place price competitiveness competitive quality levels, which increased its relevance to Russia's entry into the WTO. Therefore, an increase in the quality factor performance of the domestic production of shoes in the strategy of competition on the world markets is a long-term trend [1].

Especially urgent task of improving the competitiveness of footwear enterprises which, because of external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management) lost their competitive position in the domestic and foreign markets. In response to negative processes of regionalization processes are amplified in the external environment and create different network structures, one of which is an alliance of producers and the state.

Financial intermediaries - is a collection of a multitude of organizations, which includes, among others, banks, law firms, brokerage firms, investment advisor, pension funds, companies with mutual funds, and other organizations or participation of individuals who may be interested in investing in the enterprise. Credibility is especially important in dealing with the creditors. Disclosure of financial information helps build trust, as well as timely payments. Trying to establish your relationship with creditors and establish a relationship of trust, many companies invite their representatives to their boards of directors.

Currently there is no generally accepted method of evaluating the competitiveness of enterprises. A review of existing approaches to the assessment of the competitiveness of the enterprise allow to combine them into the following groups.

The first group of scientists economists It includes the approach to determining the competitiveness of enterprises, based on the identification of competitive advantages. This approach originated with the advent of strategic planning and development of the theory of competition. It allows to analyze the achieved competitive advantages, but does not accurately quantify the evaluation of the results and so can not be used for comparative analysis of the competitiveness of enterprises, analysis of the implementation plan to improve competitiveness, the dynamics of the competitiveness of enterprises.

The second group of economists It offers an assessment of competitiveness using a polygonal profile. It is based on the construction of vectors of competitiveness factors: the concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sale preparation. However, the authors do not specify how to evaluate factors such as the concept of foreign policy, pre-sale preparation and others., Combining them into one.

The third group of scientists and economists - offer rating the company's competitiveness on the basis of the following factors: product range, price, image, service, packaging (registration), sales volume, market segment, supply and marketing policy, advertising and stimulate demand, ie calculation coefficient of efficiency of innovative technological solutions . The advantage of this approach e that he, in fact, assesses not only the marketing activities of the company, but also takes into account other important potential of the enterprise resources (innovation, management, finance, and others.). The authors proposed approach is a more weighty sum of factors, which take into account the weight of mutual in partnership.

The fourth group academic economists proposes to evaluate the competitiveness of the enterprise based on the product of the index of commodity mass index and the effectiveness of the object. The advantage of this approach is the fact that it is more powerful approach to the assessment, since it takes into account such important factors that determine the competitive advantages of the enterprise, as the level of organization and implementation of marketing in the enterprise, finance, export potential. In addition, most of the authors consider it important to develop methods for determining the efficiency factor producer, its competitiveness, and that will form the effectiveness of most of these partnerships.

The fourth approach can be attributed to the method proposed Fathudinovym RAWhich proposes to evaluate the competitiveness of the enterprise as a weighted sum of the core competitiveness of enterprise products in the various markets, taking into account the importance of markets. But this approach is not entirely fair, because firstly, the competitiveness of the organization identified with the competitive

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product (different concepts), and secondly, it proposes to introduce the importance of foreign markets twice as large as the importance of the national markets. Third, the method of assessment RA Fatkhutdinova It ignores other important factors of influence on competitiveness - marketing, finance, innovation, management, human resources.

The fifth group Economists scientists suggests an approach based on a weighted evaluation of enterprise competitiveness. Integral indicator of the competitiveness of enterprises is determined according to the rules of linear convolution (evaluation factors of competitiveness of individual aspects of the company multiplied by the weight of individual factors in the total amount), then there is something very close to what is offered in this article the authors, namely the calculation of the coefficient of efficiency of innovative technological solutions[2,3].

So, the analysis of the theoretical and methodological aspects of the competitiveness of enterprises revealed numerous methods of estimation of the most competitive enterprises.

In this regard, the successful activity of the enterprise is determined by the degree of satisfaction of stakeholders interests, so to enhance the competitiveness and efficiency of the enterprise should take into account not only its own interests but also the interests of the parties concerned, ie its business partners.

It uses the term partnership, which creates the conditions for the effectiveness of the results of activity of the enterprise in the stakeholder theory.

Developing small and medium enterprises as an instrument of competition is necessary to form a system of marketing relationships with partners, a system based on a mutually beneficial long-term cooperation, which allows to reduce the time to make effective business decisions to ensure their competitiveness.

Therefore, taking into account the consideration of the methodological foundations of competitiveness of the enterprise, the methods of estimating and analyzing the competitiveness of footwear companies operating in the regions of the Southern Federal District and the North Caucasian Federal District, based on stakeholder theory, which are competitors for the production of an identical range of men's shoes.

In view of the analysis of the system of indicators to measure the competitive capacity of enterprises, JSC "Donobuv" and OOO "Leon" (Rostov-on-Don) An assessment of these companies will give the system of indicators to measure competitiveness factors enterprises offered above. The first important factor of competitiveness of the enterprise - the competitiveness of the goods (see Table 1) [4].

Let us analyze the second most important enterprise competitiveness potential - marketing effectiveness. The results of this potential represented in Table 2, where we point weighted evaluation on the test plants and the maximum score for these indicators.

Table 1. Evaluation of the competitiveness of enterprises

Factors of competitiveness of the enterprise	Indicators	Significance%	meaning		Dimensionless evaluation of enterprise competitiveness indicators		Weighted evaluation of the competitiveness indicators	
			Ltd. Leono v	ZAO Donobu v	Ltd. Leono v	ZAO Donobu v	Ltd. Leono v	ZAO Don Shoes
1	2	3	4	5	6	7	8	9
1. Konkurento- the ability of the product	The weighted average Product Line competitive goods, score	40	3.05	3.49	0.61	0.69	24.4	27.92
2. Effektiv- marketing Nosta	Assessment of the level of partnership with the interested parties of the enterprise, score	10	2.85	3.05	0.71	0.76	7.10	7.60
	Exceeding the permissible level	3	66,50	28,80	0.34	1.00	1.02	3.00

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	of stocks Goth. production,%							
	The Company's share in the market,%	3	3.00	7.30	0.08	0.20	0.24	0.60
	The growth rate of sales volume,%	3	221,00	198,00	0.89	0.80	2.67	2.40
3. Quality Management	Return on investment	3	0.85	4.02	0.08	0.39	0.24	1.17
	Return on total assets%	3	10.90	43,90	0.17	0.53	0.51	1.59
4. The financial condition of the enterprise	secu factor. Own current. means (0,2)	3	0.19	0.76	0.95	3.80	2.85	11.40
	Current Ratio (≥1,3)	3	1.46	4.16	0.26	0.79	0.78	2.37
	The cost of 1 rub. impl. products	3	0.69	0.53	0.86	1.00	2.58	3.00
5.Uroven organization of production	Capacity utilization	2	0.83	0.95	0.87	1.00	1.74	2.00
	productivity	2	48.19	60.22	0.64	0.80	1.28	1.60
	Depreciation DOS. assets,%	2	26,00	47,00	0.38	0.21	0.76	0.42
6.Effektivnost MTO	Evaluation of relationships with suppliers, score	3	7.28	7.99	0.73	0.80	2.18	2.40
	Materialootdacha , rub. / RUB.	3	20.45	13.48	0.13	0.12	0.39	0.36
7.Aktivnost innovation. Worker-sti	The share of innovative products,%	8	1.30	0.13	1.00	0.10	8.00	0.80
8.Konkurentosposobnost staff	Coefficient of advancing labor productivity growth relative to wage growth	3	2.06	1.56	0.95	0.72	2.85	2.16
	Coefficient turnover,%	3	7.00	6.00	0.02	0.03	0.06	0.09
	Total maximum score of significance	100	-	-	-	-	59.65	70.88

As is evident from Table 2 shown below, the deviation in the potential marketing effectiveness of "Leone" is -7.97, ZAO "Donobuv" -5.4. The greatest influence on this deviation has an indicator of the level

and quality of partnerships with stakeholders, so to increase the effectiveness of marketing activities investigated enterprises should establish and develop relationships with partners.

Table 2. Analysis of efficiency of marketing potential

Indicators to measure the effectiveness of marketing	Significance%	Weighted evaluation of the competitiveness indicators		The maximum weighted score	Deviation weighted estimation of the maximum	
		OOO "Leon"	CJSC "Donobuv"		OOO "Leon"	CJSC "Donobuv"

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Assessment of the level of partnership with the interested parties of the enterprise, score	10	7.1	7.6	10	-2.9	-2.4
Exceeding the permissible level of stocks Goth. production, %	3	1.02	3	3	-1.98	0
The Company's share in the market, %	3	0.24	0.6	3	-2.76	-2.4
The growth rate of sales volume, %	3	2.67	2.4	3	-0.33	-0.6
in total	19	11.03	13.6	19	-7.97	-5.4

Thus, in assessing the competitiveness of the enterprises investigated revealed that the level of competitiveness of the company "Leon" and CJSC "Donobuv" - average (59.65% and 70.88% respectively). One of the important factors that affect the evaluation of the competitiveness - marketing effectiveness. From the analysis shows that the deviation of this potential is in LLC "Leon" - 7.97, JSC "Donobuv"-5.4. In order to improve the effectiveness of marketing enterprises should introduce the concept of stakeholders, which will contribute to the development of relations with partners.

So, to increase the competitiveness of the investigated companies in partnership theory is proposed to introduce mechanism of interaction with stakeholders.

Thus, the theory of partnership becomes relevant for today, thus taking into account the importance of the factor of the technique of estimation of competitiveness of the enterprise with the new paradigm - the theory of partnership. The developed method of evaluation and analysis of the competitiveness of the enterprise on the basis of the theory of partnerships, allows an in-depth analysis of the competitiveness of enterprises, taking into account an important factor for competitive advantage in a networked economy - the quality and level of development partnerships.

The main unique aspects of competitive advantage based enterprises based on the theory partnerships can be identified:

- *the creation and expansion of a permanent database of key partners;*
- *the formation of the necessary technical resources (computers, peripherals and software);*
- *organization of activity units and individual managers to manage relationships with stakeholders;*
- *development and updating of plans for cooperation with key partners in accordance with their business and personal features;*

Regular audit of activity of managers to manage relationships with partners in the context of evaluating the following indicators:

- *number of meetings with partners, the number of trained commercial proposals, the number of contracts, the speaker volume of deliveries of production attributable to each partner;*
- *Regular market research in partnership in order to identify changes in the structure and character of preferences when choosing a partner.*

Thus, the above-mentioned aspects in the proper level of their study may allow the enterprise to create a unique competitive advantage - the system of relationships with stakeholders, to ensure their competitiveness and the competitiveness of products.

To evaluate the efficiency of the developed innovative processes proposed use efficiency coefficient (Keff), the value of which should be regarded as the coefficient of concordance value for evaluating a priori the outcome of ranking (W), which changes from 0 to 1. If its value tends to unity, this means that the manufacturer was able to find the most optimal solution innovation process, if its value goes to zero - that requires an analysis of the reasons for this unsatisfactory of total and troubleshooting, provoked obtain such a result, and ways to address past failures [1-2].

The coefficient of efficiency of the process is calculated by the formula:

$$K_{eff} = K_1 \cdot K_2 \cdot K_3 \cdot K_4 \cdot K_5 \cdot K_6 \cdot K_7 \cdot K_8 \cdot K_9 \cdot K_{10} \cdot K_{11} \cdot K_{12} \quad (1)$$

wherein Keff - weighting coefficient of efficiency evaluation of technological processes for the production of formed competitive and marketable products

- K1 - the weight of labor productivity (PT);
- K2 - the weight of the working load (WP);
- K3 - the weight of the shoe release (Ps);
- K4 - the weight of equipment cost per unit of the job flow (C);
- K5 - the weight of the total rates per unit of output (Sobsch);

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K6 - the weight of a stock of financial strength (FPC);

K7 - the weight of the break-even point (Tb.u);

K8 - the weight of a unit of production profits (Prov.);

K9 - weight of profitability of products (R);

K10 - the weight of the cost of 1 ruble of marketable products (Z1r.t.p);

K11 - the weight of semi-variable costs (total variable cost of a unit of production) (Zusl.per.ed);

K12 - the weight of fixed costs (total fixed costs per unit of output production) (Zusl.pos.ed).

When calculating estimates of dimensionless efficiency ratio (EFC) by the software there is a need to formulate these same criteria as their evidence. For example, the profit per unit of output depends on the profitability of production, that is, first formulated margins from 5% to 25%, and then laid the size of a unit of production profits. A similar feature exists with the definition of productivity criterion, because at first use innovative processes, formed on the basis of universal and multi-functional equipment maintenance which should be highly trusted and responsible executives, empathic for the overall result of the entire production cycle, guaranteeing them the production of marketable and competitive products, enjoyed by consumers of domestic markets in high demand. Calculation of fixed costs per unit of production and semi-variable costs per unit of output is interconnected with the peculiarities of the organization of competitive and marketable products, including for children. Performance analysis of the leading foreign manufacturers confirms the fact that, if fixed costs are 20% - 40% of the cost of production, then, of course, conditional instance variables costs - 60% - 80% .If this again need to focus on the production of feature products for children, and when profit margins, fixed costs and semi-variable costs are generated based on the implementation of the requirements of technical regulations and normative

documents and acts to ensure their safety when using them life. And if this is due to the need to produce them with such stringent performance - the state and the producers have to be interested in each other, and to provide producers compensation for the additional costs of compliance and the assurance that manufactured products do not cause harm to children's health.

Of course, if the criteria for loss of wages per unit of output has to go to zero, and the volume of the shoe with a 1 m² - to its maximum possible value, and the cost of 1 commodity products ruble shall endeavor to achieve the minimum possible value and the cost of equipment per unit of flow setting also aspire to the minimum possible value and other criteria - to their maximum possible value - together dimensionless performance evaluation developed innovative technological processes (EFC) must always three to one. Thereby affirm that designed an innovative process for the production of the company they import-substituting products will be successful in their work for the benefit of the population of the regions where it will operate,

Thus, the authors developed software to assess the effectiveness of the generated innovative technological processes for the production of footwear import-substituting range of calculation taking into account the calculated components for the manufacture of the planned range allows us to take justified decision on its launch. And also make a decision about his balance, guaranteed demand for manufactured products and ensure sustainability of the enterprise's financial position, are shown in Table 1.

Also, the authors of the software to select the optimum capacity has been developed, the calculation results are shown in Table 1.

Table 1 - Calculation of technical and economic parameters at the optimum power with a range of 300-900 pairs in the production of men's shoes / women's shoes

Power*	Equipment Type *	optimal power, steam, in a shift	productivity 1 telnost labor worker pairs	The percentage of the working load,%	Loss of wages per unit of output, rubles	Average expenses for 100 pairs of shoes, rub
300-500	1	500/500	28.09 / 27.73	61.39 / 62.18	13.68 / 13.4	6735.36 / 6980.5
500-700	1	556/700	27.73 / 27.73	69.14 / 69.14	9.83 / 9.83	6404.71 / 6277.43
700-900	1	889/847	28.09 / 27.73	77.20 / 74.5	6.42 / 7.54	5236.17 / 6277.43
300-500	2	500/500	28.09 / 24.45	61.39 / 63.9	13.68 / 14.01	6728.68 / 7630.92

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500-700	2	556/556	27.91 / 27.73	68.70 / 69.14	9.97 / 9.83	6083.28 / 6404.71
700-900	2	889/812	28.09 / 25.64	77.20 / 75.4	6.42 / 7.77	5240.72 / 6060.55
300-500	3	500/500	28.09 / 27.0	61.39 / 61.74	13.68 / 14.02	7533.95 / 7827.12
500-700	3	700/556	28.12 / 29.32	67.28 / 68.21	10.56 / 9.71	6734.02 / 6607.65
700-900	3	889/847	28.09 / 27.0	77.20 / 74.7	6.42 / 7.66	5876.59 / 6341.05

* - options for power, and similar types of equipment

Table 1 shows the calculations for the optimum power range from 300 to 900 pairs of men's and women's shoes entire assortment of footwear. Analysis of the obtained characteristics for three selections predetermined process in the manufacture of the entire assortment of shoes confirmed the effectiveness of the software product, below, to assess the proposed innovative process using a universal and multi-functional equipment. Thus, when the range of between 300 - 900 pairs of well defined criteria is the volume of 889 pairs of men's shoes and 847 pairs of women's shoes.

At the same time, as the criteria for informed choice of an optimum power in the formation of the algorithm is justified were chosen precisely those criteria that have the greatest impact on the cost of the finished product [4]:

- loss of wages per unit of output, rub .;
- release shoe 1 m2;
- load percentage of workers,%;
- productivity per worker pair;
- given the specific costs of 100 pairs of shoes, rub .;
- equipment cost per unit job flow (C)
- total rate (Sobsch);
- financial strength (FPC);
- break-even point (Tb.u);
- profit per unit of output (Prov.);
- Return products (R);
- the cost of 1 rub. commodity products (Z1r etc.);
- semi-variable costs (Zusl per.ed.);
- conventionally fixed costs (Zusl. pos.ed).

From these criteria, in our opinion, the manufacturer is able to give preference to those from his point of view, it would guarantee the production of import-substituting, competitive and marketable products, namely:

- Labor 1 worker productivity - a key indicator of labor. The level and dynamics of labor productivity depend to a greater or lesser extent all the key performance indicators of production and all the labor indicators: production, employment, consumption wages, wages. of paramount importance for improving productivity are the introduction of new technology, extensive mechanization of labor-

intensive work, the automation of production processes, training of staff and workers, especially in the implementation of innovative technological processes on the basis of universal and multi-functional equipment;

- given the specific costs - an indicator of comparative economic efficiency of capital investments used in selecting the best of the solutions to technological problems;

- reduced costs - the amount of current costs accounted in the cost of production and non-recurring capital investments, comparability with current costs which is achieved by multiplying them by a regulatory factor capital efficiency;

- financial strength (ZFP) shows how many percent of the company can reduce the sales volume without incurring losses;

- break-even point allows (Tb.u) to determine the minimum required volume of product sales, in which the company covers its costs and break even works without giving profit, but also does not suffer losses, that is a minimum output size that income equality is achieved from sales and costs of production;

- Profit (loss) from sale of goods (PR) is defined as the difference between revenue from sales in current prices, VAT and excise taxes and the cost of its production and sales;

- the profitability of the product (R) represents the relationship between the profit from the sale of units of production and its cost;

- fixed costs (total fixed costs per unit of output production) (Zusl.pos.ed) that vary in proportion or almost proportion to the volume of production (1st Class - cost of raw materials and materials; 2st - costs of auxiliary materials; 3st - costs fuel and energy for technological needs; 4st - costs and additional basic wage of production workers with insurance premiums to non-budgetary funds);

- semi-variable costs (total variable cost of a unit of production) (Zusl per.ed.), Which are independent or nearly independent of changes in the volume of production (5CT - costs for the preparation and development costs of production; Article 6 - costs the cost of maintaining and operating the equipment; 7st - the cost of overhead needs; 8st - costs for general expenses, they, along with fixed costs make up the production cost; Article 9 - on business expenses costs

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all of these articles. and - forming a semi-variable costs and fixed costs make up the full cost, ie semi-variable costs are defined as total cost minus fixed costs, and vice versa,

- the cost of 1 rub. commodity production show the relative size of profit on each ruble of current expenditure, ie the ratio of unit cost to the wholesale

price, which characterizes the efficiency of carried out measures to improve the competitiveness of and demand for products in the supply markets [4].

Characteristics of competitive advantages in the production of the whole assortment of shoes for a decision on its manufacture, which is calculated using the same software product are shown in Table 2.

Table 2 - components of the calculation for the entire product range of footwear.

Indicators	Rod shoes	types of shoes			
		Spring	Summer	Autumn	Winter
Unit costs, rubles.	Men's	856.77	643.72	998.5	1007.07
	Women's	933.51	844.31	1062.37	2107.29
	nursery	551.05	503.89	586.15	795.4 one
The cost of basic materials, rub.	Men's	541.61	378.64	623.16	660.42
	Women's	523.71	511.6	618.52	1503.57
	nursery	235.78	200.05	280.76	415.5
The costs of auxiliary materials, rub.	Men's	23.82	17.57	28,16	30.4
	Women's	22.65	17,05	24.31	43,16
	nursery	11.78	7.92	12.16	15.26
wages pay	Men's	141.02	108.28	161.1	150.71
	Women's	148.92	84.62	139.09	220.58
	nursery	58.44	55.42	68.95	95.77
profitability of production units, rub.	Men's	10.75	14.65	13.36	15.12
	Women's	11.88	13.37	16.42	17,11
	nursery	9.53	8.39	9.19	10.72
Zatratyna 1 rub. marketable products, rub.	Men's	82.88	85.35	86.64	84.88
	Women's	88,12	86.63	83.57	82.89
	nursery	90.47	91.62	90.8	89.28

Thus, the author developed software to assess the effectiveness formed of innovative technological processes for the production of import-substituting range of footwear based on the calculated of calculation components for the manufacture of the planned range allows us to take justified decision on its launch, the decision on its balance, guaranteed demand and ensuring the company a stable financial position.

In addition, the software allows the regional and municipal branches of government, together with the future manufacturers around the assortment of shoes in mono generate volumes of footwear is not only based on its needs, but also to ensure stability of the enterprise's financial condition by providing them stable TEP, that is to be created the basis for the creation of new jobs at the same time the solution to

all social problems, with regret, today characterized by the majority of small and medium-sized m Russian cities.

It can be divided into a partnership into two groups: external and internal. The external include: customers, suppliers, competitors, government agencies and organizations, regional governments, financial intermediaries.

Buyers. Strategy and tactics of work with important customers include joint meetings to determine the driving forces behind business change, mutual efforts on the development of products and markets, increased communication links, the use of common areas and joint training programs and services. Strengthening ties with customers often provides significant benefits [1].

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Internal stakeholders include managers, employees, owners and the board of directors or board of directors, which represents managers and owners. One of the most significant domestic partners - the CEO.

Thus, the success of the organization is determined by the degree of satisfaction of interests of stakeholders, so to enhance the competitiveness and performance, the company must take into account not only its own interests but also the interests of stakeholders. Therefore, taking into account the consideration of the methodological foundations of competitiveness of the enterprise, the methods of

estimating and analyzing the competitiveness of the enterprise on the basis of stakeholder theory. [2] Step 1. Selection indicators for assessing competitive factors businesses. For each factor can be determined system of indicators based on analysis of the scientific literature (Table 1). So, taking into account the analysis of the system of indicators to measure the competitive potential of the company, we can offer the following system of indicators to measure the competitiveness of domestic factors enterprise (Table 2). Step 2: Determination of the importance of indicators in assessing the overall competitiveness.

Table 1. The system of indicators for assessing the competitive potential Shoe companies

The factors of competitive potential	evaluation indicators
1	2
marketing 1.Effektivnost	quality ratio of the product and its cost of production and marketing
	The pace of growth of marketable products
	The growth in sales and profits
	Profitability
	Market share, image
	Quality partnerships
2. Quality Management	The yield on total assets, return on equity; investment rate of return Net profit per 1 ruble. sales volumes; sales profit per 1 ruble. sales volumes; otch profit. Period of 1 ruble. the volume of sales
3.Finansovoe state enterprises	Coefficient of own means; current ratio; coverage ratio, equity ratio, an index of permanent capital, the overall profitability of the company, return on equity, return on products
4. The level of organization of production	Capacity utilization; production and marketing capacity; the volume and direction of capital The share of certified products in accordance with international standards ISO 9000 Wear OPF, productivity growth
5. The effectiveness of MTO	Quality and price of supplied materials. Materialootdacha, turnover, allowing direct connections; Incoming goods uniformity coefficient; the profitability of the transaction costs; the profitability of the product purchase
6. The activity of innovation	The annual cost for research and development, the number of patents The share of innovative products, the share of exports, the number of created advanced technologies The volume of shipped innovative products (services), the number of patented technologies, the number of technologies with patent purity, innovation expenditure, the number of acquired and transmitted by new technologies, software,
7.Konkurentosposobnost staff	The coefficient of turnover, the ratio of an advancing labor productivity relative to wages, educational level of the labor force, the level of professional skills of workers

The significance of evaluation indices of each factor competitive potential is shown in Table 2.

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Table 2. Recommended scorecard enterprise competitiveness assessment and their importance

Factors of competitiveness of the enterprise	Indicators	Significance%
1. Konkurentosposobnost goods	The weighted average Product Line competitive goods	40
marketing 2. Effektivnost	Exceeding the permissible level of stocks of finished goods	3
	The share of the enterprise market	3
	The growth rate of sales volume	3
	Assessment of the level of partnership with interested parties the enterprise	10
	in total	19
3. Quality Management	Return on investment	3
	Return on total assets	3
	in total	6
4. The financial condition of the enterprise	The coefficient of its own working capital	3
	Current ratio	3
	The cost of 1 rub. of sales	3
	in total	9
5. Uroven organization of production	Capacity utilization	2
	productivity	2
	Depreciation	2
	in total	6
6. The effectiveness of MTO	Reduction of material level	3
	Materialootdacha	3
	in total	6
7. The activity of innovation	The share of innovative products	4
	Expenditure on innovation	4
	in total	8
8. Konkurentosposobnost staff	Coefficient of advancing labor productivity growth relative to wage growth	3
	Coefficient turnover	3
	in total	6
	Total significance of the competitive potential	60
	Total maximum score of significance	100

Step 3: Calculate the dimensionless ratings performance of the enterprise competitiveness.

To translate dimension indicators assessments are encouraged to use the dimensionless index method. Indices dimensionless parameters determined by the formula (1) for the positive indicators with a positive trend - the growth (eg, return on sales, productivity) and the formula (2) for negative indicators with a positive trend - the decline (eg, depreciation, excess inventory of finished products in stock compared with the norm, the turnover rate), taken mainly of the indicators that form the production cost [3-4]:

$$O_i = X_i / X_i^{\max} \quad (1)$$

$$O_i = X_i^{\min} / X_i \quad (2)$$

where O_i - dimensionless (index) score of i -index of competitiveness of the enterprise,

x_i - the value of the i -th dimension index evaluation of enterprise competitiveness,

H_{imax} - the maximum value of i -dimensional index evaluation of enterprise competitiveness,

H_{imin} - the minimum value of i -dimensional index evaluation of enterprise competitiveness.

Step 4: Estimation of competitiveness of the goods. It carried out for light industry products in their domestic demand [5-6].

Step 5. Calculation of summary measure the competitiveness of enterprises. Quantitative assessment of the competitiveness of enterprises is proposed to determine the formula (3):

$$K_{\Pi} = \sum_{i=1}^m \alpha_i \times O_i \quad (3)$$

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where KP - an estimation of competitiveness of the enterprise as a percentage,

α_i - the importance of the i-th index of competitiveness as a percentage,

O_i - index (dimensionless) evaluation of i-index of competitiveness,

m - the number of indicators of competitiveness of the enterprise valuation.

Evaluation value competitiveness of the enterprise can theoretically range from 0 to 100 (ratio 4) [7].

$$Kn = 0 \div 100 \text{ (four)}$$

For qualitative characteristics of the obtained competitive assessment scale required quality level evaluation. In economic practice, a principle of the scales at regular intervals, progressive and regressive scale. Progressive and regressive scale is most often used for material incentives. We believe that is the most appropriate scale with equal pitch, because it firstly corresponds to the solution of practical problems (qualitative specification competitiveness), secondly, the construction and easy to use. Step scale is defined as a 100 (maximum score): 4 (number of levels) = 25. You can select and other step values that defined goals and objectives, which currently generates the enterprise itself.

Considering the traditional technological processes for the production of leather products, which are now a source of negative effects on the environment and human health, it can be said that almost each of the process steps in one degree or another is environmentally dangerous. Problems of maintenance of industrial safety and health of consumers, and today remains an urgent and requires the involvement of as highly qualified and competent experts.

If Customs Committee (TC) is necessary to ensure the professional competence of the experts, it is necessary to use developed by the authors in addition to the program for processing a priori ranking results, expanding its capabilities by giving it a merit function. This need has arisen due to a substantial increase in customs operations. Now customs have to be invited as experts broader and not always prepared by a group of experts to participate in the quality assessment of such a wide range of products without sufficient experience to have qualified assessment of the full range of goods at the customs office, which could trigger supply of the domestic market of substandard products.

It is necessary to warn the heads of the organizations, which attract experts of their obligations to ensure concise, unambiguous information about the products in which the decoding and will involve experts engaged by them. The

advantages of this information is succinct, unambiguous, but the perception of characters requires some training to decrypt the information. Basic requirements for a commodity include the following: availability, adequacy, reliability.

These requirements were called as "Three A" [1].

- The first "D" - reliability - requires truthfulness and objectivity of the information about the product, the absence of deception. The unreliability of the information is the information falsification.

- The second "D" - accessibility - related to the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumers' Rights states that the product information should be in Russian.

- the third "D" - sufficiency - treated as rational information richness, i.e. It should be excluded as incomplete and redundant information. Incomplete information, for example, not specified shelf life of dairy products, can lead to damage caused to health of the consumer. The excess of information - it is useless information about the product, they can cause irritation and encourage consumers to abandon the purchase. Realizing the importance to society as experts-experts involved TC TC for customs expertise to provide customers with high quality products, guaranteeing their security and protect them from the use of substandard products, the authors proposed a new method for assessing the competence of professionals involved TC for their participation in the Customs examination. Filling processes for the production of competitive and popular footwear for consumers SFD and North Caucasus Federal District regions is costly. Using the universal and multi-functional equipment generates a workflow in a way that allows to make the whole product range of high quality shoes and with different price niche.

But in this case it is necessary to find a solution that would allow the manufacturer to have a tool to assess the effectiveness of innovation processes. Such a solution is possible if the in each case be used to assess the effectiveness of such a coefficient, whose value as a coefficient of concordance (W), will vary from 0 to 1. If the value (W) approaches unity, it means that the manufacturer has find the best solution, if the value (W) tends to zero - that requires an analysis of the reasons for this unsatisfactory outcome and troubleshooting, provoked obtain such a result [1-3].

In practice, expert estimation was extended competence assessment with the help of expert self. [2] There are different approaches to the assessment of this indicator. In accordance with a methodology for assessing the competence of expert auditors is based on the calculation of the coefficient of competence K_j , which is calculated on the basis of expert judgment of the auditor on the degree of awareness of the problem at hand and specify the

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argument of opinion sources. Competence factor, K_j , is calculated by the formula:

$$K_j = 1/2 (K_{uj} + K_{aj}),$$

where in K_{uj} - coefficient on the problem of awareness; K_{aj} - reasoning factor for the same problem. expert knowledge ratio is calculated on the basis of self-esteem expert, namely:

- awareness of the state of the modern market economy;
- awareness in the state of affairs in light industry;
- competence in the field of marketing communications;
- competence in marketing communications.

The numerator of the expert auditor puts down the self-assessment score (from 1 to 10), with the maximum score (10) corresponds to an acquaintance on the authorship of the level (collaboration) to develop specific approaches to solving the proposed problems for him, the minimum score (1) - complete lack of familiarity with the considered problem. After completing the self-assessment by experts-auditors being adjusted scoring, ie obtained value is multiplied by a factor of 0.1 and entered into the denominator. Thus, the transfer points is carried in a range of values from 0 to 1, which is most common for the calculation of the coefficient of their competence.

argument ratio is determined by summing up evaluation scores argumentation, namely: High - 1, average 0.8 0.5 Low. Thus the criterion for "Theoretical analysis expert evaluation argumentation" (0.3 to 0.1), "Manufacturing experience expert" (0.5 to 0.2), and the criteria for "evaluation results generalized work of Russian authors" "The results of evaluation of foreign authors generalized the works."

Expert competence assessment method with their participation in the work of expert committees of various organizations can be used if there is a reasonable argument on the reliability of the results of their work. If there is a need in the head of the organization, which forms the expert commission in a personal assessment of the competence of each participant, in this case, we propose to use a new method, the essence of which involves a personalized assessment of the competence of each expert with the developed software product. One of the conditions of competitiveness of the enterprise - the organization of effective interaction with stakeholders in the successful functioning of the enterprise parties. Each company, even in small groups, there are several subjects with different interests, with which it can be temporary or permanent cooperation. To studying these interests, ways of solving problems between external and internal parties, the establishment of relations between the partners, dedicated to the study authors, to ensure that all parties interested in the implementation of the main principles - all interests

are legitimate and require them to meet and respect. [4]

The nature of the new competition in today's global economy, caused by globalization, poses high demands on manufacturers increase the competitiveness of goods and enterprises. Improving the competitiveness of enterprises and industries 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, which is reflected in the policy document, namely in the strategy development of light industry of Russia till 2025.

In this context, the problem of competitiveness of the domestic footwear requires the development of the conceptual foundations of theoretical, methodological and practical recommendations, adequate upcoming changes in the organizational - economic mechanism of functioning of the country's industrial complex.

Especially urgent task of improving the competitiveness of footwear enterprises which, because of external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management) lost their competitive position in the domestic and foreign markets. In response to negative processes of regionalization processes are amplified in the external environment and create different network structures, one of which is an alliance of producers and the state.

There are three main options for the enterprise concept in a developed economy: neoclassical, agent (shareholder) and the concept of partnership. The concept of partnership or stakeholder theory, is considered dependent activities of the enterprise from the interests of a wide variety of stakeholders, which include customers, suppliers, shareholders, managers, workers, and others. In addition, each of the partners has a certain right to control over the enterprise, so the concept implies the need to take decisions based on their interests.

Theory of strategic management is one of the most difficult sections of management science. Over a relatively short period of existence, was characterized by the rapid development of a number of concepts, it has succeeded in becoming an independent scientific discipline with its own academic infrastructure. The most important question that must be answered theory is to determine the sources of long-term competitiveness of enterprises. These sources are defined by the Company's strategy and, therefore, raise the question of its nature.

Enterprise System concept may be considered as a starting point for describing the strategic business nowadays, since none of the above concepts "in its pure form does not represent circuitry for analysis of the relevant actual position and the role of the enterprise in any economy."

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Thus, the authors were able to on the one hand to show the possibilities of examination to assess competency attracted customs specialists for marketing communications for compliance with product regulatory requirements within the CU CC and other organizations and the selection preferences in advertising to promote product sales, on the other hand make - competent whether attracted expert-auditors or not to allow the leadership of the CC CU and other organizations to reduce errors in their work to attract as well expert - Ditore to work at the office, and consumers will be assured that purchase products of high quality and meets the requirements of technical regulations, standards, codes of conduct or terms of contracts [1-2]. In any case, from all of this it will benefit only the case itself, ie

Transition to independent standardization specifications actually possible within the limits of the objective quality parameters only under two conditions:

- development of modern technologies of production;
- the current high professional culture, the backbone of which factor is the personal form of justice.

Of course, to the basic conditions necessary to add non-state control over the production, a kind of people's control. ONF may be the center of this national supervision, but there is a danger of the party registration. The real strength of the ONF just lies in the status of an independent organization of the inter-party relations, reporting directly to the President. Higher administrative management, unfortunately, gained experience of taming those who show independence. [1]

In the USSR in the 50 - 80 years it has formed a quality management system, not only what is inferior to foreign experience. This system has been continuously improved, taking into account the resulting positive and negative experiences until the late 1980s. Everything was collapsing in the waves, the birth of "new political thinking". Finally, the system policy for quality management organization overwhelmed nineties democratic tsunami. The crisis and the "shock therapy" was removed urgency of the problem for decades. Reasons deactualization interest to quality lie in plain sight:

- achievements of the Soviet period, the quality management policies have been associated with the peculiarities of socialist-type planning, built on the guiding principles, which, in contrast to the indicative planning, economic incentives has been subordinated to political goals directly. When it became unnecessary administrative command practice business management, along with it went into the history and practice of quality management [2];

- it is no secret that with the collapse of the Soviet Union on Russia's future looked very different - "systemic". Russian economy did not try to integrate

into global production, and attach to the interests of the existing architecture. We were given a place of manufacturers and suppliers of raw materials, mainly natural origin. The quality of these products is not due to the production. The quality of the production depends on the size of the added value - less costs, the greater the difference between price and cost, higher profits;

- the quality of production and the production of the product is functionally linked to the quality of the market, the quality of the market, in turn, depends on consumer willingness to purchase products marked with quality sign.

The manufacturer is currently not interested to produce a quality product. "Sheepskin is not worth" - costs are high, the cost of products will grow, the real price substantially increase the intermediary and the seller. As a result, the market of such a product "can not digest" and the producer will be struck by a deadly disease №1 by W. Edwards Deming. In limited - obviously meager for Russian quality items guaranteed to make a scale, made only to do with the situation in the present production practice is not exclusive it.

BS Aleshin - a renowned expert in the field of management, occupied the highest positions in the Russian government and business he knows the inside. He should be familiar with the history of the problem of training managers, leaving the roots in the Soviet period. She tried to solve AG Aghanbegyan when he was director of the Institute of Siberian Branch of the USSR in the system. He did this very seriously, initiated the establishment of the Board of Directors of the largest enterprises in Siberia. Externally, the question seemed simple: economist-manager (then overseas "manager" is not used) is a "free artist", or training necessary to build as an add-on production-oriented foundation, ie first career-oriented training, only then economic education. The formal solution to the problem had to departmental universities,

One of the basic rules of quality management experts believe a return to the original position if the process has not gone. Therefore, the restoration of the previous model of economic growth we need to write in the active power. To this I would have to apply the principle of consistency in the implementation of socialist imperative of the unity of theory and practice. Vippersony Soviet Politburo decisions are not developed. They agree upon and adopt them. Draft decisions prepared by professionals, consultants, "subcontractors" and "initiators", they were scientists, Academy of Sciences of the USSR and most successful production managers. Casual man in the industrial departments Regional Party Committee of the CPSU there could only once Stirlitz. It was arranged party and people's control. Certainly not perfect, but effective. Decomposition started when the arrival of M. Gorbachev announced his proteges

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themselves and scientists, and skilled production workers, and the prophets, losing critical capacity. euphoria muddled mind. Dialectics in the management gave way to a desire to find an existing example that gave rise to rebirth of dialectical thought, built on the basis of historical specificity of true knowledge, in primitive eclecticism Gaidar and K ° [3].

The criterion level domain-specific knowledge is the quality of management corresponding region of the objective reality.

There are three "golden truth" quality policy in quality management:

- ignorance - the root cause of all the troubles in the management of the economy in the first place;
- quality - a source of income, as associated with the reduction of production losses, in addition, it ensures economic stability, improves the image;
- gentle policy towards professionally trained personnel, these people - the main wealth of any production.

Rules apply when there is no reason not to comply with them - a more expensive each violation. We have, in terms of selective control over the rules, follow the rules of the rare manufacturers, a significantly greater effect on the concepts, that is, under the guise of imperfection rules and arrangements with officials. And here we can formulate the essence of the political moment, as leaders liked to say not very long ago. So, what do we have?

The first, quite by chance economics uncoupled from politics, political economy was neutralized in economics. God - gods, Caesar - Caesar's. Very much like the oligarchs and Gaidar American economic liberalism, and they repelled him specifically. Free enterprise took "a great success", and the Americans with draconian measures for violation of the rules of economic activity have forgotten to tell people. It was not profitable. Remember were only after all shared, and the question arose about the privatization redistribution of products.

"Quality" - a philosophical category, which together with the "amount" constitutes a dialectical pair, that is, they are interdependent. In one of its publications, we have identified three fundamental trait of "quality":

- "Quality" is a system of determining the properties of the phenomenon;
- in the definition of "quality" always be implied in a number of its manifestations - integrity, intensity;
- reflecting substantive diversity of the world, quality plays a different objective phenomena, it is structured.

"Quality Management" - the notion of political economy, it allows for variability in design, but within objective quality characteristics. Manipulation of quality represents free from the actual determination

of quality characteristics signs generally - theoretical and private, - a practical scale. In economic theory until the 1950s there was no specific procedure for evaluating the quality of expenditure. He dominated "the traditional approach to the definition of" optimal "cost of quality". 100% compliance with the specification of the product was considered unattainable, so the quality of the price laid down in the purchase after the term. Believed that consumer spending on goods operation inversely proportional to the quality of the goods. They are reduced to the extent of quality goods, tending to zero. The notion of "optimal level of quality." It corresponded to the minimum quality for the cost of the supplier and the consumer. Total costs are defined as the sum of producer and consumer costs.

The second thing to keep in mind the prospect of analyzing the quality of the private self. Private initiative is due to the overall political and economic situation. Socialism could be built in one country, to ensure the competitiveness of socialism was at this historic time impossible. Capitalism is still strong. The same situation and waiting for private producers. Quality product it will release. It can work steadily in an environment that is not ripe for such practices.

Quality product enough to be able to produce. It must be demanded by mass customer, and this situation - is the socio-economic policy. Quality products want to have everything and always. Only - it is an abstract desire. It exists as a dream, a fairy tale. Only as regards the status of abstract gaining real possibilities of concreteness propitious conditions for the priority of "good taste", and the buyer will be looking for a quality product, and not to look with envy to cart wealthy, but a clear minority. For producers with the buyer also has its own Higgs field. Of course, in our market there is a certain niche, it enjoys the most respectable part of the middle class. Niche insignificant due skinny social class and instability in a volatile economy. However, this sector has, and under his requests producers of quality products, for example, at 1,500 rubles per kilogram of sausage, shoes for 5000 and more costumes from 15,000, also exist. But what does this have to do with the market an exclusive characteristic of our economy as a whole? Is, is thus an exception to the rule that only their support. The problem of quality goods manufacturer status - on a national scale and potential of the individual, relatively well-off strata applies to it as the fate of the passengers fleeing in a boat after a storm that made their big ship. But what does this have to do with the market an exclusive characteristic of our economy as a whole? Is, is thus an exception to the rule that only their support. The problem of quality goods manufacturer status - on a national scale and potential of the individual, relatively well-off strata applies to it as the fate of the passengers fleeing in a boat after a storm that made their big ship. But what does this have to do with the market an exclusive

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passengers fleeing in a boat after a storm that made their big ship.

BS Aleshin leads diagram of quality costs developed in TQM [4-5].

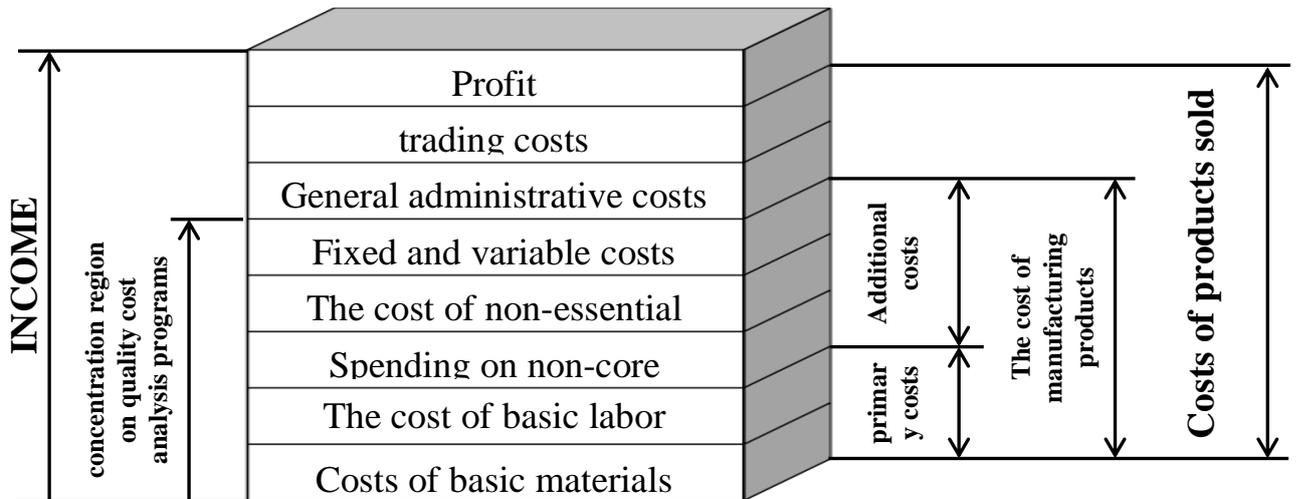


Fig. 1. Structure of income and expenses

Represented by the scheme should be read in two versions - the Euro-americano-Japanese and Russian. They market more than three hundred years. During this time, there was a balance of market forces, and manufacturers have adapted to it. Possible correlation of factors and not perfect, but it reflects an objective position in the market, the manufacturer, seller and buyer. About our market we have said, not all, but most importantly identified. We have the power of the market by intermediaries and speculators, often appear in the same person. It is connected with them, corrupt officials. Therefore, the proportions shown in the right-hand side of the diagram, in our market look different. Especially with regard to the costs of products sold. This part - Klondike for all feeding in the market, and a headache for these workers. Simply because of its advantages no one has refused.

Cash flow for the light industry enterprises located in the regions of the Southern Federal District and the North Caucasian Federal District, is a collection of cash receipts and payments, forming for manufacturers of sustainable technical and economic indicators and they are the guarantor of bankruptcy. Therefore, its management is an integral part of economic policy for the production of marketable and competitive products to consumers in those regions where there is an acute shortage of shoes for children. The authors consider the cash management system as the primary means to protect enterprises from the economic crisis. Cash flows of enterprises of light industry SFD and North Caucasus Federal District in all its manifestations, as well as the aggregate of its cash flow, definitely are one of the most important

independent objects of financial management, which requires in-depth theoretical foundations and expansion of practical recommendations. The important role of effective management of cash flows of the enterprise determined by the following key activities: [1]

- implementation of business, so that the cash flows of enterprises of light industry and the regions of the Southern Federal District North Caucasus Federal District will be effective for the formation of a stable job, because It will be the most important feature of the financial health of these companies, a prerequisite for achieving high end results of their economic activity as a whole;

- ensuring the financial equilibrium of the enterprises of light industry SFD and North Caucasus Federal District through effective cash flow management in their strategic development. The result of this process depends on how different types of cash flows are synchronized with each other in terms of volume and time. This affects a significant acceleration of the implementation of strategic business development goals;

- the formation of a rational cash flow enhances the effectiveness of the operational processes of the enterprise. Any failure to make payments has a negative impact on the formation of inventories of raw materials and essential materials, the level of labor productivity, sales of finished products, etc. At the same time, when the cash flows of companies rationally organized, they can ensure the growth of volume of production and sales of their products;

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- Efficient management of cash flow will reduce the need for enterprises in borrowed capital, this aspect of the management of financial flows relevant to businesses that are in the early stages of its life cycle, with limited access to external sources of financing;

- management of cash flow - an important financial lever to ensure the accelerated capital turnover of enterprises of light industry SFD and North Caucasus Federal District regions, aided by the shortening of production and financial cycles. He reached in the process of effective management of cash flows, as well as reducing the need for capital, serving business activities of these companies;

- Efficient management of cash flow prevents the risk of insolvency of companies. Synchronization receipts and cash payments, which is achieved in the management of cash flows enterprises of light industry SFD and North Caucasus Federal District, eliminates the factor of occurrence of the insolvency;

- rational management of cash flow will allow enterprises of light industry for more profit to be used for the social protection of workers and the workers of these enterprises and their families.

Thus, the effective cash flow management enterprises of light industry SFD and North Caucasus Federal District regions contributes to the creation of additional investment resources for the implementation of financial investments, which are a source of profit. The above aspects confirm the need for cash flow businesses into an independent financial control object with the appropriate structural and staffing of control.

the company's cash flow management is an important part of the overall management of its financial system. This process allows you to solve various problems of the financial management of the enterprise, and it is subordinated to the main goal.

The process of managing the cash flow of enterprises of light industry SFD and North Caucasus Federal District is based on certain principles regions, which are summarized in Table 1. Their implementation is the basis for successful activity as a working light industry, and for the newly created to address the acute shortage of products for children . Effective management of cash flow based on providing financial equilibrium by balancing these enterprises Incoming volumes and spending money, and using these principles by means of the control given in Table 1.

Analysis of cash and cash flow management comprises the following steps [2]:

- Calculation of cash handling time (the financial cycle);

- cash flow analysis;

- its forecasting;

- definition of an optimal level of cash;

- Preparation of cash budgets.

The main tasks of funds analysis is operational and day to day control over the safety of cash and securities in the cash register of enterprises; Control over the targeted use of funds; monitoring the correct and timely payments to the budget, suppliers and staff.

Table 1 - The principles of cash management businesses

Принципы управления финансовыми потоками	Характеристика принципов
Обеспечение эффективности	Основывается на обеспечении эффективного управления денежными потоками использования посредством осуществления финансовых инвестиций предприятий
Обеспечение ликвидности	Обеспечивается с помощью соответствующей синхронизации положительного и отрицательного денежных потоков в разрезе каждого временного интервала рассматриваемого периода
Информативная достоверность	Заключается в отсутствии финансовой отчётности, которая базируется на единых методических принципах бухгалтерского учёта. Поэтому создание необходимой информационной базы не представляется возможным
Обеспечение сбалансированности	Оптимизация финансовых потоков предприятий в процессе управления ими

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Conclusion.

Also, the main tasks of the analysis relates cash monitoring compliance calculations forms established in the contracts with customers and suppliers; timely reconciliation of calculations with debtors and creditors in order to avoid overdue debts;

- analysis of the state of absolute liquidity of enterprises;

- compliance with the terms of payment of accounts payable;

- to contribute to competent management of cash flow businesses.

To conduct cash flow analysis using two methods: direct and indirect. The direct method is the arrival terms (revenues from sales of products, works and services, advances, etc.) And flow (payment of suppliers' invoices, the return of short-term loans and credits, etc..) In cash. The indirect method consists of identifying and accounting operations related to cash flow, and consistent adjustment of net profit, ie, profit is the starting element. The direct method of calculation is based on the reflection of the results of operations (rotations) on the accounts of cash flows for the period. The operations can be divided into three types of activities [3]:

- the current (operational) activity - getting sales revenue, advances, payment of suppliers' invoices, obtaining short-term loans, payment of wages, calculations with the budget, paid or received interest on loans;

- financial activities - to obtain long-term loans, long-term and short-term investments, repayment of loans and payment of dividends already received.

- investment activity - the process of the movement of funds related to the implementation, the acquisition of intangible assets and fixed assets.

Calculation of cash flows direct method makes it possible to assess the solvency of enterprises of light industry SFD and North Caucasus Federal District, as well as in operational control of the movement of funds. The indirect method is preferred from an analytical point of view, since it allows you to determine the relationship of profits to changes in the value of financial flows of these enterprises. Under this method, cash flows are calculated on the net income with the necessary adjustments in its articles do not reflect the actual movement of money on the accounts.

The authors examined the effects of the financial aspects of enterprises of light industry SFD and North Caucasus Federal District in the product life cycle. Considered cash flow management principles and shows the impact of cash flow of these companies in their technical and economic parameters. The implementation of these aspects creates a basis for the prevention of enterprises of light industry from bankruptcy.

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Artur Alexandrovich Blagorodov

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
blaghorodov@list.ru

Dmitri Olegovich Bordukh

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
bordukh95@bk.ru

Angelina Vladimirovna Kopylova

Institute of Entrepreneurship and Service sector (branch)
DSTU
bachelor, g. Shakhty
angelinakopylova22121999@mail.ru

Vladimir Timofeevich Prokhorov

ISOP (f) DGTU
Doctor of technical sciences, professor,
professor of the department "Designing, technology and
design", Shakhty
prohorov@sssu.ru

Igor Mikhailovich Maltsev

Institute of Entrepreneurship and Service sector (branch)
DSTU
associate Professor, Ph. D.-m н., g. Shakhty

Natalia Vassilievna Tikhonova

Kazan national research technological University
Doctor of technical sciences, professor
Kazan, Republic of Tatarstan

SEARCH OF REASONABLE PRODUCTION OF DEMANDED PRODUCTION TO CONSUMERS OF REGIONS OF SOUTHERN FEDERAL DISTRICT AND SKFO BY RESULTS OF SOCIOLOGICAL RESEARCHES OF THE POPULATION OF THESE REGIONS

Abstract: The authors ventured to formulate the concept of the impact of the status "of the goods on the attractiveness of its competitiveness and relevance", to ensure import substitution domestic producer in the markets. To justify such expectations authors attracted highly skilled professionals and senior students as experts, inviting them to express their views in completing the questionnaires. The survey results were processed using the software developed by the authors, which confirmed our assumptions about the importance of the concept of the attractiveness of the goods on the status of its competitiveness and relevance. Thus, understanding the status of the appeal of the product and population, primarily the domestic consumer products.

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Key words: appeal of the goods, demand, sale, demand, competitiveness, product reliability, affordability, buying satisfaction, the credibility of the domestic manufacturer, product brand, service support of the purchased goods.

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Introduction

Consumers in the market does not appear monolithic community. When buying shoes, they are guided, first of all type of footwear and price.

For example, when choosing a buyer of women's boots into account the seasonality of the shoe, its age features and type of work, it is important attributes will then be the appearance of the shoe: matching fashion trends, colors, materials, top and bottom, as well as a constructive solution models. Buyers also prefer brand. It is an offer of shoes to the consumer in specialty stores or departments will provoke an increase in sales in an uncertain demand. And if we seller, having a well thought-out principles of presenting advantageous properties of each design women's boots, and guessing the mood and the possibility of women customers at their reasoned matters when choosing a model will be able to realize this same desire, in any case, the buyer will leave satisfied that his interests are fully satisfied and he himself,

The elderly love comfort and coziness. Both the seller and the buyer - the representative of the beautiful half - of course, turn their attention to the model, if it is nice to be worn in the snowy winter, since it must be made of soft nap leather - suede and have a molded sole with large tread, as will very comfortable and provide them comfort at any time of thYe with grave socks .. At the same time it must be affordable.

Business woman, aged 45 and 45 and residing in the vanity, of course, will give preference to models made of natural materials, low-heeled, low-key accessories, creating imposed the comfort in their daily lives, while emphasizing their image and social status.

The appearance in the cabin or in a regular store or a high school student fashionistas immediately attract the attention of interior seller who wants to offer them only the original model on the high heels especially with overhead straps, decorated holnitenami and secured at the top and bottom of the shaft. Fashionista will be pleased that bought what she wanted, and high school will be satisfied buying more because she was sure that this purchase will surprise her friends and for her - this is the most important argument in favor of buying.

Main part.

Seller always easy if there was a "socialite" in the store, as it always favors only innovations or exclusive models. These its ambitions can be met as a model at the expense of originality, and at the expense of constructive solutions, also due to the selected materials and decorations in the production of this model itself.

Girls who love the strictness, but at the same time, the originality, the seller is required to propose a model in which combines two materials of colors and textures and details, perforated, draped in the ankle, give it unusual.

And the price should not be very "bite", which is also not a few important argument in favor of buying. These are our fancy, peeped into the life and work very effectively to the demand justified and have a right to be, because the ability to present their products to work with the consumer competent marketing approach form the popularity of the boutique, shop or salon with customers and provide them with strong consumer demand . Ultimately designed principles of presenting the properties of the product, the choice of the consumer, the right design boutiques and shop windows - all this will help to have a significant impact on the effective results of their work in the same fully applies to the children's range.

Assortment - the problem of specific products, their individual series, determining the relations between "old" and "new" products, products for single and serial production, "High" and

"Normal" goods, goods materialized, or licenses and "know-how". When forming the price range there are problems of quality, warranty, service, whether the manufacturer is going to play a leadership role in the creation of new types of products or forced to follow other manufacturer

The formation range precedes the development of enterprise product line concept. It is aimed to build an optimum assortment structure, commodity supply, with a basis accepted, on the one hand, the consumer demands of certain groups (segments), and with another - the need to ensure the most efficient use of enterprise commodity, technological, financial and other resources in order to manufacture products with low costs.

Assortment concept is expressed in the form of a system of indicators characterizing the possibility of optimal development of the production range of this type of goods. These indicators include: the diversity

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of species and varieties of goods (taking into account the typology of consumers); the level and frequency of updating of assortment; level and the ratio of the prices of goods of this type, and others. [1]

Planning and assortment management - an integral part of marketing. Even a well-designed marketing and advertising plans will not be able to neutralize the consequences of mistakes made earlier in the planning range.

The optimum range of the structure should ensure maximum return on the one hand and sufficient stability of the economic and market indicators (eg sales volume), on the other hand.

Achieving the highest possible profitability is ensured by continuous monitoring of economic indicators and timely decisions on the adjustment range.

Thus, from the customer's perspective (for relaxing the selection of measurable perception embodiment) range should consist of no more than 5-7 groups, 5-7 of names, i.e., the entire range in terms of perception optimally should consist of 25 - 50 titles. If the names of more than an objective, the output is only further classification.

It is generally accepted that a wide range of customer needs. This very wide range of often referred to even as a competitive advantage. But in fact it turns out that for a wide range of manufacturer - it's hundreds of types of products, and for the consumer - 7 titles have more than enough.

And so the consumer need not wide range and variety required for it.

If the company professes approach a wide range, it is sufficient to carry out sales analysis, look at the

statistics, to make sure that the sales leaders are 5 - 10, on the strength of 15% of names, all other positions are sold very little demand for them is insignificant, although costs differ little from cost of sales leaders. The situation turns out, when several items of "feeds" the whole wide range of businesses. And this is not always justified in terms of the completeness of the range (the favorite argument of sellers), that is, the presence of different items to cover the maximum possible options customer needs. In practice, it turns out that the fullness is completely ensured, even if the existing range of cut twice and even three times. The main thing in this case correctly classify all the goods and to ensure that to an assortment of products were submitted from every possible group that classification. And the more reason for the classification of the company can allocate, the more balanced will be a solution. Thus, the classification of goods can be meet customer needs, according to the functional purpose of the goods, for the benefit of the company

Important criterion footwear market competitiveness is its cost with a corresponding its quality and purchasing power of the population.

The main criterion of the viability and profitability of the enterprise is profit, to increase the loss is first necessary to reduce the cost of shoes.

The ratio of the changes in the calculation of each article costs depend on changes in the total cost, which includes all costs of production and sale of shoes.

An important factor affecting the level of costs in the production of shoes is to change the range and the process (Table 1-3). [2]

Table 1. Effect of the implementation of the shoe on the financial condition of the enterprise

Men's shoes					
volume realization%	100%	80%	60%	48%	40%
Gains / Losses for the month, rub.	824,881.2	207,739.04	190,596.51	0	- 126,545.78
tax on profit 20%	164,976.22	41547.8	38119.3	-	-
Tax property, 2,2%	3483.3	3483.3	3483.3	3483.3	3483.3
pure Profit / loss for the month, rub.	656,421.7	162708	148994	- 3483.3	- 3483.3
Profit / loss for the year, rbl.	9898574.4	2,492,868.48	2,287,158.12	0	- 1,518,549.36
Net profit / loss for the year, rbl.	7877060.4	1952496	1787928	- 41799.6	- 41799.6
Women's shoes					
volume realization%	100%	80%	60%	44%	40%
Gains / Losses	1,550,625.12	998,162.35	445,699.56	0	-106,763.19

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for the month, rub.					
tax on profit 20%	310,125.02	199,632.47	89139.912	-	-
Tax property, 2,2%	3483.3	3483.3	3483.3	3483.3	3483.3
pure Profit / loss for the month, rub.	1237017	795,046.6	353,076.3	- 3483.3	- 3483.3
Profit / loss for the year, rbl.	18607501	11977948	5348395	0	-1,281,158.28
Net profit / loss for the year, rbl.	14844204	9540559	4236916	- 41799.6	- 41799.6
Children's shoes					
volume realization%	100%	90%	83%	80%	-
Gains / Losses for the month, rub.	511,267.68	495,905.15	0	-416,365.49	-
tax on profit 20%	102,253.54	9918103	-	-	-
Tax property, 2.2%	3483.3	3483.3	3483.3	3483.3	-
Net profit / loss for the month, rub ..	405,530.84	39668929	- 3483.3	- 3483.3	-
Profit / loss for the year, rbl.	6135212	49590515	0	- 4,996,385.88	-
pure Profit / loss for the year, RUR.	4866370	39668929	- 41799.6	- 41799.6	-

Table 1 shows that at 100% of sales of shoes provided compensation costs not only for production and sales of shoes, but remains net income, which demonstrates the effectiveness of the company during the analyzed month, as well as the right marketing

policy of the enterprise product line. This result of the work will allow the company to distribute the net profit on the formation of a financial reserve, payment of dividends, the development of production, financing of social programs, and others.

Table 2. Summary of results characteristic of survey respondents - children, parents, consumers and manufacturers to assess the competitive potential of the shoe enterprises SFD and North Caucasus Federal District regions

children Poll Results	Parents Poll Results	customer survey results	manufacturers Poll Results
2 - The quality of children's shoes	3 - The quality of children's shoes	3 - The quality of children's shoes	3 - The quality of children's shoes
1 - Form forefoot	8 - The comfort	9 - The comfort	4 - Functionality children's shoes
11 - Weight	1 - Weight	6 - Compliance with the fashion direction	9 - The comfort
5 - Comfort	7 - Price	7 - Price	7 - Price
13 - Materials for the bottom of shoes	5 - Flexibility	four - Functionality of children's shoes	6 - Compliance with the fashion direction
22 - Compliance with the fashion direction	4 - Stability of coloring materials used for shoe uppers to dry and wet friction and sweat effects	1 - Weight	5 - Characterization of materials for shoe uppers

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4 - The price of children's shoes	2 - Color	5 - materials characterization top shoes	1 - Weight
21 - The diversity of the range shoes for children in shops and shopping centers	6 - Durability fastening shoe bottom	8 - Characterization of materials for the bottom of shoes	8 - Characterization of materials for the bottom of shoes
6 - The level of service of parents and children in shops and shopping centers	11 - The warranty period for children's shoes	2 - Color	2 - Color
7 - Color	ten - repairability	15 - What type of children's shoes are preferred: autumn	12 - Maintainability
9 - The height of the heel portion elation -up to 40 mm	9 - The deformation of the toe cap and backdrop	10 - Height elation heel of the shoe - 40 mm	13 - The warranty period for children's shoes
15 - Place of sale shoes for children - the interior of the store, or shopping center		14 - What type of children's shoes are preferred: winter	10 - Height elation heel of the shoe - 40 mm
8 - The warranty period for children's shoes		11 - The height of the heel part of elation -svyshe shoe 40 mm	11 - The height of the heel of the shoe elation -svyshe 40 mm
16 - What type of children's shoes are preferred: Winter		12 - repairability	
18 - What type of children's shoes are preferred: spring		18 - Durability fastening shoe bottom	
12 - Maintainability children's shoes its expediency		16 - What type of children's shoes are preferred: spring	
3 - Flexibility children's shoes		13 - The warranty period for children's shoes	
10 - The height of the heel of the shoe elation -svyshe 40 mm		17 - What type of children's shoes are preferred: year	
17 - What type of children's shoes are preferred: autumn			
20 - Durability fastening shoe bottom			
14 - Materials for shoe uppers			
19 - What type of children's shoes are preferred: year			
0,16 <W <0,69	0,52 <W <0,94	0,47 <W <0,91	0,33 <W <0,84

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Table 3. Summary of characteristics of respondents the survey results - the children, their parents, consumers and manufacturers to assess the competitive potential of the shoe enterprises SFD and North Caucasus Federal District regions, but without heretics, whose opinion does not coincide with the majority of respondents to the survey

poll results children	poll results parents	poll results buyers	poll results producers
2 - Quality of child shoes	7 - Price	6 - Compliance trends in fashion	3 - The quality of children's shoes
5 - Comfort	8 - The comfort	9 - The comfort	4 - Functionality children's shoes
11 - Weight	1 - Weight	7 - Price	7 - Price
22 - Compliance with the fashion direction	3 - The quality of children's shoes	3 - The quality of children's shoes	9 - The comfort
16 - What type of children's shoes are preferred: winter	5 - Flexibility	15 - What type of children's shoes are preferred: autumn	6 - Compliance with the fashion direction
6 - The level of service of parents and children in shops and shopping centers	4 - Color fastness used for shoe uppers materials to	1 - Weight	12 - repairability
	dry and wet abrasion and exposure to sweat		
21 - The diversity of the range shoes for children in shops and shopping centers	2 - Color	14 - What type of children's shoes are preferred: Winter	5 - Characterization of materials for shoe uppers
4 - The price of children's shoes	6 - bottom fastening strength shoes	4 - Functionality children's shoes	8 - Characterization of materials for the bottom shoes
7 - Color	ten - repairability	5 - Feature materials for shoe uppers	1 - Weight
1 - Form forefoot	11 - The warranty period for children's shoes	11 - Height elation heel of the shoe 40 -svyshe mm	13 - The warranty period for children's shoes
12 - repairability children's shoes its expediency	9 - The deformation of the toe cap and backdrop	2 - Color	2 - Color
8 - The warranty period for children's shoes		8 - Characterization of materials for the bottom of shoes	10 - The height of the heel of the shoe elation - 40 mm
13 - Materials for the bottom of shoes		10 - Height elation heel of the shoe - 40 mm	11 - Height of elevation of the heel of the shoe - over 40 mm
15 - Place of sale shoes for children - the interior of the store, or shopping center		16 - What type of children's shoes are preferred: spring	
18 - What type of children's shoes is given preference: spring		17 - What type of children's shoes are preferred: Summer	
3 - Flexibility of child shoes		18 - Durability fastening shoe bottom	

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19 - What type of children's shoes are preferred: year		12 - Maintainability	
14 - Materials for shoe uppers		13 - The warranty period for children's shoes	
9 - The height of the heel portion elation -up 40 mm			
10 - The height of the heel portion elation -svyshe shoe 40 mm			
20 - Durability fastening shoe bottom			
17 - What type of children's shoes are preferred: autumn			
0,16 <W <0,69	0,52 <W <0,94	0,47 <W <0,91	0,33 <W <0,84

The market conditions of managing an effective management system requires a rational organization of the sales activity, which largely determines the enterprise level of use of means of production, labor productivity, reduce production costs, increase profits and profitability. This is due to the fact that marketing activities - this is not only the sale of finished shoes, but also the orientation of production to meet the demand of buyers solvency and active work in the market for the maintenance and development of the demand for the company's products, and the organization of efficient channels of distribution and promotion of products.

Thus, shoe company in the development range policy should be oriented both external (price and consumer niche, competing companies market conjecture et al.), And internal factors such as sales volume, profitability, covering the basic cost et al. [3]

Assortment policy is to develop the implementation of decisions regarding nomenclature (names) of products, variety of assortment of names, the need to expand the range of manufactured.

Analysis results survey respondents on the criteria for assessing the competitiveness of and demand for children's shoes with the participation of children, their parents, buyers and manufacturers have confirmed the expected result, namely, the fact that the competence of the survey participants differ greatly among themselves and do not allow to take one only right decision about the actual criteria of competitiveness assessment and the demand by type of footwear for the entire product range. Designed by the authors of the software for the distribution of all the participants in the survey on the extent of their competence on the mentioned process using the concordance coefficient has confirmed its high efficiency for all participants in the survey. [3]

Less expertise have natural children, because they have in completing the questionnaire in the first place, such criteria were defined as the mass of the comfort variety of assortment of shoes in a store, service levels, and not those who warn of the child and the parents of the possible formation of their child pathological foot abnormalities . The results of the survey of parents do not have a high compactness of the criteria for assessing the competitiveness of and demand for children's shoes, but they are united by the desire to see in-store quality footwear, in which they put the following understanding: comfort, weight, price and warranty period, although rapidly growing baby feet, this factor is less important. But maybe this is the voice of the parents in a family where three or more children with no significant difference in age. Surprised by the survey results of those buyers who consciously choose to shop with children's footwear, and the desire to buy a shoe, which is necessary for their child, it is possible to speak of a conscious choice. Confirmation of our assumptions is the fact that consumers, both men and women were unanimous in saying that the children's shoes should be comfortable, easy and affordable. But on the other hand it confirmed the fact that having a lack of competence and consistency in the evaluation criteria of competitiveness and demand for children's shoes, while they assessed the available in-store product range of footwear exclusively with consumer products. And almost no attention to the criteria that would protect their children from the foot of formation of pathological abnormalities. Sadly, doctors, orthopedists in institutions is not enough pay attention to outreach to parents, provoking them to a more informed decision about buying shoes to your child, preferring a shoe that all and only all criteria would ensure a child, his warning the foot, from the formation of pathological deviations . Were only

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competent answers to the questionnaire on the criteria for assessing the competitiveness of and demand for children's footwear manufacturing representatives. Their criterion - quality children's shoes, children's shoes functionality, comfort, weight, material properties for the top and bottom of footwear, confirms their understanding of the importance of compliance with state standards and technical regulations governing the conditions to guarantee the execution of children is not only a comfortable stop, but also protects it from the formation of pathological abnormalities. Pleases and the fact that their competence has a high level of consistency with other experts, as evidenced by the high concordance rate value (W), close to unity. That is, parents have every reason to get shoes made by manufacturers, knowing that their children's foot is not in danger.

In the South and the North - Caucasian Federal Districts is quite mild climate, most of the market is saturated views of shoes of the same purpose. heads of enterprises need to know exactly what the market will demand and how this should be implemented to develop a range of shoes has been selected by the buyer, withstanding fierce competition, generating new proposals.

For all this, so it is important to build the assortment policy, to the market, if and enters shoe of the same type, it must differ substantially in price, but conform to its requirements. The success of the enterprise in the market depends not only on the location of the segment, but also on finding the unallocated space on the market - a niche market. It is believed that the company operating in niches, so knows and is able to satisfy the needs and requirements of buyers niche that past are willing to pay for the goods (services) of the company, even higher price. Occupation niche have a chance to compete by focusing its resources on serving a narrow niche markets that do not cause interest or who do not pay attention to larger companies - competitors. innovative technology used in the manufacture of shoes, that increase the functionality of the production. This makes it possible in the case of a surplus production of one type of shoe, upload production of other, more popular. Innovation - innovation in engineering, technology, work organization and management, based on the use of science and excellence, providing high-quality production system efficiency and product quality. Planning and assortment management - an integral part of marketing. Even a well-designed marketing and advertising plans will not be able to neutralize the consequences of mistakes made earlier in the planning range. The optimum range of the structure should ensure maximum return on the one hand, and sufficient stability of the economic and market indicators (eg sales volume) - on the other. In the future, the following scenarios of development of the external environment, the probability of which is

estimated the company's management as follows: increase in purchasing power (scenario S1, the probability of occurrence - 0.2); immutability of purchasing power of the population and the impact of foreign competitors (S2 scenario, the probability of occurrence - 0.5); decrease in purchasing power due to inflation growth at constant competition (S3 scenario, the probability of occurrence - 0.3).

For more information, to make the necessary calculations:

- the cost of living - 11924 rubles.
- daily output - 576 pairs of shoes;
- population - 100 people, who are engaged in the release of 576 pairs of shoes a day.
- at week 5 working days, the total number of working days per year - 250 days;
- monthly production of footwear - 12,000 pairs;
- the annual output of 144,000 pairs of shoes.

We assume that the average cost of one pair of shoes at constant purchasing power (S2 scenario) will be characterized by the following values: the price of a pair of expensive shoes for the target audience with high income of 5 thousand rubles; the price of a pair of shoes for the target audience with earnings above the minimum subsistence level - 2 thousand rubles; the price of a pair of cheap shoes for socially protected layers with earnings below subsistence level - 1 thousand rubles.

The total sales volume of footwear at constant purchasing power (S2 scenario) will be considered for the audience:

the implementation of expensive shoes for the target audience with high income - 60 million rubles. per month;

the implementation of the shoe to the target audience with earnings above the subsistence minimum - 24 million rubles. month;

the implementation of cheap shoes for socially protected layers with earnings below the subsistence minimum - 12 million rubles. per month.

For the target audience with the growth of purchasing power (S1 scenario), the price of a pair of expensive shoes will be 5 thousand rubles, the price of one pair of shoes for the target audience with earnings above the minimum subsistence level -.... 3 thousand rubles, the price of one pair of shoes for unprotected layers - 1 ths. rub.

For the target audience with low purchasing power (S3 scenario), the price of one pair of shoes is expensive 2.5 th RUB, the price of one pair of shoes for the target audience with earnings above subsistence -.... 1 th RUB, the price of one pair of shoes for the unprotected layers - 500 rubles.

For each of the scenarios under consideration calculated the volume of sales of shoes per month.

We carried out a calculation of the sum of the mathematical expectations of the realization volume

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taking into account the likelihood of the three scenarios. Management companies based on their experience or analysis (intuitively), estimate the probability of occurrence of a situation [2].

Separately for each strategy is determined by the sum of the mathematical expectations of the sales volumes of the product of footwear sales volume per month in the implementation of each scenario on its probability.

On the calculation of the amount of the expectation of sales volume, the maximum sales volume gained expensive footwear production strategy for the target audience with high income.

Summing up the information obtained as a result of the study, formulated as a block diagram the formation of mentality. The proposed structuring can be used when planning range for industrial and SFD NCFD regions. It was only in the relationship of all the factors considered above can be argued about the high stability of the financial performance of the shoe enterprises regions of the Southern Federal District and North Caucasus Federal District, united in the Innovation Center.

In our case, the traditional pattern formation range pawned differentiation based on the classification of footwear on three grounds:

- purpose (home; special);
- sex and age (base - GOST 3927-88 shoe shoes - booties for toddlers, small children, preschool, for-girls school, maiden, for-school boys, boys', women's, men's.);
- operating conditions (kind of professional activity, seasonality, climatic zone);

Based on other sources, shoes for their intended purpose can be divided into domestic (daily, model, homemade) and (industrial, sports, orthopedic, medical). However, such a division of the range has a number of significant drawbacks. It does not allow to identify groups of people with different styles, quality of life and taste preferences. The division also by sex and age meant different anthropometric characteristics of consumers according to age and gender, but do not take into account age differences in lifestyle and needs priorities. Needs of the population in the goods pawned historically. They are determined by the level of development of social production, welfare and culture of the society and can change over time. range of features include a concept as mobility. By definition, mobility marketing - urgent implementation of decisions adopted, studies within strict deadlines. The use of the term "mobility" in relation to the shoe assortment is rapid turnover of models range, depending on market conditions and customer requirements, imposed on shoes.

Formation of shoe assortment in view of its competitiveness - is a complex process which is carried out taking into account the actions of a number of factors, the study of which should be based on an analysis of the current footwear market, as well as

forecasting trends in the social, economic and industrial fields.

The formation range precedes the development of enterprise product line concept. It is aimed to build an optimum structure of the shoe of high quality products, at the same time shall be based on the one hand, the need to ensure the most effective use of enterprise commodity, technological, financial and other resources in order to manufacture products with low costs, and on the other - to meet the requirements certain groups of consumers with regard to their features and capabilities. [3]

To create a competitive high quality products shoe enterprises need to expand and update the range, to provide a high turnover dynamics models, to increase the volume and improve the efficiency of the model-design studies, quality and satisfaction of the population of footwear.

When developing or updating a range of footwear, the company is obliged to take into account not only the possibilities, but also the presence in the market of similar footwear competing firms, as well as the preferences of customers in selected segments.

You can not talk about the quality and competitiveness of footwear in general without taking into account the needs of a specific group of buyers in the markets of the appropriate type. Markets footwear goods are a diverse set of customers with different tastes and preferences.

Activities on the allocation of potential user groups of specific types of goods is called market segmentation. Segmentation focuses on the differences in the behavior of different types of buyers (customers) in their respective markets. For shoe enterprises segmentation of customers is the basis for the adjustment of the existing structure of the assortment of shoes or to develop new models. Footwear is one of the most important products manufactured light industry of the Russian Federation and imported from abroad. On the correct determination of the quantity and quality models produced footwear enterprises, the competitiveness of the range depends on the degree of satisfaction of consumers demand, profitability and profitability of organizations. The result of the interaction of the components of the market (demand, supply,

Thus, the value of the footwear market is to meet the needs of the population. Accordingly, the development of the market leads to increased levels of security individual member of society. Markets consist of buyers, and buyers differ in a variety of settings: according to his needs, financial and other capabilities, location, customer's attitudes and buying habits. In this sense, the South and the North -Kavkaz federal districts of greatest interest to the market segmentation due to the homogeneity of the aggregate consumer responds to the same goods and the means of evaluating for purchase. Characteristics of the market segmentation of regions presented in Tables 4

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and 5. Given the climatic features of the two districts, namely, relatively mild and humid climate in winter, High temperature in summer and comfortable in autumn and spring, it is necessary, taking into account these features form the assortment policy of manufacturing such a product range of footwear to guarantee its supply and demand is not only due to the pricing policy, but also to provide consumers, especially children, comfort and the occurrence of a warning of pathological deviations stop. Unfortunately, today the imported products market content does not ensure the elimination of these problems that provokes import substitution shoes to meet the demand of consumers of these subjects is in a shoe that would satisfy them in all aspects, and to manufacturers - to provide sustainable technical and economic indicators guarantee social protection of the population in these regions. When segmenting the enterprise market is divided large heterogeneous markets into smaller (and more uniform) segments, which can be serviced more efficiently, according to the specific needs of these segments. Shoe factories for the successful implementation of output is first necessary to produce segmentation of the consumer market and to identify the target segment of the market. In general sense, market segmentation refers to the process of market division into groups of consumers of certain signs of advance, allowing you to concentrate on the most effective means of market segment. segment of the market - a uniform set of consumers are equally responsive to goods and means of its presentation. in accordance with the specific needs of these segments. Shoe factories for the successful implementation of output is first necessary to produce segmentation of the consumer market and to identify the target segment of the market. In general sense, market segmentation refers to the process of market division into groups of consumers of certain signs of advance, allowing you to concentrate on the most effective means of market segment. segment of the market - a uniform set of consumers are equally responsive to goods and means of its presentation. in accordance with the specific needs of these segments. Shoe factories for the successful implementation of output is first necessary to produce segmentation of the consumer market and to identify the target segment of the market. In general sense, market segmentation refers to the process of market division

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Target segment (market) - a segment selected from the study of a commodity market of a product or service has a minimum cost of means of moving goods and provides businesses the bulk of its activity results (profits or other criteria exit objectives of the enterprise on the market). Market segmentation of footwear in the Southern and North Caucasus Federal District can be carried out on the basis of, and consistent with the use of several indicators

The results of the segmentation of the analyzed basic footwear market of the South and the North - Caucasian Federal District, can be represented as a table of ratings. Segment, collected as a result of the minimum amount of seats is the most appealing.

An analysis of Tables 4 and 5 revealed a single republic, the city of federal purpose, two edges and three areas where there is the greatest consumer market segmentation of the two districts: Republic of Crimea - 2.25. Sevastopol - 2.4. Rostov region - 2.5%, Krasnodar - 2.65%, Astrakhan region - 2.7% Volgograd region - 3.25%, Stavropol - 5.4%.

However, during the segmentation must take into account the target segmentation. [4]

When creating new enterprises in the regions of the Southern Federal District and the North Caucasian Federal District for the production of footwear products must be based on demand for the entire product range of the shoe, to provide consumers in these regions in demand and competitive products.

Table 4. Results of the segmentation of the consumer market by the SFD amount of seats, taking into account weighting coefficients

Name territorial unit	Population thousand. People.	Square, km2	rating position			
			profitability score × 0,45	salary, score × 0,30	number, rating × 0,25	sum points%
Southern Federal District, in. including						
Republic of Adygea	451.5	7792	3.6	2.1	2.75	8.45

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Astrakhan region	1018.6	49024	0.9	0.3	1.5	2.7
Volgograd region	2545.9	112877	1.35	0.9	1.0	3.25
Republic of Kalmykia	278.8	74731	4.95	2.4	3.25	10.6
Krasnodar region	5513.8	75485	1.8	0.6	0.25	2.65
Republic of Crimea	1907.1	26100	1.3	0.5	0.45	2.25
Rostov region	4236.0	100967	0.65	1.25	0.6	2.5
The federal city of Sevastopol	416.3	864	1.65	0.55	0.2	2.4
Total	16368.0	447821				

Table 5. Results of the segmentation of the consumer market of North Caucasus Federal District by the sum of places, taking into account weighting coefficients

Name territorial unit	Population thousand. People.	Area, km2	rating position			
			profitability score × 0,45	salary, score × 0,30	number, rating × 0,25	sum points%
North - Caucasian Federal District, including						
The Republic of Dagestan	3015.7	50270	4.5	3.9	1.25	9.65
The Republic of Ingushetia	0,473	3628	5.4	1.8	2.5	9.7
Kabardino-Balkar Republic	0.862	12470	2.7	3.6	1.75	8.05
Karachay-Cherkess Republic	0,468	14277	4.05	3.3	3	10.35
Republic of North Ossetia - Alania	0.704	7987	2.25	3.0	2.0	7.25
Stavropol region	2,802	66160	3.15	1.5	0.75	5.4
Chechen Republic	1,394	15647	5.85	2.7	2.25	10.8
Total	9718	170439				

As a result, segmentation is determined that the population of the two districts are unevenly distributed over the territory. Income of the population is much less than the average for Russia. At formation of assortment of shoes should also consider the fact that a large proportion of the population - the villagers. In addition, it is necessary to take into account national peculiarities of the inhabitants of these entities and their traditions.

For efficient operation of domestic enterprises for the production of competitive children's footwear appropriate to provide for the use of innovative flexible manufacturing processes, the use of universal and multi-functional equipment, a variety of methods for attaching the shoe bottom, drill shoe manufacturing TEHOSNASTKA, fittings, production of auxiliary materials, which will significantly reduce the cost of its production and improve the competitiveness not only in the markets of the South the second and the North - Caucasian Federal District (SFD and North Caucasus Federal District), but also on the domestic markets of other regions of Russia, guaranteeing it a steady supply and implementation, thereby providing less painful and more efficient replacement of the same model shoe on the other,

The strategy of production of competitive products from the skin will be organized production of shoes with not only mechanized innovative processes using nanotechnology, but that is especially in demand for SFD and North Caucasus Federal District - the use of manual labor, which is due to the desire of manufacturers to meet the demand for exclusive products not only for the elite, but also for consumers. [4]

Forming range includes the following main points:

- identifying current and future customer needs, analysis of ways to use the features of the footwear and consumer behavior in the relevant market;
- Assessment of the existing analogue competitors;
- critical evaluation of products now manufactured in the same range, but with the position of the buyer;
- issues, what products should be added to the range, and which are excluded from it because of changes in the level of competitiveness; whether to diversify production at the expense of other areas of the enterprise production beyond its existing profile;

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• Consideration of proposals for the creation of new models of shoes, the improvement of existing ones;

• Development of specifications for new or improved models in accordance with customer requirements;

• studying possibilities of production of new or improved models, including price issues, cost and profitability;

• testing (testing) Shoe considering potential consumers in order to determine their admissibility on the basic parameters;

• Develop specific recommendations for manufacturing companies about the quality of units, style, price, name, packaging, service, etc. in accordance with results of tests conducted to confirm the acceptability of the product specifications or predetermining the need to change them.

Thus, from the customer's perspective (for relaxing the selection of measurable perception embodiment) range should consist of no more than 5-7 groups, 5-7 of names, i.e., the entire range in terms of perception optimally should consist of 25-50 names. If the names of more than an objective, the output is only further classification. It is generally accepted that a wide range of customer needs. This very wide range of often referred to even as a competitive advantage. But in fact it turns out that for a wide range of manufacturer - it's hundreds of types of products, and for the consumer - 7 titles have more than enough. Thus, the user need not wide range and variety required for it. If the enterprise is aimed at a wide range, it is sufficient to carry out sales analysis, to ensure that the sales leaders are 5-10%. All other items are sold very little demand for them is small, although the costs are little different from the cost of sales leaders. The situation turns out, when several items of "feeds" the whole wide range of businesses. And this is not always justified in terms of the completeness of the range (the favorite argument of sellers), ie represent different denominations to cover the maximum possible choices of customers. In practice, it turns out that the fullness is completely ensured, even if the existing range of cut twice and even three times. The main thing in this case correctly classify all the goods and to ensure that in the assortment were presented products of each possible group of this classification. And the more reason for the classification of the company can allocate, the more balanced will be a solution. Thus, the classification of goods can be meet customer needs, according to the functional purpose of the goods, according to the sales profit. Of particular importance in this situation is the role played by certain range of positions. To this end, the products can be classified into the following groups: A - main product groups (which bring the basic income and are in the growth stage); B - supports groups of goods (goods that stabilize sales revenues and are in a stage of maturity);

In - a strategic group of products (goods, to ensure future profit of the company); D - the tactical group of products (goods, intended to encourage the sale of the main product group and are at the stage of growth and maturity); D - developed by a group of goods (goods that are not present on the market, but are ready to exit the market); E - products, leaving the market (which are not profitable and should be removed from the production output from the market). After that, it is necessary to determine the share of each group in the total volume of production. For sustainable enterprise position in the structure of the range of product groups A and B should be not less than 70%.

Thus, this makes it possible to evaluate the available assortment set in the enterprise and, by relating it to make a profit, to assess the correctness of assortment planning, its balance.

Implementation of the authors of the proposed measures would lead to the elimination of the deficit on the domestic children's shoes, making it not only and not so much competitive, and relevant, but the main thing - a safe and comfortable for the child's foot, guaranteeing him protection against the formation of pathological abnormalities.

Prolonged recession in the Russian economy has: two ways of explanation. The first - the people have lost the ability to work well, squandered "human capital", the second - control helpless. The media claim that politicians know their stuff, keep things under control, take the necessary measures and promise to change for the better in the near future. Hence, the reason is the poor performance of the performers and the unfavorable world market conditions.

How much you have to be naive to planning economic policies, based on sincerity, selflessness, compassion competitors? The Russian president has long said that our Western partners do not want to strengthen Russia, they need obedient Russia, such as the Baltic republics of the former USSR. I did not want to sadden the politicians responsible for the economy, but, according to Aristotle, forced to admit: "Friends of the East too canny" - meaning "Plato is my friend, but truth is more expensive." They will help us at least benefit from such assistance itself.

It is time to realize that all the economic and political alliances in the modern world space - is an attempt to achieve national win in an environment of transnational relations, ie, partners can count on until it is advantageous cooperation. Which implies the conclusion - you need to stand face to its economy. Only in this way, even with a lot of stress, it is able to solve their problems. There is, for example, these objective reasons that would justify the decline in production for over a quarter century in the light industry.

Light industry is closely related to agriculture, really dependent on the work of the latter. Only to such interactions must be approached historically

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specific, relying on scientific and dialectical analysis. There are old meteoraschety showing that of the 10 calendar years in Russia 5 unfavorable for the development of agricultural production (2 + 3 and 3 + 2). In determining the "Five-Year Plan" as a planning measures were based on this pattern.

The problems of agriculture and light industry is not in their specificity, they have always been political. In the United States, Europe, farmers have a lot of our problems. The difference is that there is a farmer - a national problem among the most important, fundamental. Its important for consideration of the existence of politicians. On how the policy is to promote a settlement, estimated public places policies. Farmer and politician linked economic policy. They balance on one taut economic stress "rope" viability.

Nothing similar in Russia. Recall the story of the last of Agriculture Ministers. In the Soviet Union there was the Ministry of Light Industry, which emphasized the importance of the industry. What prevents the importance in terms of import declarations and to develop its own production to restore equality in industrial control. "Calico edge" without light industry still that his own nature without birch groves or lyric poetry without creativity Esenin.

Reformers 1990 fate Homeland domestic and industrial care less identity. They lined up on the ease of business to maximize profits and walrus placed away from their ancestral lands. Light industry has traditionally been a difficult problem to manage. Managers need to be, above all, patriots, or light industry did not raise. understanding of "long money" national importance it is also necessary. Compensating the difficulties to become demand stability.

Whatever the economic situation did not develop extremely dangerous absolute value of economic criteria, give them the property of universality. Engels sharply opposed the attempts to bring the teachings of Karl Marx on the social development of "economic materialism", "economic determinism." Economic basis - the basis of social organization, but not system-forming factor eYe with grave improvement.

Society - system of human relationships that take place in the dynamics of economic activity. Activities - social life means people. Activities necessitating different kinds of relationships - the way of manifestation and human development. Relationships are designed to ensure that human development. About the fact that the form of property to be changed at the end of the XX century did not speak only dumb, but that relationship, born ownership, pulled by a distribution of the manufactured product, or its cash equivalent, that the exchange can not fully trust the market, control functions need to be kept by the state converted democratically, that perversely bureaucratic form of government is a generator of

corruption, tried to keep silent, knowing the sensitivity of property reform.

Most people have no relevance as to who the owner is, not everyone wants to try on the role of the owner - to turn, to spin, to fight, to risk. Distribution on the contrary, applies to all, and the poor and the nonpoor.

The most difficult part of the economic reforms - to achieve satisfaction in society national product distribution. From this meeting, rather than the form of ownership depends on the health of society. And we come to an important conclusion - the quality of the reform is estimated not by the changes, and the ability to make social life stability characteristics.

In the seventy years of Soviet history were isolated cases, when the management of the economy turned out to random people. They could be just coincidence, confirming its exclusivity, the personnel capacity of the political paradigm. Taking into account the economic disadvantages of excessive centralization in the management of the economy, can afford the following thesis - socialist economies of the Soviet type was not rationally constructed, but it contained a substantial reserve, which gave an opportunity to the new revolutionaries did not repeat the old Bolshevik techniques - to help one and rob others.

The Bolsheviks in the image of the revolutionaries look for all the odious policy of nationalization of property in a more favorable light in comparison with those in the 1990 squandered a national treasure and are extremely reluctant to change their interested attitude to what is happening today. The outcome of the revolution of 1917 was the industrialization and the rise of light industry, crafts, the result of the counter-revolution - 25-year-old depressed economy, the struggle for survival of the textile, shoe, garment production, the decline in the organization of training of qualified personnel across the spectrum - from workers to engineering specialties. In such circumstances, it is time to withdraw from the abstract political ideals demreformators and came to develop a "road map" revival of light industry in the hope that the crisis highlights the urgency of reasonableness "brainstorming" as opposed to "New Economic School" in the trend. What is the road "map" appears to be based on the historical experience of the XX century, when there were all major events [5].

1. The priority of sustainability must be the interests of national advancement. On the development of a very, I would say, but it is on a national scale is not to get. We need to "lick their wounds". At present, the most economically optimistic estimate is in pursuit of a sustainable stabilization of the economic indicators. Doctors in a similar situation are encouraging. Condition "serious but stable" Unfortunately, the economy can not be entered in the "artificial coma" to help overcome the

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crisis through a more economical expenditure of vitality. We are the first point of the "road map" that's what interested. Doctors seek to mobilize the potential of the life of the body, help to reveal the stock will to live. Our economy is able to fight for survival, there are many smart, knowledgeable, dedicated patriots, however, every year lost their number decreases. According to Doctor of Economics, professor of NRU "Higher School of Economics" V. Inozemtsev - one of the regular contributors AIF, annual leave from the country about 400 thousand people.. Naturally, not all on permanent, someone working on a contract, in search of temporary work. In the first place to help people energetic, light them the green light at the end of the tunnel. Rely on the established officials in a quarter-century type of confidence that is not the sword of justice hanging over them, and a safe senior bureaucrat to receive compensation, it is not necessary. Option - ONF. President and regularly communicates with its interested activists. Communicating efficiently. in search of temporary work. In the first place to help people energetic, light them the green light at the end of the tunnel. Rely on the established officials in a quarter-century type of confidence that is not the sword of justice hanging over them, and a safe senior bureaucrat to receive compensation, it is not necessary. Option - ONF. President and regularly communicates with its interested activists. Communicating efficiently. in search of temporary work. In the first place to help people energetic, light them the green light at the end of the tunnel. Rely on the established officials in a quarter-century type of confidence that is not the sword of justice hanging over them, and a safe senior bureaucrat to receive compensation, it is not necessary. Option - ONF. President and regularly communicates with its interested activists. Communicating efficiently. in search of temporary work. In the first place to help people energetic, light them the green light at the end of the tunnel. Rely on the established officials in a quarter-century type of confidence that is not the sword of justice hanging over them, and a safe senior bureaucrat to receive compensation, it is not necessary. Option - ONF. President and regularly communicates with its interested activists. Communicating efficiently.

Academician AG Aghanbegyan testified that a year of economic recession because of unwise management requires a lot more time to revive the economy. Act on the opening segment should so have the strength to finish and would have left them for the next stage. We should not hope for great achievements. Miraculous transformations can be expected in the private sector. Here it is able to manifest itself in case. In general, the process of the case is insignificant role. Refuse to believe in luck, however, is unwise. It is believed that "lucky" those who are lucky. Successful alignment may induce through professional activity, nature, faith in a favorable outcome, and even in a higher justice. Faith that accompanies the mind, yet no one prevented in an effort to do a good deed.

2. Bet on the full support light industry, like most areas of investment of public funds (financial, legal, political, and humanitarian), contains a risk, but within acceptable values. History checked and Russia as an independent state, and in the USSR in the ability

to create a variety of quality goods in demand in sufficient quantity. Strengths of the domestic products of light industry: quality material, hygienic, ergonomic compliance with national and climatic conditions, variety of assortment. In the 1980s, with the development of co-operation have been positive developments in relation to the design. Clothing and shoes, since 1930, made available to all groups of the population.

In Russia it is possible to produce almost all kinds of materials needed for the light industry. Production of certain types of raw materials limited by volume, in principle, governed by scientific and technical progress. The development of science and technology complement the natural materials artificial synthetic. The country has developed scientific schools in the framework of agricultural production and light industry, the system of specialized vocational training was created. Personnel are trained in schools, colleges, high schools, some schools disappeared in the course of democratic reforms, but the experience was training. It is not difficult to revive. Preserved industrial centers and enterprises. Precisely in those areas where a high percentage of the unemployed. The revival of the enterprises of light industry will lead to increased social and cultural environment and regional traditions, faith in the future the population. Return of social optimism in people.

In favor of focus to develop the production of goods required to meet the physiological needs of man, and are the size of the consumer market. They guarantee the stability of the production orders workload of the relevant goods. 3. There is still a high creative potential of specialists. He is quite competitive. Local artists, designers, engineers, and organizers have a high international rating. Often they are bigger and better known abroad than in his native country. Like all creative minded people they are seeking to diversify production development, taking into account the specifics of the market, aware of the importance of monitoring the interest and the mass market opportunities. We've gone from state regulation of the quantity, quality, price of products, than quickly took advantage of random people in the industry. Those who, privatized enterprises, understand it as a way to improve personal incomes and sought to squeeze the maximum margin guilty in the collapse of the industry no less than their "senior" partner was determined by the fate of reforms mediocre people to create an economy. The oligarchs and crony capitalism as historically developing phenomenon. It is a mistake to reject the socially positive sense of their existence. One thing to financiers tycoons, media magnates, oligarchs who made a fortune on speculation mediation wild carbon extraction of raw materials, the other - those who developed the real production with a substantial proportion of the value added, ie, I am thinking about the future. determined using the mediocre fate of the

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After the "Gaidar Economic Forum 'and Industrialists Congress (2016), the oligarch Oleg Deripaska spoke very politically mature," 2016 - the last year, when the state is able to use the reserves to help the production, next year we should start to help the state. " We are sure that the opinion of one of the most active and experienced local oligarchs its exclusive look at the interaction between the state and businesses.

To flee from Russia in calculating the future - the lot of those who are opposed to Russia, hiding in the "white fluffy fur" abstract democratic idea of the unity of the world with his greed. The West does not need them, there is demand for their finances - not as impressive by Western standards, both in the looting of the homeland, and "anti-Putin views."

Russian history is rich in examples of intelligent, patriotic economic policy, namely large owners, were ahead of the actions of the public administration, endowed with political responsibility for the professional development of production. It seems that those who are directly responsible for the financial and industrial policy by examining historical experience, waiting to push the production itself "locomotives" for the promotion of existing staff. G. Gref, Sberbank released in the heads of the said government sector, openly referred to "the Gaidar Forum" told about the need for an active government policy planning for overcoming the crisis in the economy, finance investment in real production, control the use of state loans by banks. Frightened by the "wrong" - not cyclical crisis, banks do not want to risk even a "short" loans in the interests of production. They have a "roof" of speculators in the market and themselves became full speculators, floating financial

turnover of state loans, leaving the manufacturing enterprises with no credit or assigning them to death for calculating rates.

Light industry enterprises in a similar situation a little bit easier to operate. First, replacement of the equipment is not as costly affair. For example: the basic equipment with modern equipment Physical Laboratory costs \$ 5 million.. Secondly, you can do "short" money that the joint interests of the financier and producer. But at the same time, light industry enterprises more dependent on rapidly changing market conditions, therefore, need to be able to spin quickly, to be able to use centrifugal forces - to diversify production. "Diversification" - the versatile word. In dictionaries allocate 4-5 values. In the context of our study are relevant three: "Diversification of production" as the spread of economic activities to new areas, the branching of production, diversification of products; kind of marketing strategy,

Diversification is currently "working" in the "most favored nation" mode, of course, if you have a creative approach, weighted risks and skillfully the aligned monitoring. We have in mind to begin the transition to the development of mass production from the first type in the second - «lean production», which can be translated as "gentle" or "prudent production". [5]

This type of production fundamentally changes the very purpose of the production process. In this case, the traditional task of manufacturing a large number of similar products to meet the requirements of normative documents, of which the consumer should choose the most suitable for him, replaced by the problem of manufacturing such a product is what you need to present to the consumer and it is in the required amount and at a certain time.

A new type of mass production shifts planning optimization studies to study the peculiarities of the market demand as the total expression of individually different wishes. The market is personified as a function of a large number of parameters involved, which requires strengthening the diversification of production. Changing nature of the market, and employers are required for this transformation adequately and to respond quickly.

It is necessary to take into account the fact that China's growth will inevitably lead to an increase in wage costs. It will emphasize the relevance of logistics calculations. As a result, the Chinese will lose economic attractiveness, and with them it will be possible to compete in the segment, interested Titov. The Russian industrialists there is such a trump card, as its raw materials of natural origin. We hope that the promised investment in agricultural production will reach the farms and fields.

The market for light industry grows at the expense of social and cultural progress, in particular through the development of professional sports, the

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increase demand for those who choose the sport as a way to a healthy lifestyle. At the end of 2015, "Sport Express" newspaper published an interview with the chairman of the Russian Outdoor Group A. Grebtsova. "The market for outdoor-goods serves climbing, hiking, extreme sports, special forces, rescue teams, service and polar forces. This direction, which require a heavy-duty, freezeproof, waterproof equipment that meets the new international safety and comfort standards." A. Rowing reported interesting details, in particular, he compared the technological base of production of quality products in the Russian Federation, Europe and Asia. We are "somewhat behind" in his estimation, from the Asian potential, but with Europe "we can accurately compete ... in Russia there are about 30 (!) of companies that are good at sewing." After the ban of imports for state procurement and defense contracts share materials from member countries of the Customs Union, delivered to law enforcement agencies of the country increased from 30% in 2011 to 83% in 2018. In 2019 the trend of increasing the share of countries in the production of materials KPES used for the production of ware property should be around 85-90%. Reversal of state order in the direction of domestic production opens possibilities for allied chemical industry (raw yarn, fittings, membranes, insulation). Grow production fabric, tailoring, it will pull the development of equipment. A. Grebnev believes that in order to consolidate the results achieved it is important to: but with Europe "Just we can compete ... there are about 30 (!) of the companies in Russia, who are good at sewing." After the ban of imports for state procurement and defense contracts share materials from member countries of the Customs Union, delivered to law enforcement agencies of the country increased from 30% in 2011 to 83% in 2018. In 2019 the trend of increasing the share of countries in the production of materials KPES used for the production of ware property should be around 85-90%. Reversal of state order in the direction of domestic production opens possibilities for allied chemical industry (raw yarn, fittings, membranes, insulation). Grow production fabric, tailoring, it will pull the development of equipment. A. Grebnev believes that in order to consolidate the results achieved it is important to: but with Europe "Just we can compete ... there are about 30 (!) of the companies in Russia, who are good at sewing." After the ban of imports for state procurement and defense contracts share materials from member countries of the Customs Union, delivered to law enforcement agencies of the country increased from 30% in 2011 to 83% in 2018. In 2019 the trend of increasing the share of countries in the production of materials KPES used for the production of ware property should be around 85-90%. Reversal of state order in the direction of domestic production opens possibilities for allied chemical industry (raw yarn, fittings, membranes, insulation). Grow

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- make clear the importance of large retail chains purchase and placement of goods produced in Russia, of course, in view of their good quality;
- place the first orders for the production of those "who have stood up and knows how to sew." They have proved their worth;
- assist companies to obtain a European certification materials, otherwise they are not interested in foreign companies, and the goods produced in our country, does not get to the West;
- actively support the company's collective stands at international exhibitions;
- represent such enterprises subsidies on loans for the purchase of raw materials. These loans Ratio of total lending should be from 50 to 85%;
- liberate modern imported equipment from import duties and VAT. Equipment used in sewing shops, 90% of imports;
- introduce preferential leasing.

As can be seen, the program A. Grebneva organizes basic and the primary steps in the direction of the light industry to ensure that the return to its former value. However, Heraclitus was right in saying that you can not step twice into the same river. The rise of light industry should be made to the new technological, economic and legal framework.

4. The reforms of the 1990s opened the "floodgates" for the flood of Chinese consumer goods. Purchasing power somehow got out before its price. Shuttles trampled on the border with its eastern neighbor entire prospectus, and in fact with them and through them to form cultural perception of the product. First they bought from despair, then, because it is cheap. And instilled a primitive flavor, bordering on bad taste. In modern times, you need to thoroughly work on the culture of consumer demand - to educate the customer. We have repeatedly emphasized in our publications, understanding that the quality of the natural and artificial phenomena is not the same. Consumer goods are made by man and for man. It alienated human essence, including the socio-cultural status of the individual. Consequently, and an understanding of quality should include a subjective perception of a product's performance through the senses and reflection. quality perception should not be allowed to "drift" to give a sensual element or simplistic thinking. It is important to learn not only the art of modern design, high-quality stitching shoes, clothes, you need to help the consumer to understand all this, send it to the aesthetic and hygienic

presentation, make him empathize, to feel the satisfaction of the purchased goods.

Wise Buddha is laid in the eightfold path four key steps: a proper understanding; making the right decisions; finding the right words and, finally, the right of action aimed at implementing the right solutions. The fate of the light industry now depends on what will be the final step. His performance - functions of government. Political paradigm is extremely simple - we should not compete with anyone in the fight for the world market, especially the Chinese. The Chinese rightly want to put on and to put the whole world. fifth of the world's population lives in China. Our task is quite different. We need to make sure that the Chinese are not shoes and wore us. Translate purchasing demand for its own Russian production, interest in goods produced in the country. The task such, we are quite capable, as they say manufacturers.

Essential for good governance and the establishment of good relations in the organization are the three. placement type: job satisfaction; enthusiasm for work; commitment to the organization. The extent to which workers have developed these arrangements, essentially determines the results of their work, absenteeism, employee turnover, etc.

Job satisfaction has a very strong influence on human feelings towards the work, so it can be attributed more to the impact of components. Job satisfaction depends on many factors, both internal and external to the person.

However, when a large variety of different factors, and orientation of their effects on human allocated eight working characteristics, from which job satisfaction depends quite stable: [6]

- - the nature and content of the work;
- - the volume of work performed;
- - state of the working space and its surroundings (noise, lighting, comfort, air temperature, etc.)
 - - co-workers;
 - - leadership (heads, style of leadership, participation in management);
 - - payment for work (all forms of payment);
 - - promotion opportunities at work;
 - - routine, rules of conduct, etc.

Stably great effect on job satisfaction increase has nature and content of the work. Therefore, we consider in more detail the influence of the individual components of this factor.

Long time of standardization and specialization of work were considered and in practice is very strong sources of increasing productivity at work. The higher the standardization and specialization, the higher the performance of the work. However, the relationship between satisfaction with it, and its standardization and specialization is of a different character. If the work is not completely standardized, the job

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satisfaction is low. With increasing specialization and standardization it begins to grow, but to a certain point, after which it begins to decline rapidly. With the full standardization of satisfaction drops to as low a level as if the work was not completely standardized. Therefore, management should think about how to reduce the negative impact on satisfaction, performance, generated by excessive specialization and standardization. The two most common ways of implementation are rotated (worker movement from one workstation to another) and the expansion work responsibilities to the employee by raising additional tasks.

Commitment to the organization is positioned substantially wider than the passion for work, or job satisfaction. In modern conditions, when more and more organizations are trying to look at the person, not as an employee performing a specific job, but as a member of the organization, striving together with the rest of its members lead the organization to achieve the goals, the importance of this location becomes extremely high. Commitment to the organization is made up of the following components. Firstly, the organization shares the member makes their own goals of the organization and its values. Second, the organization strives to remain a member of the organization and maintains this aspiration even when it may be disadvantageous for him. Third, the organization member is ready not only to try to organize,

Commitment to the organization - the personal characteristics of each individual. However, this does not mean that management can not develop or strengthen this location. There are a number of techniques to facilitate this. And the most successful modern is very much a control system based on the fact that they are developing the employees a strong commitment to the organization and achieve thanks to a very great success. Values as well as the location, have a strong influence on the preferences of the person, on its decisions and behavior in the team. However, between the values and the location is a huge difference. If the latter determine the relationship of man to the object on the principle of "like - not like", "like - not like" and always refer to any particular object, the value set on the basis of human preference "is acceptable - unacceptable", "good - bad", "useful - harmful", etc. In this case, values are rather abstract and general in nature, live an "independent" life, regardless of the particular person, formulated in the form of the commandments, statements, wisdom, common standards and can be separated by large groups of people. Therefore, if the location is always highly personalized, the bearers of values are a group of people (for example, values of the middle class), and every single person takes a certain set of values, which he might be changed, but that it should be at any given point in time. formulated in the form of the commandments, statements,

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Values can be defined as a set of standards and criteria that a person must be in their lives. This is manifested in the fact that by appropriate assessment taking place around the phenomena, processes and people person decides and carries out its activities.

Values are at the core of human personality. They are fairly stable over time, and not so much. Typically, values are considered as a normative moral base and foundation of human behavior. Values are of two types:

- values related to the purpose of life, the desired results, the outcome of the action, etc .;
- the value relating to the means used by man to achieve the objectives.

The first type includes values, such as values relating to the comforts of life, beauty, peace, equality, freedom, justice, satisfaction, self-esteem, social acceptance, friendship, etc.

The second type of values are the values on ambition, openness, honesty, kindness, intelligence, commitment, responsibility, self-control, etc.

A set of values, which should be a man of his value system, in which the surrounding judged that he is as a person.

Valuable human system is formed mainly in the course of his education. Many people value gets under the influence of parents and other people close to him. Strongly influenced by the education system, religion, literature, cinema, etc.

Value system is subject to development and change, even into adulthood. Important role in this played by the organizational environment. For organizations that are seriously thinking about the harmony of human values and organization values, on the combination of these two systems of values given serious consideration. In particular, much work is done by clearly articulating, explaining and bringing to all members of the organization of the system of values, which should be an organization. Considerable attention is also paid to and clarification of what value orientations are members of the organization

All people in something similar to each other. And it allows us to speak of man in general, talk about its features, especially the behavior, etc. However, no

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single man is an impersonal "man in general". Each brings something that makes it unique, exclusive, ie, person has a personality. Such a person enters the organization, such a person performs a specific job and plays a role in the organization, it is the kind of person you want to manage, helping him to discover and exploit their potential in solving the tasks of the organization, creating the conditions necessary for its success, the interaction with the organizational environment and solve their own problems in life.

Individuality man consists of three began. First, each person in something similar to everyone else. Secondly, every person in something the same with some other individuals. And finally, thirdly, everyone in something does not look like anyone else. Depending on how the combination of these "principles" of reinforced concrete individuality of each person. At the same time, no matter how built this combination, we must always remember that people are always at the same time has to do with the rest, and is not like the others.

Each person has a stable set of features and characteristics that determine his actions and behavior. These characteristics manifest themselves in a fairly long period of time, so you can feel secure and individuality.

A particular person is fixed on the environment of his personality as individuality has a certain stability, people know each other and keep a certain relation to each other. At the same time it should be noted that under the influence of experience, communicate with others, education and training there is a change of human individuality, sometimes very significant. individuality is influenced by three groups of factors.

The first group consists of heredity and physiological characteristics of a person. Heredity preserves and transmits the external features of the person. But not only. Studies conducted with twins, suggest that genetics may carry and transfer of certain behavioral traits. Human Physiology suggests that a lot in common determines their behavior in humans. In particular, it is the same for all the general adaptation syndrome, reflecting the physiological response to the stimulation.

The second group of factors that shape human personality, constitute factors arising from man's environment. In general, the effect of these factors can be considered as an influence on the formation surrounding the individual. Firstly, a strong effect on the human individual has a culture in which it is formed. Man receives from society norms of behavior, learns under the influence of certain cultural values and beliefs. Second, the human personality is strongly determined by the family in which he grew up. In the family, children learn certain behavioral patterns, produced by their attitudes, attitude to work, the people, their responsibilities, etc. Third, it has a strong influence belonging to certain groups of organizations

on human individuality, The man produced a definite identification that specifies a certain type of individual to him, to which he himself embodies and sustainable forms of behavior and, in particular, respond to the impact from the environment. Fourth, the formation of personality is influenced by life experience, individual circumstances, random events, etc. Sometimes it is this group of factors can lead to significant changes in human personality.

The third group of factors that influence the formation of individuality constitute features and characteristics of human nature, its individuality. That is, in this case the situation with the formation of personality as follows: personality affects their own formation and development. This is due to the fact that a person has an active role in their own development and is not exclusively a product of heredity and environment. With all the depth of the human personality and its diversity, you can identify some areas of its characteristics, which can be described as personality. There are people who prefer to keep their distance from others, and this has a significant impact on their behavior in the team. People with authoritarian character believe that there must be order and the difference in the status and position of people, seeking to establish a hierarchy of relationships and the use of force in decision-making and management, readily recognize and appreciate the power of conservative values. Love and faith in people as an individual trait have a strong impact on human interaction with others. This is particularly evident in the willingness to participate in group activities, to promote the development of contacts, interaction and mutual support.

Sensitivity to other people is manifested in the ability of people to empathize with others, take to their heart problems, the ability to put yourself in the place of another, etc. People with these personality traits are well accepted in the community and seek to communicate with people.

Stability in human behavior plays an important role in its relationship with the environment. If a person is stable, responsible and generally predictable, then environment perceive it positively. If, however, he is constantly unbalanced, capricious and unpredictable steps tend to do, the team reacts negatively to such a person.

Self-assessment, ie the way people look at their behavior, capabilities, capabilities, appearance and the like, has a profound effect on human behavior. People with higher self-esteem usually achieve more in life, as they set themselves higher goals and strive to solve more complex problems. At the same time, people with low self-esteem often put themselves in a dependent position and easily submit to people with higher self-esteem.

The perception of risk is an important behavioral characteristic, clearly reflecting the individuality of the person. People who are inclined to risk, less time

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is spent making decisions and are ready to make decisions with less information. In this case, the result of the decision is not necessarily worse than those who meticulously prepares the solution and collect all the necessary information.

Dogmatism is usually a trait of individuals with limited sight. Dogmatists see the environment as the concentration of risks, refer to the authorities as absolutes and perceive people according to how they relate to the dogmas and absolute authority. Usually dogmatists are people with authoritarian traits. The dogmatists do not tend to look for a large amount of information, quick enough in the decision, but at the same time demonstrate a very high level of confidence in the accuracy and correctness of decisions. It is noted that the dogma prefer to work in a well-structured groups, regardless of what position they occupy in the group. It was also noted that the dogma poorly aware of how they spend their time during the work, and the fact that they are poorly cope with the administrative work.

The complexity of understanding the phenomena as a characteristic of human individuality reflects its ability to decompose knowable phenomenon into parts and to integrate, synthesize general ideas or opinions about the conscious phenomenon. People with a high awareness of the complexity of showing great ability to process information, consider increasing the number of options and take a more comprehensive solutions than people with low complexity awareness. It is noted that the leaders of the high complexity of understanding in situations with a wide variety of environments better able to cope with their responsibilities, that this type of managers is more prone to extensive contacts with people than the leaders of low-complexity awareness, as well as the fact that these leaders tend to use a variety of resources to solve problems.

The sphere of control reflects the way an individual looks at the source of the factors determining its validity. If a person believes that his behavior depends upon himself, in this case characterized by the presence of the internal sphere of control (introverts) for him. If he believes that all depends on the case, external circumstances, actions of other people, it is considered that it has an outer sphere of control (extroverts). Introverts better control their actions are more focused on achieving results, more active, more satisfied with their jobs. They enjoy an informal management style, they like to influence others, but do not like to work on myself, like to hold managerial positions. Extroverts, on the contrary, prefer the formal structure prefer to work under the policy guidance. If they hold managerial positions,

There are a large number of tests and other tools to determine the characteristics of individuality. In modern management these issues, and this type of activity is given a lot of attention. And this is due primarily to the fact that the organization's success

depends on how well it can use all the means at its disposal in the human potential.

Human behavior, his actions make a definite contribution to the life of the group.

There is no canonized definition of a small group, as it is quite flexible and are exposed to circumstances phenomenon. However, the widely adopted fairly common, well-established view on a small group (hereinafter always the term "group" will be used in this sense) as a relatively separate union of a small number of people (usually not more than ten - twenty-five) are in a fairly stable cooperation and implementing joint actions for a sufficiently long period of time. Interaction of group members based on some common interest and may be associated with achieving a common goal. The group has a certain potential for the group or group capabilities that allow it to interact with the environment and adapt to changes in the environment.

The characteristic features of the group are as follows.

Firstly, the group members identify themselves and their actions to the group as a whole and thus in external interactions act as if on behalf of the group. Man does not speak about himself, but about the group as a whole, using the pronoun we, we, our, us and the so-called

Secondly, the interaction between the group members is in the nature of direct contact, personal conversation, observation of the behavior of each other, etc. In the group of people to communicate directly with each other, giving a formal interactions "human" form.

Thirdly, the group, along with the formal distribution of roles, if any, necessarily develops informal roles, usually recognized as a group. Individual members of the group take on the role of generators of ideas, while others tend to coordinate the efforts of team members, and others concerned about the relationship between the group of maintaining a good climate in the team, the fourth track of the fact that there was an order to work, all carried out in time and brought to the end. There are people who perform the role of the Outliner, they set group goals, monitor the effects of the environment at a crucial task group. [6]

These and other roles of group behavior people perform in accordance with their abilities and inner calling. Therefore, in a well-functioning groups are usually created opportunities for a person to behave in accordance with their abilities to group actions and organically inherent in it a particular role in the group.

There are two types of groups: formal and informal. Both of these types of groups are relevant to the organization and have a great influence on the members of the organization.

Formal groups are usually identified as the structural units of the organization. They have a formally designated leader, formally defined roles

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structure of posts and positions within the group, as well as formally assigned to them the functions and tasks. Formal groups can be formed to perform regular functions, such as accounting, and can be created for a specific target, such as the Commission on the development of a project.

Informal groups are not orders of the leadership and formal regulations, and members of the organization in line so mutual sympathy, common interests, same hobbies, habits, etc. These groups exist in all organizations, although they are not represented in the schemes that reflect the structure of the organization, its structure. Informal groups usually have their own unwritten rules and norms of behavior, people are well aware of who is part of an informal group of them, and who is not, in the informal groups formed a certain distribution of roles and positions. Usually these groups have explicitly or implicitly defined leader. In many cases, informal groups can exert influence on its members, an equal or even greater! The formal structure.

Why am I having a group that causes people to form groups and to join them? These questions are very important for the understanding of human behavior in organizations. It is obvious that the group appear in the organization and functioning as a separate structural unit in connection with the fact that as a result of the division of labor are allocated separate specialized functions, requiring for their execution of a certain set of people with a qualification, having a certain profession and finished in a system of joint activities to perform some work. A similar situation is observed in the formation of groups to resolve targets.

But this is only one side of the appearance of groups in the organization. Usually it leads to the formation of formal groups. Another important reason for the formation of groups is a natural human desire to unite with other people, to the formation of resistant forms of interaction with people. Group gives a person a sense of security, from the group, he is waiting for support, assistance in solving their problems and warnings. In the group the person easier to achieve a "reward" in the form of recognition, praise or material reward, a person learns in a group, learning from the experience of other, better aware of their capabilities and potential. Group gives a person more confidence in external interactions, contributes to its Identity. *

Finally, the group provides a person the opportunity to pass the time in a pleasant environment for him, to avoid loneliness and state of helplessness, worthlessness. Every person aspires to being loved by someone, fit someone belong to someone, and the group can be a source of solutions to these human problems.

* This term reflects human identity, his identification with certain stable phenomenon or condition.

Regardless of the type of the group, in which organization is formed and functions, as well as someone who specifically included in the group may indicate some common elements and factors characterizing construction group, its structure and operation process of the group in its environment.

The life of the group, its functioning is influenced by three factors: the characteristics of the group members; structural group characteristics; situational characteristics.

All of these factors are not only in the interaction, mutual influence, but also experience a strong feedback effect on the part of the functioning of the group as a result of vital activity of the group is changing characteristics of the person, changes the construction of the group and there are changes in its environment.

The characteristics of group members, affecting its functioning, are the personal characteristics of the person, as well as abilities, education and experience. Above we have discussed in detail the personal characteristics

human, so we will not dwell on them in this review. As for the other characteristics, it is noted that a person's ability to perform the work have a great impact on the functioning of the group and to perform its role as a man. Also, a significant impact on the level of the group have

Despite the fundamental differences between these concepts discussed above, they, nevertheless, have something in common in their basis, which reflects a certain commonality in the human motivation to take action.

Called Maslow's concept Alderfer's Mack Klallakda, Herzberg lead to the conclusion that there is not any canonized doctrine, explaining what lies at the heart of human motivation and the motivation is determined. Each set forth certain theories have a fundamental difference.

Thus, each theory has something special, distinctive, which gave her the opportunity to be widely recognized scholars and practitioners, and to make a significant contribution to the development of knowledge about motivation. However, despite fundamental differences, all four of the above theories have one thing in common, which allows to establish certain parallels between them. A characteristic feature of all four theories is that they learn the needs and provide the classification requirements, allowing a certain conclusions about the mechanism of human motivation. Comparing the classification of all four theories, it may be noted that the various theories outlined in the group needs sufficiently definite match.

Much depends on the organizational culture and management staff of enterprises of light industry.

Enterprise - is a complex organism, the basis of life potential of which is organizational culture: something for which people have become members of

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the company; how relationships are built between them; some stable rules and principles of life and activity of the enterprise they share; that, in their opinion, is good and what is bad, and a lot more of what refers to the values and norms. All this not only distinguishes one organization from another, but also greatly determines the success of the operation and survival of the business in the long term. Organizational culture is not so clearly evident on the surface, it is difficult to "feel". If we can say that the company has a "soul", the soul of this is organizational culture.

Bearers of the organizational culture is the people. However, in companies with established organizational culture, they like to be separated from the people and becomes an attribute of the company, its part, has an active effect on the members of the enterprise, modifying their behavior in accordance with the norms and values that make up its foundation.

Since culture plays a very important role in the life of the enterprise, it should be the subject of attention from management. Management not only corresponds to the organizational culture and is strongly dependent on it, but it may in turn have an impact on the formation and development of organizational culture. To do this, managers must be able to analyze organizational culture and its influence on the formation and change in the desired direction.

In modern literature there are both very narrow and very broad interpretation of what constitutes a culture of enterprise.

Most often, the organizational culture is treated as received by most of the company philosophy and management ideology, assumptions, values, beliefs, expectations, location and rules underlying relationships and interactions, both within the enterprise and beyond. [7]

Using a common, that is inherent in most definitions, it is possible to understand the organizational culture as follows. Organizational culture - a set of the most important assumptions adopted by the company staff and receive expression in the claimed value of the company, giving the people guidance of their behavior and actions. These value orientations are transferred to individuals through a "symbolic" means of spiritual and material intra-environment.

The basic assumption is that which adheres to the staff of the company in their behavior and actions. These assumptions are often associated with a vision of environmental protection of the individual (group, community enterprise, world) and its regulating variables (nature, space, time, work, relationships, and so on. D.). It is often difficult to articulate this vision in relation to the enterprise.

Values (or values orientation) oriented individual in what behavior should be considered acceptable or unacceptable. For example, some companies believed that the "customer is always

right", so in them is unacceptable to blame the customer for failure in the enterprise. In the other - could be the other way around. However, in fact, and in another case, accepted values help the individual to understand how he should act in a particular situation.

"Symbols" is that by which the value orientation "transferred" collective enterprise. Many businesses have special designed for all the documents in which they describe in detail their value orientation. However, the content and significance of the latest most fully disclosed to employees through the "walking" of history, legends and myths. They tell, retell, interpret. As a result, they sometimes have a greater effect on individuals than those values, which are recorded in the advertising booklet of the enterprise.

Organizational culture has a certain structure. The latter can be viewed as a three-tiered.

First, the "surface" or "symbolic" level. It includes those visible external facts as - applied technology and Architecture, use of space and time, the observed behavior, language, slogans, etc., or anything that you can feel and perceive through the known five senses (see, hear, feel taste and smell, touch). At this level, things and events is easy to detect, but not always possible to decipher and interpret in terms of organizational culture.

Second, "sub-surface" level. At this level, detected values and beliefs shared by the collective enterprise, in accordance with the extent to which these values are reflected in the symbols and language. The perception of values and beliefs is conscious in nature and depends on the willingness of people.

The third "deep" level. It includes basic assumptions that are difficult to understand even by the collective of the enterprise without a special focus on this issue. These hidden and taken for granted assumptions guide the behavior of people, helping them to perceive the attributes that characterize the organizational culture. [7]

Accordingly, to which of said levels being studied, there is a division organization cultures on subjective and objective.

Subjective organizational culture based on the shared employees assumptions samples, belief and expectations, as well as the perception of the group organizational environment with its values, norms and roles that exist outside the individual. These include a number of "symbols" of the elements, especially the "spiritual" side: the heroes of the enterprise, myths, stories about the company and its leaders, organizational taboos, rites and rituals, the perception of the language of communication and slogans. Subjective organizational culture is the basis of formation of administrative culture, ie, leadership styles and solutions leaders of problems and their behavior in general. This creates a difference between similar-looking organizational culture. For example, two businesses can claim a quality service to their

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customers. But the final outcome will largely depend on the

Objective organizational culture is usually associated with the physical environment, created by the company: the building itself and its design, location, equipment and furniture, the colors and the amount of space, facilities, cafeteria, reception rooms, parking for cars and the cars themselves. All this is more or less reflects the values upheld by the company staff. Although both aspects of organizational culture are important, but the subjective aspect creates more opportunities to find both general and differences between people, and between enterprises.

Specific organizational culture can be considered based on the ten characteristics:

- awareness of themselves and their place in the company (some cultures value their internal concealment employee sentiment, others - encouraged their external manifestation, in some cases, independence and creativity is manifested through cooperation, and in others - through individualism);

- communication system, and the language of communication (using oral, written, non-verbal communication, "telephone justice" and transparency of communication varies from group to group, from enterprise to enterprise, jargon, acronyms, gestures vary depending on the industry, functional and territorial jurisdiction of enterprises);

- appearance, dress and presentation at work (a variety of uniforms and workwear, business style, cleanliness, cosmetics, hair, etc. confirm the presence of many microcultures);

- what and how people eat, habits and traditions in this area (catering workers, including the presence or absence of those places in the enterprise; people bring their own food or visit the coffee shop inside or outside the enterprise, grant power, frequency and duration of power; eat whether workers different levels together or separately, etc.);

- time awareness, attitude and its use (degree of precision and time relativity among workers; temporary compliance regulations and promotion for it; mono or chronic polychronic use time);

- relationships between people (by age and sex, status and power, wisdom and intellect, experience and knowledge, rank and protocol, religion and nationality, etc.; the degree of formalization of relations, support received, the path of conflict resolution);

- value (as a set of guidelines that is good and what is bad) and norms (as a set of assumptions and expectations regarding a certain type of behavior) - that people value in their organizational life (its position, titles, or the work itself, etc.), and how these values are stored;

- faith in something and the attitude or disposition to something (a belief in leadership, success in their own strength, in mutual aid, in ethical

behavior, fairness, etc.; attitude to colleagues, clients and competitors, to evil and violence, aggression, etc.; the influence of religion and morality);

- the development worker and learning (thoughtless or deliberate execution of the work; rely on intellect or strength; workers reporting procedures, the recognition or denial of the primacy of logic in the reasoning and actions, abstraction and conceptualization in thinking or memorizing; approaches to the explanation of the reasons);

- work ethic and motivation (attitude towards work and responsibility at work, separation and replacement work; cleanliness of the workplace; the quality of work, habits of work, performance evaluation and compensation, the relationship "man - machine", individual or group work, promotion at work).

Above the marked characteristics of the enterprise culture, taken together, reflect and give meaning to the concept of organizational culture

Organizational culture is a set of the most important assumptions, values and symbols shared by members of the collective The enterprise was. Identify different levels of organizational culture: surface, subsurface, deeper.

Depending on the prevalence of the elements of a given level of subjective and objective isolated culture The enterprise was collective. The first is the basis of formation of administrative culture and management style.

Organizational culture is not a monolith, and is made up of the dominant culture, subcultures and counter-cultures of groups, strengthen or weaken the culture of the organization as a whole. The strength of the culture depends on the size and the separability of its main attributes of the members of staff of the enterprise, as well as the clarity of its priorities.

Development of organizational culture suggests its formation, maintenance, and modification. Building a culture takes place in a solution now two important issues: the outer - and inner adaptation - integration. The formation of culture in the collective enterprise culture affects society / nation, within which the enterprise operates.

Organizational culture is supported by what is paid attention to how estimated and monitored the activities of the members of the collective enterprise, response methods to critical situations - role modeling and training, the criteria of motivation, as well as the criteria in personnel work. Observance of rituals, customs and traditions also helps to maintain the organizational culture.

Changing organizational culture is to a certain extent the opposite effect in relation to its maintenance. Changes in behavior can lead to changes in the culture of the collective enterprise, and vice versa. There are three possible combinations of changes in behavior and culture in the enterprise team: 1) changing the culture without changing the

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behavior; 2) a change in behavior without changing the culture; 3) a change in behavior and culture.

The study of the impact of culture on organizational effectiveness is related to the choice of approaches and variables. Each of the existing models of the impact of culture uses its own set of criteria for the organizational variables; Thus, in this case V. organizational processes, and Peter Waterman - values, T. Parsons - a function of the social system, while Quinn and Rohrbaugh - a system of competing values.

Success in business requires a high degree of compatibility of the strategy and culture of the collective enterprise. The following situations may arise: is ignored culture, strongly hindering the effective implementation of the chosen strategy; the control system adjusts to the existing collective enterprise culture; attempt to change the culture in accordance with the chosen strategy; strategy adapts to the existing culture.

Great influence of national culture in the organization. In the study of the national culture in organizational culture are two questions: what you need to know about the national culture, to anticipate its impact on the enterprise culture; is it possible to "splice" the best of the different national cultures within a single enterprise staff in order to improve its efficiency?

If the answer to the first question, various models: J. Miller - a systematic approach; G. Hofstede - variables of the national culture; Lane and D'Amico - national culture variables and variations in their change, correlated with certain variations of organizational variables. In these purposes can also studied a group of elements that form the state of society: the land, nature and the climate; language, faith, morality and the law; family, education and training; forms of socialization of people's lives; the method of farming, the economy and business; politics, history and form of government. The theory of «Z» Ouchi makes an attempt to answer the second question of the synergy of different cultures. The model uses a comparative analysis of seven organizational variables as they relate to national circumstances, and according to its results the culture of type «Z».

The results of the survey on the impact of marketing communications on the promotion of products of light industry in the markets of SFD and North Caucasus Federal District with the participation of students, teachers and specialists and the evaluation of competence of survey participants using the coefficient of concordance W showed the same feature, characteristic of a survey of other problems, such as the impact of competitive potential on the competitiveness of and demand for products, the role of the chipping of fur products to improve filling market demand this products, demand and quality, revealed the relationship competitiveness of

enterprises and the competitiveness of products for the formation of a stable demand for manufactured by domestic enterprises of light industry products for consumers SFD and North Caucasus Federal District and to provide them with a stable economic situation with a guarantee against bankruptcy regions. In addition, it was carried out with survey to assess the significance of master's training to fill the domestic enterprises of light industry by highly qualified specialists, the need for which is so acute that borders on catastrophe to ensure the industry such specialists capable of against the background of advanced innovative technology solutions to form the innovative production, guaranteeing enterprises manufacture import-substituting products, create town-forming enterprises in small and medium-sized cities of the Russian Federation, of the bespechivaya population of these cities not only in the workplace, which in itself is vital to ensure that the population of these cities social protection, reduction of unemployment and a decrease in population explosions that can destroy the integrity of the country. Besides, elimination of deficit of highly skilled experts, would provide a justification for the producers in these industries for the accumulation of domestic market demand products, including those for children, which is a significant deficit today. Naturally, the need to develop domestic production of components, because of their number for the product is greater than one hundred titles, and will lead not only to create new jobs, but will ensure that it is especially important due to the reduction in manufacturing costs for the successful operation of the light industry enterprises products of light industry to ensure it a competitive edge not only in domestic market but also for export. [8] It would provide justification for manufacturers in such industries for the accumulation of domestic market demand products, including those for children, which is a significant deficit today. Naturally, the need to develop domestic production of components, because of their number for the product is greater than one hundred titles, and will lead not only to create new jobs, but will ensure that it is especially important due to the reduction in manufacturing costs for the successful operation of the light industry enterprises products of light industry to ensure it a competitive edge not only in domestic market but also for export. [8] It would provide justification for manufacturers in such industries for the accumulation of domestic market demand products, including those for children, which is a significant deficit today. Naturally, the need to develop domestic production of components, because of their number for the product is greater than one hundred titles, and will lead not only to create new jobs, but will ensure that it is especially important due to the reduction in manufacturing costs for the successful operation of the light industry enterprises products of light industry to ensure it a competitive

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edge not only in domestic market but also for export. [8]

Analyzing the results of the survey with the participation of all respondents traced the main concern of the survey participants - uncertainty in the interest of municipal, regional and federal branches of government to provide assistance to solve vital problems typical for light industry enterprises, namely:

- low salary;
- low profitability of manufactured products;
- high staff turnover;
- morally and physically obsolete equipment, ie technical and technological backwardness of light industry from foreign countries, characterized by high consumption of materials, energy content, and labor-intensive production;

- a low level of innovative solutions in the industry, provoking weak competitiveness of domestic goods, in the low share of "know-how" and innovative products in the volume of sales in the Russian and global markets;

- a high share of imports that caused the strengthening of the strategic and marketable government dependency on foreign countries, although it is no secret that the competitiveness achieved through the modernization of production processes. The new equipment allows to produce new types of products, but often the equipment we have just imported. We already bought it more than our foreign competitors, moreover, are forced to keep still and backup equipment, as if some unit of broken equipment or fails, it could trigger a stop the whole process, and reduce the output volume, which, of course, have a negative impact on the performance of the enterprise;

- the absence of a civilized market of consumer goods, in terms of increased competition in the domestic market between Russian and foreign producers;

- social and personnel problem, manifested in the shortage of high-skilled professionals, managers, main and auxiliary workers in all production processes.

The occurrence of systemic problems in the industry due to intrasectoral and externally industry reasons. They are connected both with the industry activity, and with the ongoing institutional reforms and changes in the national economy, in the area of legislative and foreign economic policy of the country, as well as changes in the global economy.

This is mainly due to structural imbalances light industry - the disparity in the moment of scale and industry features high quality to meet the growing demand for products, to suspend a critical drop in the share of domestic goods in the internal market and prevent emerging threat to national security losses.

The reasons for the first group of problems - technical and technological backwardness of light industry from foreign countries are as follows:

- low capacity installed in the equipment industry, most of which is morally and physically obsolete. The share of equipment in the machine industry park (according to Rosstat), operated by up to 5 years amounted to only 1.2 percent at the beginning of 2017, 6-10 years already 39.6 percent, 11-20 years already 45.4 percent and more than 20 years - 13.8 percent[eight]. Worn-out and obsolete equipment is not only incapable of producing a modern range of high quality products, but creates and poor working conditions leading to increased industrial injuries. As a result of this factor, the specific labor-intensive production in the industry in 3-5 times higher than abroad;

- lack of modern technological processes and automated control systems;

- smaller in comparison with internationally accepted standards, the rate of technological renovation. The coefficient of renewal of equipment at Russian enterprises is 1-2 per cent per year and is carried out through credit and equity in foreign companies, the figure is 16-19 per cent, largely due to the investment support from their states who are interested in the development of light industry. Low level hardware upgrades results in a reduction of production capacity (due to significant excess output morally and physically worn-out equipment on the introduction of a new one).

Over the last 5 years the production capacity decreased:

- on cotton gray fabric by 14 percent;
- on a linen cloth in the third, and on woolen cloth is almost 4 times;
- on jerseys 1.8 times, hosiery 10 percent;
- on shoes by 62 percent.

- a significant backlog of foreign enterprises in the level of organization of production, in the operational control of the process, in the efficiency of marketing services companies and large 2-2.5 times the duration of orders for manufacturing of products. As a result of these reasons, there is a high dependency of textile companies of raw material quality, coloring agents and textile auxiliaries (TIA) and, as a consequence, high production costs due to the high cost of raw materials, dyes, textile auxiliaries and accessories (a large proportion of which are imported from abroad), and the high cost of energy, whose prices are unreasonably grow super-fast pace; and weak competitiveness in the domestic and European markets for Russian goods compared to imports, both in quality, design and price,

The second group of problems - a low level of innovation and investment activity for the following reasons:

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- lack of investment needed for the modernization of the industry and the introduction of "breakthrough" innovation and investment projects to remove the structural constraints of the industry and to launch production of a completely new (consumer properties) of products that are in demand on the domestic and foreign markets;

- reduction in the volume and effectiveness of research and development due to lower R & D budget funding (in 2018 from the budget of the R & D performed by RUR 25.2 million, in 2019 -.. to 25.0 mln. rub.). The worst affected is fundamental and exploratory research. Many research and development that can make a new technological basis for the industry to expand production of competitive high-tech products, have not been brought to completion and require continuing and deepening development[9].

Scientific organizations and are not allocated funds for the development of the experimental base, which reduces the efficiency of scientific research. Leading foreign countries on the development of science and its experimental facilities are investing 6-9 per cent of the turnover of products, which allows them to consistently achieve high achievements in science, improve the technological level of production and competitiveness of the goods in accordance with the requirements of the global market.

Without taking effective measures to improve the situation in the industry, her condition could reach a critical level.

Especially urgent task of improving the competitiveness of footwear enterprises which, because of external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management) lost their competitive position in the domestic and foreign markets. In response to negative processes of regionalization processes are amplified in the external environment and create different network structures, one of which is an alliance of producers and the state.

There are three main options for the enterprise concept in a developed economy: neoclassical, agent (shareholder) and the concept of partnership.

The concept of partnership or stakeholder theory, is considered the dependence of firm action against the interests of a wide variety of stakeholders, which include customers, suppliers, shareholders, managers, workers, and others. In addition, each of the partners has a certain right to control over the enterprise, so the concept implies the need to take decisions based on their interests.

Theory of strategic management is one of the most difficult sections of management science. Over a relatively short period of existence, was characterized by the rapid development of a number of concepts, it has succeeded in becoming an independent scientific discipline with its own academic infrastructure. The most important question that must be answered theory

is to determine the sources of long-term competitiveness of enterprises. These sources are defined by the Company's strategy and, therefore, raise the question of its nature.

Reliability and versatility - attributes of quality of knowledge. Reliability to minimize risks, flexibility relieves tension with the search for new solutions to the problem - "from the good deed goes unpunished." For quality comes at a price. Board, as is commonly believed, has a financial relationship, but it does not always look right. In the history of civilization, there are two outstanding achievements at the level of revolutions, is clearly not an equivalent assessment, namely:

- price discovery knowledge, comparable to the cost of human things, "knowledge - force";

- awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thought - judgment, reasoning. This naturally led to the need to develop a specific technology of production - methodology knowledge of the essence of relations existing phenomena. The visible part of the world "designed" to the consumer, unseen - on the manufacturer. manufacturers competition can be formalized as a simple technical problem - to get through a lot of chaotic phenomena of the visible part of the world in its hidden part, to understand it, to come back and understand chaos as the order of co-existence and development of the phenomena. Order and there is regularity. Laws exist only in textbooks on their own, separately. In fact, the law - is the stability, the community and the need to order.

Economic science in the XX century came in a difficult situation, which is the end of the century, had become critical. The theory of Adam Smith and Karl Marx method does not fit into the contours of the developed capitalist ideology. In Europe and North America, the very idea of capitalism historicity perceived as heresy. The history of capitalism has a beginning, but the presence of the start can not be the basis of the output of the limbs. Math - an exact science, it allows infinity to one side. The dialectical interpretation of infinity - the metaphysical, abstracted from real history. Rescue of economic science can not be found in the historical and formal-logical sense of reality, that is in mathematical calculus, statistics[four].

For sewing school clothes should be used fabrics from natural fibers such as wool, linen, cotton. These fabrics are most hygienic, have high hygroscopicity and good thermostatic properties. The study of 98 school trousers manufacturers products, only 14 (!) Meet the quality mark that is safe for health according to the requirements. Of the 30 manufacturers of shirts had 28 violations. Hardly anyone from dealing with a state of the domestic light industry, expecting different results. Affects not so much the depressing statistics, how many professional comments

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addressed consumer products clothing production. Through specialist journalist advises: "If you are not on the label contains the information about the manufacturer - its name and location, the composition of the tissue, release date - it is an occasion to reflect (!)." and I would like to ask the unknown, but the responsibility for the status of the interlocutor reporter: "And the presence of this information can be taken as a guarantee," It is also significant that, judging by the lack of continuing this test, all the subjects of relations were at their interest. Reviewers - reported on the work done in preparation for the All-Russia Day of Knowledge, verifiable, shaking off some awkwardness for something that does not fall into a rut of the national movement for universal holiday, continued to do everything as you did to the reference check and during it. For unscrupulous and irresponsible producers, regardless of what they produce - or the rocket boots, the main thing - it is the triumph of the bureaucracy, which they will always find a sufficiently general so as not to interfere with each other to live the well-known concept.

- the development of modern technologies of production;
- existing high professional culture, the backbone of which factor is the personal form of justice.

Market - an integral part of society. The order of the market reflects the state of society, and the manufacturer focuses on the state of the market. For it is not a barometer of national interest - market opportunities. Market - the driving force of production. If the market culture is really ahead of the production culture, the objections to the consumer approach to production would be reduced to a minimum. In fact, the market culture in Russia laid the manufacturers are not much less than consumers with their lean purse. In our market from the beginning dominated intermediaries and speculators. Under them built and legislation leading to a lot of different interpretations of the action and so many opportunities to avoid criminal liability, that boast Ostap Bender about four hundred ways to get around the CC seems vaudeville humor. Before the onslaught of intermediaries and speculators, often in tuxedos from the famous couturier, traditional Russian woes receded into the background and began to work on the new leaders. Quality management in this situation has become a quality market manipulation in the interests of the owners. Until we rebuild the relationship in the field of exchange of goods for money and not raise consumer purchasing power to the choice of quality products, we have a quality problem will remain at the level of economic theory.

Discussion at AG Aganbegian ended as expected - the majority deem economic training associated with the production characteristics. Only in this way it is possible to provide the necessary level of specificity. The reforms of the 1990s to develop a scheme was

canceled, resulted in training of managers we have in accordance with the procedure established by them, whose economy defined as a reference. Incoherence of economic policy did not hide, on the contrary, was praised. Absolutization in science is not admissible as a brake on scientific creativity. However, recognizing the need for the transitional period, which came to power economists teachers take those history books know what needs to be done during the transition. We wanted at the expense of "one-two" to be in the postindustrial economy, the development of industrial minuyu. With all the defects of socialist industrialization, it became an objective historical fact for two five-year and five "five-year" reindustrialization even failed to implement. As a result, we returned to the old logic of development. Engines industrial progress made MIC and Roskosmos, hoping that they will pull to the development of the rest of the industry. But, not being confident in the ability of others to cope with new challenges, for the old and they do not perform, the government called on MIC to deploy production of a range of mass consumer in order to meet the domestic needs of the population. hoping that they will pull to the development of the rest of the industry. But, not being confident in the ability of others to cope with new challenges, for the old and they do not perform, the government called on MIC to deploy production of a range of mass consumer in order to meet the domestic needs of the population. hoping that they will pull to the development of the rest of the industry. But, not being confident in the ability of others to cope with new challenges, for the old and they do not perform, the government called on MIC to deploy production of a range of mass consumer in order to meet the domestic needs of the population.

One of the basic rules of quality management experts believe a return to the original position if the process has not gone. Therefore, the restoration of the previous model of economic growth we need to write in the active power. To this I would have to apply the principle of consistency in the implementation of socialist imperative of the unity of theory and practice. Vippersony Soviet Politburo decisions are not developed. They agree upon and adopt them. Draft decisions prepared by professionals, consultants, "subcontractors" and "initiators", they were scientists, Academy of Sciences of the USSR and most successful production managers. Casual man in the industrial departments Regional Party Committee of the CPSU there could only once Stirlitz. It was arranged party and people's control. Certainly not perfect, but effective. Decomposition started when the arrival of M. Gorbachev announced his proteges themselves and scientists, and skilled production workers, and the prophets, losing critical capacity. euphoria muddied mind. Dialectics in the management gave way to a desire to find an existing example that gave rise to rebirth of dialectical thought,

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built on the basis of historical specificity of true knowledge, in primitive eclecticism Gaidar and K °.

To the natural desire to A. Aganbegian with associates to combine scientific knowledge economy with common sense and practical experience verified, washed liberal abstract fantasy.

In poor organization of the transition period to the modern high-tech economy, burdened by recession on a global scale and Western sanctions policy toward Russia is hardly realistic to count on the professional liability of a particular manufacturer for high-quality products. Morality was born before commercial production, but then economic development has put morality under its control, securing the new relationship ideologically. Moral development only in the novels is controlled internally characters. The economy morality exists like a jewel in a vice clamp ring. Why ISO standards focuses on three points of application of force - responsibility of the head, reducing costs and personnel policy? There are three "golden truth" quality policy in quality management:

- ignorance - the root cause of all the troubles in the management of the economy in the first place;
- quality - a source of income, as associated with the reduction of production losses, in addition, it ensures economic stability, improves the image;
- gentle policy towards professionally trained personnel, these people - the main wealth of any production.

Conclusion.

Rules apply when there is no reason not to comply with them - a more expensive each violation. We have, in terms of selective control over the rules, follow the rules of the rare manufacturers, a significantly greater effect on the concepts, that is, under the guise of imperfection rules and arrangements with officials. And here we can formulate the essence of the political moment, as leaders liked to say not very long ago. So, what do we have?

The first, quite by chance economics uncoupled from politics, political economy was neutralized in economics. God - gods, Caesar - Caesar's. Very much like the oligarchs and Gaidar American economic

liberalism, and they repelled him specifically. Free enterprise took "a great success", and the Americans with draconian measures for violation of the rules of economic activity have forgotten to tell people. It was not profitable. Remember were only after all shared, and the question arose about the privatization redistribution of products.

In an effort to clean up the economic theory of the political meaning was hidden practice, management component. Economic Management separated from the subject specifics of production that was both theoretical mechanics, physics and chemistry. The next step for the abolition of the political economy and the priority in managing the production of its thematic orientation was the ascension of economic governance as a universal factor. Economic managers have become legislators order to develop production. In Russia in the 1990s, come in large numbers many economic advisers and consultants, intensified perhaps the most important financial speculator Soros. The question is, why all this had to be and who benefits? The answer is not so difficult - these changes have provided cover the transition from the production of quality management policies to manipulate the quality policy. The quality parameters were to determine the economic control naturally based management interests. Marx called the attempt is indicative of Proudhon economist to understand the philosophical foundations of Poverty "Poverty of Philosophy". Liberal economists have come to the same "economic" rake as their French predecessor. The result was the same. Removing substantive certainty, economists - managers restored scholastic philosophy "realists." Instead of moving to the concreteness of true knowledge they absolutised abstraction of general ideas. Economic science is intended to reconstruct the objective, subject certain reality, and not to be a producer convenient for calculating knowledge. Since the function of science and philosophy treated in the Middle Ages theologians. However, apparently, is in a similar status of science have a special interest, otherwise how to explain the departure from the objective criteria for scientific assessments, and listen to the advice of scientists - economists, to guarantee their businesses a stable financial position.

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Shohrukh Abdunaimovich Abdurasulov
Institute of Fine Art of Academy of Sciences
Phd Student, the Republic of Uzbekistan
abdurasulov.shohruh@mail.ru

THEATER DRAMATIZATION, ITS SCIENTIFIC-THEORETICAL PROBLEMS AND INFLUENCE TO THE UZBEK THEATRE

Abstract: *The article analyses scientific-theoretical aspects of theater staging. The author investigates the problem of interaction between literary source and the play, the issue on the transition of the prose to the drama. As well as, the article analyses the concept of "dramatization or in staging" and explores the history of foreign researchers referring to this concept. Creative relationships between literary source and theater, peculiarities of both art, expression tools and their effects are studied comparatively. In the final part of the article provided necessary recommendations for the development of this process as the example of Uzbek theatrical art.*

Key words: *dramatization, in staging, prose, epic, epic form, dramaturgy, directing, mystery-play, repertoire, motif.*

Language: English

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Introduction

Today the process of interaction between types of arts and cultural universalization takes place in the period of globalization. Particularly, it can be seen in the case of theater art. In this article, we aimed to analyze the effects of literature and theater on each other, and the scientific analysis of the synthesis phenomenon.

As we know, dramatic works are typically written to dramatize in the theater. Conversely, other trends of literature - the adaptation of lyric and prose works for the stage, the creation of plays based on works that have been successfully accomplished by the readers, was a creative process of all times, which has long served the development of theater art. In the theory of theater, it is called "in staging" in the theory of drama, that is, adapting to any of the dramatic artifacts and the laws of the stage, in simple words. In the explanatory dictionary of the Uzbek language the term "инсценировка" means "in" - "inside" or "scene" - "scene" when translated from Latin language. The process of changing some works into a performance for staging and is a staged piece of art" [10:216].

There is clear information about this concept in the sources of this field: "Dramatization- the process of reworking the non-dramatic work for the theater. It is different from play by its writing on the bases of motifs (Great English playwright William

Shakespeare also reworked novels and stories written in the Middle Ages). The dramatization is an independent work of art, which rebuilds the idea, style of the original source, without denying the creative integrity of the work" [2:304-305].

Analysis of Subject Matters

The theorists of theatre and literature have expressed different opinions about when does the theater feel necessity for literature and about when the dialectical relationship began to form between these two kinds of art.

If we consider that the word stands at the top of the all art forms, it will be clear that the theatre took power from literature and developed under the bases of it. The theater and drama theorist I. Chistyukhin writes as: "The first experiments related to the dramatization of literary works are related to middle ages". -"The church service in the West has allowed dramatic elements to enhance the sensitivity and expressiveness of religious texts. The authors of mystery-play (*religious theatrical drama which was wide use in church in middle ages*) chose the certain episodes and dramatized to church ceremonies. These episodes were originally derived from the "Bible", and "Creation of the Universe," "Rise of Lucifer", "Human tragedy", "Wonders of the Bible" and "Exiled from heaven" [8: 214].

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It can be seen that the first form of dramatization in the West was associated with religious motives and played an important role in bringing Christianity and Jewish religious education to the general public.

The folklore, in particular epos and poems, legends and myths, served as the main source in the formation of the Oriental theater. This process can also be explained by the link between literature and theater. For example, the Indian classic theater cannot be imagined without the poems "Ramayana" and "Mahabharata". Both eposes are an integral part of the nation's spirituality, and many dramatic works have been written on their basis, and the same phenomenon has given rise to the emergence of a professional Indian theater.

Moving from one type of art to another and its adaptation to its expressive means is called "adaptation" in foreign literature. When translated from English, this word means "moslashuv", "ko'nikuv". In the broadest sense it means adapting to the situation, for example, this process can be explained by the adaptation of the person to the other environment and the climate. At the same time, it is also used for creative activity.

Significant researches on adaptation have been made in European countries. In particular, Linda Hutcheon's book "Theory of adaptation" mentions the essence, main concepts, elements, theoretical properties of this term [11]. While explaining the concept of "creative adaptation", the author studies this phenomenon in different media, video games, pop music, cinema and theater, compares their impact and creative abilities.

This term is specifically studied in the field of theater arts [7]. The presented book is a scientific and theoretical and practical guide book on "theatrical adaptation", in which the main aspects of the subject are discussed within the modern theatrical processes. In the scientific collection "Modern methods of theater adaptation" is studied the scenic interpretations of works of various genres and themes [1]. The articles of the collection include experiments on dramatization of world literature of different periods, and the differences between the original source and the play, and the important aspects of working with literary works.

Research Methodology

It is worth to remember an example on the creative activity of the great writer Fyodor Dostoyevsky in describing the scientific and theoretical criterion of dramatization, and analyzing its positive or negative aspects. It is well known that not only the precious novels Dostoevsky but also beautiful letters are included in the world literature treasury. On January 20, 1872, he sent a response letter to a woman named Princess Varvara Dmitrievna.

It was noted that the princess gave suggestion to make drama from one of the novels of the novelist Dostoevsky (according to literary critic Leonid Grossman, the novel was "Devils"), and to this issue the author responded in his letter as saying: "If you intend to draw a drama from my novel, I really support this initiative. Additionally, I do not want to say that such efforts failed in most cases" [5. P.225].

While familiarizing with the first paragraphs of the letter, it can be clear that Dostoevsky did not oppose to the idea about the dramatization, but he continued by saying: "There is some secret of art that epic style never corresponds with drama. Consequently, it is not impossible to express it in any other way that is incompatible with it". [4. P.225]

Therefore, the great novelist Fyodor Dostoevsky knew the complicity and laws of dramaturgy and felt the responsibility of changing the novel to a drama that is dramatization. Almost all famous novels of the author are staged in many theaters around the world and still in staging.

The prominent French writer Honoré de Balzac, one of the great writers of realism literature wrote about it in his article named "A Letter to the French Writers of the XIX Century": "We publish books for reading of the book, but we do not want creating drama from them by cutting. This is a worthy issue to think in all respects." [3.P.222] On the other hand, the author puts forward such an important requirement: "So, why don't we accept a literary law as "It is forbidden to create a play by reworking the novels for theater" in order to protect wonderful books?". [4.P.223] It can be seen that Balzac was totally disagree with the process of dramatization. It is quite natural to come to such conclusion to the realist writers who adhere to the literary criteria like Balzac. Because, they doubt that the other art types will preserve the charm and literary feature of the book.

Dramatization is written on the bases of various parts of the plot, events and motives of literary work. It will be useful to distinguish it according to its difference from original work and the degree to which it is closer to the literary source:

Dramatization on the basis of the work – here all attention focuses on the essence, theme, idea and composition of the work. In dramatization, the spirit of the work, the character is preserved the nature and the place of events do not change, that is, the idea of the original source remains. This type of dramatization is widespread in the experience of the world theater.

Dramatization based on the motifs of the work – [the motif from French *motif*, which means "melody", "tune"] will be selected the specific, interesting episodes of the work, and the composition will be based on these events. In this case, the dramatization is not based on literary sources, some elements of the plot, elements can be enriched by the author's fantasy and may be included new episodes or events.

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Conversely, dramatization based on motifs may differ from the original, but may have an impact on the writer's ideas and cannot completely alter the events of it. "As a work of art, dramatization has its own way of expression. It should include the environment, source, artistic beauty, author's individuality, writing style, and views of life of the original source. In the process of dramatization the work can be deprived of certain subjects, even some important images. But this cannot influence the peculiarity of the author, his outlook." [6. P.75]

Collage - several works of one author or vice versa an essay a dramatization based on the works of the several authors. Here, attention is paid to the type and composition, the essence and significance of the works which are selected for dramatization. This type of dramatization can be freely approachable. As well as, while preparing dramatization on the basis of different writings of an author, the scenic interpretation must have a common idea.

Many samples of Uzbek and world literature were dramatized and put on stage after the appearance of professional theatrical art in Uzbekistan. It should be noted the process of appealing to the creativity of the great Uzbek poet Alisher Navoi and various plays in different genres were created on the basis of it. Also, in the period of different years, the stages based on the works of the authors as Aybek "Qutlug qon", "Sacred blood" (was staged by T. Khojaev in 1954, 1963, and by R. Hamidov in 1987), Pirimkul Kadyrov's "Yulduzli tunlar" (1983, B.Yuldashev), "The Daughter of the Gang River" (1956, A.Ginzburg) based on Rabindranath Tagore's novel "Destruction", on the bases of the story of Boris Vasilyev "No in List" (1978, B. Yuldashev), Chingiz Aitmatov's "Sarvikomat Dilbarim" (1963, T.Khojaev), "The Day Lasts More Than a Hundred Years" (1986, by R.Hamidov) were created in Uzbek National Academic Drama Theater.

In the period of independence at the Uzbek State Drama Theater performances as "Bukharai Sharif" on the bases of the work Sadridin Ainiy "Death of lender" (1998, B.Yuldashev), Abdulla Qodiriy's "Mehrobdan Chayon" (1994, director T.Azizov and M. Abdullayeva), in the Uzbek National Academic Drama Theater (1995, O.Salimov), Said Ahmad's "Ufq", "Horizon" (1995, O.Salimov), Gafur Gulam's "Hasan Kaafi" in the State Youth Theater of Uzbekistan (1995, J. Khudoyqulov), "Halfana" (O. Salimov) on the bases of the story "The Mischievous Boy", and "Where is the horse crying" (1994, O.Salimov) on the bases of stories "The evening when the horse assured" and "the People Who Walk in the

Moontime" by Togay Murat, and Kobo Abe's "Women in the sand" (1995, A. Khojakuliev) from the world literature, G.G. Marquez's "No one writes to the Colonel" (2000, A. Kudryatsev), at the State Youth Theater of Uzbekistan T.Zulfikorov's "Stars of Omar Khayyam" (1997, N.Abdurahmonov) and L.Tolstoy's "Kholstomer" (1998) were performed successfully.

Last year, the 90th anniversary of the famous Kyrgyz writer and public figure Chingiz Aitmatov was widely celebrated throughout the country based on the Decree of the President of the country and plays based on the works of the writers were performed in theaters of the republic. These performances contributed to the development of the Uzbek Theater, the enhancement of directors and actors' experience, theater aesthetics and genre capabilities.

Analysis and results

Based on these theoretical conclusions, the following suggestions and conclusions can be made:

- It is essential to involve professional playwrights and writers in the process of dramatization the works of different types of literature such as lyrical, prose, epic. The activity of persons which are far from theater art, amateur artists, causes failure of the literary works and performance;

- Forming the ability of writing plays together with dramatization in the students who are studying in the field of playwriting in Uzbekistan and it puts a great responsibility on experienced teachers in order to train the necessary knowledge and skills on them. This task should be gradually carried out in the educational process at the Uzbek State Institute of Arts and Culture. For example, smaller works such as fairy tales, stories in the first year, in the second, third and fourth years to prepare for dramatizing novels and carrying out experiments in the same subjects will be useful. Additionally, adding the subject "Basics of dramatization" to the curriculum will be helpful to enrich theoretical and practical knowledge of future playwrights;

- Establishing creative interactions between the Ministry of Culture of the Republic of Uzbekistan and the Union of Writers of Uzbekistan on staging samples of contemporary Uzbek prose;

- Improving the ability and skills to work with literary works in young directors and actors,

In conclusion, we can say that the prose increases artistic-aesthetic, socio-ideological significance of the theater, fulfills the need for dramatic source, and has a positive impact on the formation of the repertoire.

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Nazgul Kurmanalievna Matikeeva
Osh State University
Senior Lecturer at the Department
of Economics and Management,
the Kyrgyz Republic

THE NATURAL RESOURCE COMPONENT OF CONFLICTS CAUSED BY THE PROJECTION OF THE SOVIET NATIONAL-TERRITORIAL DELIMITATION OF MIDDLE ASIA TO THE LEVEL OF POST-SOVIET INTERSTATE RELATIONS

Abstract: In this article discusses the natural resource component of conflicts that have arisen as a result of the national - territorial demarcation in Middle Asia and its reflection on modern interstate relations between the Kyrgyz Republic and the Republic of Uzbekistan and the Republic of Tajikistan.

Key words: natural resource conflict, national-territorial delimitation, demarcation, delimitation of borders, ratification.

Language: Russian

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ПРИРОДНО-РЕСУРСНАЯ СОСТАВЛЯЮЩАЯ КОНФЛИКТОВ, ОБУСЛОВЛЕННЫХ ПРОЕКЦИЕЙ СОВЕТСКОГО НАЦИОНАЛЬНО-ТЕРРИТОРИАЛЬНОГО РАЗМЕЖЕВАНИЯ СРЕДНЕЙ АЗИИ НА УРОВЕНЬ ПОСТСОВЕТСКИХ МЕЖГОСУДАРСТВЕННЫХ ВЗАИМОТНОШЕНИЙ

Аннотация: В данной статье рассматривается природно-ресурсная составляющая конфликтов, возникших в следствии национально - территориального размежевания в Средней Азии и его отражения на современные межгосударственные взаимоотношения Кыргызской Республики с Республикой Узбекистан и Республикой Таджикистан.

Ключевые слова: природно-ресурсный конфликт, национально-территориальное размежевание, демаркация, делимитация границ, ратификация.

Введение

Национально-территориальное размежевание Средней Азии, произошедшее в начале 1920-х годов, стало основой для проведения границ не только советских среднеазиатских республик, но и границ независимых среднеазиатских государств в постсоветский период. Национально-территориальное размежевание было единственным правовым инструментом общесоюзного уровня, содержащим обоснование

новому национально-территориальному принципу организации среднеазиатских государств взамен традиционно существовавшего территориально - религиозного. Однако, сам процесс национально-территориального размежевания, произошедший в самом начале советского периода в Средней Азии, осуществлялся во многом на идеологической основе, без должного учета традиционных территориальных хозяйственных связей и взаимодействий и даже, не всегда полностью

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соблюдая этнический принцип, провозглашенный в нем основным. В них сохранились многочисленные ареалы компактного проживания других этносов, являвшихся титульными нациями для соседних республик, территории, традиционно входившие в хозяйственные ареалы местных сообществ, переходили в административное подчинение других республик и т.д.

Руководство размежеванием было сосредоточено в Среднеазиатском бюро ЦК РКП(б) (в мае 1922 года преобразована из Туркестанского бюро). При нем, на основании постановления ЦК РКП(б) «О национальном размежевании республик Средней Азии» от 12.06.1924 года образована Центральная территориальная комиссия и национальные подкомиссии по национальному размежеванию, которые занимались решением комплекса вопросов, связанных с разделом территории и материально – финансовых ценностей [1].

Кара - Киргизская автономная область в составе РСФСР в мае 1925 года переименована в Киргизскую автономную область, в феврале 1926 года преобразована в Киргизскую АССР, с 1936 года - Киргизская ССР [2]. ЦИК СССР постановлением от 27.10.1924 года утвердил принятые решения о Национально - государственного размежевания в Средней Азии [3]. В ходе размежевания не было установлено четких пограничных линий, далеко не все границы были проведены точно в соответствии с национальным составом соответствующих территорий. В ряде случаев произошли резкие изменения в традиционной хозяйственной деятельности народа, к примеру, за кочевыми киргизами закреплены территории постоянных кочевий, а места их крупных оседлых поселений перешли к узбекам и таджикам [2].

Таким образом, в ходе проведения размежевания в Средней Азии, на тот период не проводились мероприятия по демаркации и делимитации границ из-за отсутствия институтов, занимающихся вопросами демаркации и делимитации в республиках Средней Азии. Демаркация границы – проведение

государственной границы на местности с обозначением ее специальными пограничными знаками. Демаркация осуществляется на основании документов о делимитации [4]. Делимитация границы - юридическое оформление договором линии государственной границы между сопредельными государствами, положение которой графически изображено на топографической карте, с соответствующим ее описанием, которые могут быть составной частью договора или приложением к нему [5].

Национально-территориальное размежевание уже в советский период для Ферганской долины означало распад традиционно единого хозяйственного комплекса, общность которого обеспечивалась физико-географическим единством территории. Хозяйственная деятельность отдельных республик в условиях планового хозяйства и перераспределения планов, исходя из республиканских интересов вели к постепенной разбалансировки единой хозяйственной системы долины. Переориентация хозяйственных комплексов соседних территорий, относящихся к разным республикам, на взаимодействие преимущественно со «своими» хозяйственными структурами, иногда были в ущерб экономической целесообразности.

Переход обострения природно-ресурсных конфликтов в Ферганской долине на новый уровень был связан с обретением среднеазиатскими республиками государственной независимости и такого ее обязательного атрибута, как государственная граница. В условиях перманентного дефицита пригодной для обработки земли и водных ресурсов для аграрного региона, которым является Ферганская долина, делимитация и демаркация границ в нем стала вопросом, по которому компромиссы оказались весьма затруднительными.

На сегодняшний день, общая протяженность спорных южных границ Кыргызстана с соседними республиками, составило 2326,07 км, значительная часть из которой составляла с Узбекистаном (табл.1).

Таблица 1. Протяженность несогласованных южных границ Кыргызской Республики с соседними республиками с 1990 по 2017 годы [составлена автором на основе структурированного интервью официальных источников]

	Ошская область км	Баткенская область, км	Жалал-Абадская область, км	Всего, км
РУз	232,03	392,98	728,36	1353,37
ТР	298,30	674,40	-	972,7
	530,33	1067,38	728,36	2326,07

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При схожести позиций республик в том, что их республиканские границы приобретают статус государственных, одним из главных противоречий в вопросе делимитации границ стал временной период фиксации их пространственного положения. Связано это с тем, что хозяйства долины в советский период после национально-территориального размежевания пытались на низовом уровне выправить его ошибки и последствия, передавая друг другу на различных условиях в пользование различные участки. Как следствие, именно в регионе наибольшей советской трансграничной хозяйственной активности (Ферганской долине) вдоль границ республик сформировалось большое количество спорных участков. Их наличие, помимо территориального, вызывает перманентный природно-ресурсный конфликт, поскольку на спорных участках по межгосударственным соглашениям до окончательного урегулирования пограничных споров большинство видов хозяйственной деятельности запрещено.

За время независимости государствами, расположенных на территории Ферганской долины, были предприняты попытки в разрешении противоречий в вопросе делимитации границ, которая в 2017 году завершилась успехом. Договор между Кыргызской Республикой и Республикой Узбекистан о кыргызской – узбекской Государственной границе, а также Договор между Кыргызской Республикой и Республикой Таджикистан о кыргызской – таджикской Государственной границе позволило сдвинуть проблему с мертвой точки. Однако данный Договор был ратифицирован только между Кыргызстаном и Узбекистаном. Жогорку Кенеш КР 28 сентября 2017 г. принял

государственной Закон «О ратификации Договора между Кыргызской Республикой и Республикой Узбекистан о кыргызской – узбекской Государственной границе, подписанный 5 сентября 2017 г в городе Бишкек». Ратификация – процесс придания юридической силы документу путем утверждения его соответствующим органом каждой из сторон.

На сегодня, после ратификации договора 2017 года по кыргызско – узбекской границе остаются спорными территории:

➤ Большой Наманганский канал/ Аксыский район, Канал «Чуст», Насосные станции «Достук», «Маданият» и «50 лет Октября» в Ноокенском районе, канал Левобережный Нарын (Жалалабадская область);

➤ Канал Сох-Шахимардан, канал Лаган, территория автотранспортной колонны Фергана № 1, объект МЧС «Фергананефть», объекты Гражданской обороны Республики Узбекистан Кыргыз - Кыштакского айылного округа Кадамжайского района, решены путем переговоров (Баткенская область);

➤ Канал, впадающий в водохранилище Керкидон и канал Савай в Карасуйском районе (Ошская область).

Необходимо отметить, что в двустороннем порядке путем обмена Таджикистаном были возвращены участки Кадамжайского района Баткенской области - Кара-Жангак, Вадил, Стрельбище, Миндан, Сох и участки Баткенского района Баткенской области Согмент, Суу - Башы.

По результатам работы Правительственной комиссии КР по делимитации и демаркации государственной границы были согласованы с Узбекистаном порядка 83,7% территорий, с Таджикистаном 53,4% (таблица 2.)

Таблица 2. Количество делимитированных границ с соседними республиками на юге Кыргызской Республики [составлена автором на основе структурированного интервью официальных источников]

	РУз, км	РТ, км	Всего, по югу КР, км
Общая протяженность несогласованных южных границ КР с соседними республиками до 2017 года	1353,37	972,7	2326,07
Общая протяженность несогласованных южных границ КР с соседними республиками на 1.01. 2019 год	220,6	452,8	673,4
Протяженность делимитированных и согласованных в двустороннем порядке границ юга КР на 1.01.2019	1132,77	519,9	1652,67
Процент делимитированных и согласованных в двустороннем порядке границ	83,7%	53,4%	71%

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Как видно из табл. 2, количество делимитированных границ с соседними республиками на юге Кыргызской Республики, на 1 января 2019 года составляет в среднем 71%.

Таблица 3. Протяженность ратифицированных и делимитированных границ на юге КР с РУз и согласованных в двустороннем порядке КР с РТ по областям на 1.01.2019 г. [составлена автором на основе структурированного интервью официальных источников]

	Ошская область, км	Баткенская область, км	Жалал-Абадская область, км	Всего, км
РУз	203,42	285,52	643,83	1132,77
РТ	268,10	251,80	-	519,9
	471,52	537,32	643,83	1652,67

Однозначно, если рассмотреть эти данные с каждой из республик по отдельности, то оно выглядит таким образом (таблицы 4, 5)

Таблица 4. Количество делимитированных и ратифицированных границ на юге КР с РУз по областям на 1.01.2019 год [составлена автором на основе структурированного интервью официальных источников]

	Ошская область, км	Баткенская область, км	Жалал-Абадская область, км	Всего, км
Общая протяженность несогласованных южных границ КР с РУз до 2017 года	232,03	392,98	728,36	1353,37
Общая протяженность несогласованных южных границ КР с РУз на 1.01.2019 год	28,61	107,46	84,53	220,6
Общая протяженность делимитированных и ратифицированных границ с РУз на 1.01.2019	203,42	285,52	643,83	1132,77
Процент делимитированных и ратифицированных границ	87,6%	72,6%	88,4%	83,7%

Таблица 5. Количество согласованных в двустороннем порядке границ на юге КР с РТ по областям на 1.01.2019 год [составлена автором на основе структурированного интервью официальных источников]

	Ошская область, км	Баткенская область, км	Всего, км
Протяженность несогласованных южных границ КР с РТ до 2017 года	298,30	674,40	972,7
Протяженность несогласованных южных границ КР с РТ на 1.01.2019 год	30,2	422,6	452,8
Протяженность согласованных в двустороннем порядке границ с РТ на 1.01.2019	268,1	251,8	519,9
Процент согласованных в двустороннем порядке границ	89,8%	37,3%	53,4%

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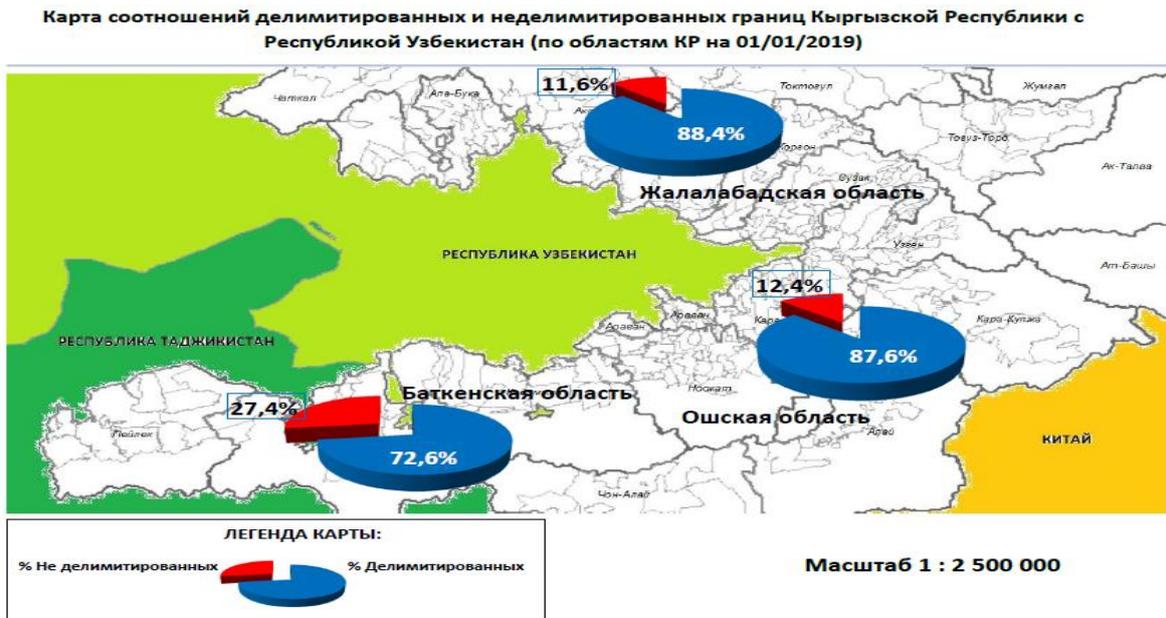


Рис. 1. - Карта соотношений делимитированных и неделимитированных границ Кыргызской Республики с Республикой Узбекистан по областям КР на 01.01.2019 год [составлена автором на основе официальных источников и материалов областных администраций]

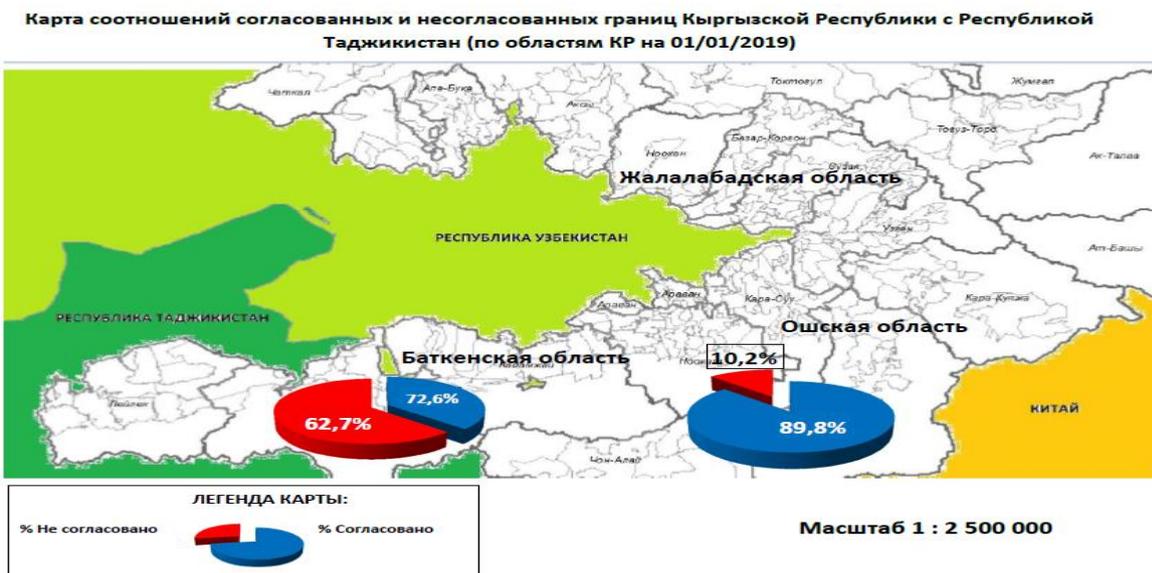


Рис. 2. - Карта соотношений согласованных и несогласованных границ Кыргызской Республики с Республикой Таджикистан по областям КР на 01.01.2019 год [составлена автором на основе официальных источников и материалов областных администраций]

Закключение.

Таким образом, по областям меньше делимитированы границы с Узбекистаном – Баткенская область (72,6%), также согласованы в двустороннем порядке с Таджикистаном – Баткенская область (37,3%). Наиболее конфликтогенная ситуация сохраняется в Баткенской области, общая протяженность границ спорных территорий составляет 530,06 км, что в процентном соотношении оно равно 74,3%.

Большая часть протяженности несогласованных границ сохраняется с Республикой Таджикистан 62,7% или 422,6 км. Средняя конфликтогенная ситуация сохраняется в Жалалабадской области, т.к. протяженность границ спорных территорий составляет 84,53 км, что в процентном соотношении оно равно 11,6%. При этом Жалалабадская область не имеет общих границ с Таджикской Республикой, а граничит только с Республикой Узбекистан в разрезе Ферганской

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долины. Наименее конфликтогенная ситуация сохраняется в Ошской области, т.к. протяженность границ спорных территорий составляет **58,1** км, что в процентном соотношении оно равно **22,6%**;

Согласно анализу данных, предоставленных в таблицах, наиболее острая конфликтогенная ситуация из-за доступа, распоряжения и владения

природными ресурсами, в настоящее время сохраняется в Баткенской области.

Исходя из вышесказанного необходимо отметить, что большая часть природно-ресурсных конфликтов в приграничных районах юга Кыргызской Республики были заложены в период национально - территориального размежевания Средней Азии.

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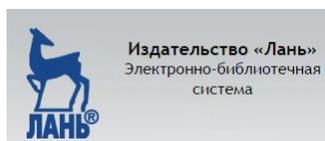
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