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ABOUT NEW POSSIBILITIES OF A PRIORI RANKING FOR INFORMED DECISION-MAKING ON THE PRODUCTION OF IN-DEMAND AND COMPETITIVE FOOTWEAR

Abstract: in the article the authors talk about the importance of ensuring the quality of products on the market - this is a paradigm for the formation of production of products that meet the needs of the market, the issues of a significant increase in the quality of domestic goods, filling them with the following properties are considered, namely: quality ideology; quality management; fashion and technical regulation; quality system; market quality; advertising; an excursion into the past - as a guarantee of quality. In the future, if it is possible to implement all these criteria, they will ensure a revolution in quality, guaranteeing the manufacturer stable success in the market, and consumers of its products - high quality and demand, which creates the basis for its import substitution.

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

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Introduction

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Scientific experiment always was costly and scientists constantly were looking for paths reductions these expenses for check so called polls specialists

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with purpose clarifications most significant factors, to already on basis received results survey lead ourselves experiment. Today by the authors articles developed software security, usage whom provokes more active participation respondents For receipt answers on delivered questions V survey sheets. But it turned out not so all just, necessary was to devote more attention choice these respondents, competence which by under study problem not should cause the experimenter to doubt their reliability. In order to create such a method of assessment competence respondents, us was suggested take advantage of coefficient concordance (W), the value of which, as is known, varies within the limits $0 \leq W \leq 1.0$. If the respondent has by results a priori rankings meaning coefficient concordances V compared with the reference value of the leading specialist's competence within the limits $0 \leq W \leq 0.5$ That opinion such respondent can neglect, that there is exclude his opinion from results survey. In this connections, to decrease number such incompetent respondents, attracted by researchers to survey should be highly qualified by specialists V this areas, employees scientific schools, results which by this problem recognized by scientists others scientific schools, experimental scientists, postgraduate students, masters and bachelor, students by similar scientific directions. Number participants survey nothing notis limited, a only desire experimenters get answers on delivered before questions about them. At the same time, participation in the survey of young researchers is given preference, since how this definitely will provoke get expected effect and reliable result. At this, maybe hear another version on solution delivered tasks, a means experimenter will be able to take off doubts for check clarifications the most list factors, influencing on achievement effective results, and to conduct, V case necessity, repeated questionnaire all participants, engaged this problem, to confirm or refute their assumptions and doubts. Usage survey V any case will less costly, A efficiency received results and their reliability enough high, what will allow formulate only correct solution before him tasks, and at which solution will achieved with minimal costs, which is especially relevant today and, ultimately, tomorrow. This opinion is due to the limited funding for the implementation of R&D, but with mandatory her solution - This discrepancy between necessity and opportunities will help to the experimenter provide implementation delivered before him tasks and to help young researchers master new methods of organizing R&D with minimal possible expenses, what always is relevant. Increasing the demand and competitiveness of footwear products is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern and North Caucasian Federal Districts. Therefore, the current situation has led to the need to produce products of an original range, taking into account national and climatic features of these regions and improvement of

metrological support testing of footwear and leather goods to improve the quality of manufactured products products V within the framework import substitution.

Main part

It is not enough to simply produce products in the Southern and North Caucasian Federal Districts, but it is necessary to ensure development and expansion of their production in the future, which is possible with taking into account the interests of all participants in this process when developing a competitive range, when implementing an innovative technological process using more productive, versatile and multifunctional equipment, while improving metrological provision qualities production shoe and leather goods, in the interest and support of their regional, municipal and federal branches authorities. What is the most important thing today for achieving success in the market of many new and already existing small, medium and large enterprises is their ability provide the consumer with footwear of higher quality than before, and, at the same time, for the same price or lower price. Modern production or, as it is also called, world production class must answer next requirements:

- have more flexibility, ability fast change assortment products. Vital cycle products became How never short, diversity assortment products - higher, A seriality products, volume parties one-time release - less. From here production, oriented towards the production of mass, standardized products (strictly corresponding standards, specifications, technical conditions), Not capable constantly adapt To requests real, often small groups consumers, nowadays doomed on extinction;

- use new forms of control, organization and division of labor that take into account the increasingly complex technology production;

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

- simultaneously raise quality products and reduce costs. If before Canwas suggest to the consumer less qualitative product by more low price and, vice versa, high quality always corresponded high price, that today situation has changed. More high quality product should be provided with for check that same more low prices.

Now V ours country took shape situation, when big part population has a very modest income, and she is the potential buyer of mass-market shoes production. Solving the problems of style, marketing, advertising will allow domestic footwear to be mass-

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produced production to be in demand by this broad sector of the Russian population. Small and medium-sized shoe companies should provide footwear to the more income-intensive part of the population, however, how and highly automated production complexes. In recent years, the absolute growth of leather footwear production has been constantly increasing, footwear factories are updating their range of footwear taking into account the demand of the population, the production of model and insulated footwear, footwear with white leather uppers is increasing colors and genuine patent leather, elegant shoes for children. The country's economy is transitioning to market relations have led to a sharp deterioration in the situation in the footwear industry Russia in connection with the decline in the population's effective demand, the deepening of inflationary processes, the crisis of non-payments, which, in turn, caused an imbalance V sphere production and appeals.

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

Correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competitive struggle for the consumer. It would seem that everything is simple, however, simplicity is equally brilliant and deceptive. General the problem solving plan determines the vector of movement, sets factor priorities activities - not more.

Product, produced a person, dual by his nature, he unites natural properties of raw materials and the characteristics introduced into them by human labor. The product has rental cost and added cost. In this context important not price - she serves quantitative equivalent qualities goods at all, A result labor - V viewtransformation of the natural state of an object. The product of human activity there is a natural, basic level and a superstructure, introduced one. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a dual quality. The quality of the product is one, but it is associated with production duality product.

This two-sided quality of goods misleads those who, without ever understanding the art of dialectical thinking, strive to put everything "on the shelves", forgetting about the structure of which these shelves are parts. The quality of the goods is only determined natural basis, is being built same it is artificial.

The quality of the product has several creators. This is a fashion designer, a constructor, a technologist, a manager; their qualifications and experience are easily measured. Others are also within reach, only measurement their difficult, especially if speech is coming about the consumer.

The economic situation affects both producers and consumers, market on waves his own uneven movements, A together with buyer's ability and idea of quality.

Externally and definition qualities product, produced For implementations on market, it seems impossible task, for of this need to combine not converging, A (V basic) scattering views. Involuntarily are remembered Krylovskie Fish, cancer and Pike, taken up drag WHO. In ours case, subjects more more. The designer, technologist, manager (their can to compose), they connected common interest manufacturer. U buyer specialapproach to quality. How consumer, he not sure V integrity manufacturer. TO to that same at buyer There is their tastes, reasons, conditioned real buyer's perhaps. Eat more interests market, transformed V independent subject economy. Speculation is legalized and attracts with its potential. By controlling the market, the intermediary – the speculator – is able to shape the image of quality in his own interests, in particular, through advertising, provision priorities and etc. Finally, there is quality the most goods, expressed V combination of properties of natural origin and those added by the manufacturer. As a result, we came to the "square" quality", unifying qualities product and image quality.

Every general exists objectively, but only through the individual: at the end of the process always a single, specific buyer and boots that he chose from dozens of different ones. They seemed to him the best quality and price. The sales consultant professionally explained to the buyer, that there are boots of better quality in the same price range, but, being an independent person, he did not change his decision. That is why pre-sale preparation of products and the seller's culture are important. The final word belongs to the buyer, his perception of quality goods. All rest to him just plays along.

The most serious contradiction, apparently, remains the discrepancy in the images of product quality between the producer and the consumer. The special significance of the different approaches to quality of the producer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - the product. The former manufacture it, the latter consume it, but they have different motives, due to their different position in the system and culture perception of the goal. The manufacturer creates a product, but the product is not the manufacturer's ultimate goal, but the sale of the product. The direct connection between the manufacturer and the consumer is therefore local, which has a negative impact on the manufacturer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market market conditions, more often total artificially being formed speculator and advertising. Money may not "smell", but advertising policy frankly "stinks", so much so she is far from objective

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and free from professional honor. Being in a state irresponsibility for information, advertising serves the market obviously and V any view.

The manufacturer, unlike the seller, is responsible for the information both by law and by his own professional reputation. The seller manipulates the information as he sees fit –the manufacturer is constrained by responsibility, and the market often dictates the rules of relations to him. What is the solution for the manufacturer? There is only one solution - direct presence on the market and significant investments in the education and enlightenment of consumers. It is difficult to overcome such a program alone, but by uniting, it is absolutely possible. The domestic manufacturer has everything necessary to push the speculator out of the retail market. He has professional experience, qualified frames, scientific- technical support, a certain trust of buyers returning to the previous, pre-reform priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities, not wanting to return to the Soviet era, turn a shamefaced eye experience. Confectioners and winemakers shamelessly use Soviet brands, replacing them with surrogates. Brands from Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises. The trend of returning interest is gaining stability. Of course, clothes and shoes are not sausage and vodka or chocolate and confectionery products of natural origin.

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern and North Caucasian Federal Districts is costly. Use universal and multifunctional equipment forms the technological process in such a way that it allows the production of the entire range of footwear high qualities and with different price niche.

But in this case, it is necessary to find a solution that would allow the manufacturer have tool for ratings efficiency innovative processes. Such a solution, perhaps, if in each case the efficiency coefficient is used for such an assessment, meaning whom How coefficient concordances (W), will apply V within $0 < To_{ef} < 1$. If his meaning strives To unit, That This Means, What to the manufacturer it was possible to find the most optimal solution, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked it are required receiving such a result.

In the practice of expert assessment, competence assessment has become widespread using self-assessment of the expert. There are different approaches to assessing this indicator. According to one of the methods, the assessment of the competence of expert auditors is based on the calculation of the competence coefficient K_j , which is calculated on

the basis of the expert auditor's judgment of the degree of awareness of the problem being solved and the indication sources argumentation own opinions. Coefficient - ent competence, K_j , is calculated by formula:

$$K_j = 1/2 (K_{uj} + K_{aj}), \quad (1)$$

where K_{uj} – awareness coefficient on the problem;

K_{aj} – argumentation coefficient on this same problem.

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

– awareness O condition modern market economics (1);

– awareness V sphere states affairs V easy industry (2);

– competence V sphere marketing communications (3);

– competence V questions advertising communications (4).

Experts have given preference to advertising and sales promotion as the main ones marketing communications tools for promoting light industry products on market sales with unstable demand.

But if the customs commission (CC) needs to ensure that experts have professional competence, it should use the supplement developed by the authors To program By processing results a priori ranking, having expanded its capabilities by giving it an evaluative function. This need arose due to a significant increase in the volume of work of customs. Now customs is forced to invite experts, a wider and not always prepared group of specialists to participation in the quality assessment of such a wide range of products without sufficient experience in qualified assessment of their purpose and quality, which may provoke the receipt on domestic markets of poor quality products. In this connections, appeared urgent need, in the developed methodology, according to an objective assessment of the involved specialists to work in expert commissions in their competence, that is, in an independent assessment competence these experts. For confirmations reliability proposed methods V objective assessment A survey of a group of experts and teachers from universities in the Rostov region who participate in the training of the specialists involved in the examination by customs was conducted to assess the competence of experts.

To do this, we will expand the list of the most preferred advertising communications used For promotions products easy industry With with help ratings expert auditors, namely: radio, television, print, Direct Mail, Public Relations, telemarketing, stimulation sales, special advertising, advertising buildings, other types promotions products (flyers, posters, handouts material, air balls).

The results of the survey of experts and university teachers were a pleasant surprise, the competence of the invited specialists for the survey was preliminarily indicated confirmed by the final

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results - their assessment of the significance of the proposed competencies (the effectiveness of marketing communications for the promotion of light industry products industry to the consumer) basically coincided. But, given that the main task customs - to obtain an assessment of the competence of each expert in their work in customs and make a decision about their possible participation in the future in the examination or refusal to do so – conducted comparative evaluation of results surveys on this marketing communications For all participants experiment, that there is for experts and for teach lei universities.

The sum of the ranks for each competency was compared with each other for both experts and teachers, and this made it possible to rank them based on the value of the coefficient of concordance. them according to their level of competence. Into the group the most competent, whose coefficient the concordance was $0.9 \div 0.97$, 9 teachers out of 10 entered, and only one teacher had a concordance coefficient below the standard, namely 0.54; but for expert specialists, the results of their participation in the examination were significantly worse, none of them did not receive the value of the coefficient of concordance that the teachers showed - he's at of them is 0.5 – 0.87, therefore, with such an examination result, the customs service there are grounds for refusal specialists participating in the examination and offer them or improve their qualifications with subsequent testing for competence, or involve other specialists whose level of competence will meet the requirements requirements.

But at the same time, I would like to warn the heads of organizations that attract experts, about their responsibility to provide concise, unambiguous information about the goods, in the deciphering of which the experts they involve will participate. The advantages of this information are conciseness, unambiguity, however, the perception of symbols requires a certain level of professional training to decipher the information. The main requirements for product information are as follows: accessibility, sufficiency, reliability.

These requirements steel call How "Three D".

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

The second "D" - accessibility - is related to the principle of information openness of information about the product for all users. In the Federal Law "On the Protection of Consumer Rights" it is indicated, what product information should be on Russian language.

The third "D" - sufficiency - is interpreted as rational information saturation, i.e. both incomplete and excessive information should be excluded. Incomplete information, for example, the expiration

date of a dairy product is not indicated, can lead to harm to the health of the consumer. Excess information is useless information about product, They can call irritation consumer and encourage refuse from purchases.

The ideology of satisfying consumers of products and services of higher education with each passing day year will increasingly burst into the life of universities. Quality becomes a universal criterion in a competitive environment. Quality is the main measuring a device with which comparisons will be made. The first steps in Russia have already been taken, an independent system of certification and quality control of education is being formed based on the concept of multidimensional quality management of an educational institution, and competitions of projects on the problem of "Quality Management of Education" are being held. We are confident that that universities that have declared quality as their main goal will survive and fight for prosperity, A those that abandoned the program quality, the unclear awaits future.

The formation of the Common European Educational Area requires significant efforts from Russian universities to bring the educational process into line with criteria in the field of higher education to promote independent recognition of degrees and the development of student mobility. To this end, universities are recommended to undergo international certification. One of the most important ways to improve the educational process taking into account pan-European principles is the implementation and improvement systems quality assurance education.

The main condition for the implementation and effective operation of the quality management system in the university is compliance with the standards of GOST R ISO 9001:2011 "Quality Management Systems. Requirements", which define the requirements for the QMS and are aimed at satisfying consumers.

According to ISO standards, quality is a set of characteristics of an object related to its ability to satisfy the stated and expected needs of consumers. An object can be an activity or process, a product or a result provision services, organization or system.

In this context can speak:

– O quality results activities educational processes;

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

The quality of educational services provided presupposes their ability to satisfy needs and expectations specific consumer.

Naturally, the high quality of the results of educational activities, which is determined by the level of knowledge and skills of university graduates and

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can only be achieved at a good level organizations and control educational process.

This quality, V my queue, is determined With one sides - content training, A with another - security resources: logistical, educational and methodological, informational, personnel. The most important component can be considered the content of training. Standards ISO based on eight principles management qualities, one from which is the process approach. The implementation of the process approach allows for more efficient management of activities and related resources to achieve the given result. In accordance with this principle, ISO standards require that the following be defined: identified and the processes are described V university.

All these schemes are based on the well-known idea of managing product quality through management quality processes. Any sphere activities university seems to be V view set of processes. For each process, the quality parameters of resources, input data (raw materials) and output data (results) are identified, and "suppliers" are determined and input and output consumers." For all elements of this typical scheme, the following are established: quality meters, recording requirements for the quality of input data, processes, resources and weekends data.

Each of the courses acts simultaneously as both a "supplier" and a "consumer," that is, each teacher puts forward requirements for the quality of teaching "other" disciplines and satisfies the demands of teachers for the quality of processes and results their activities.

The transition to new management schemes and the involvement of the entire team in quality management processes requires continuous retraining of employees. This the task of transforming the university into a continuously learning organization is the most complex (few teacher-managers, knowing the basics management quality).

Global computerization of all areas of the university's activities will be required. At the university, the solution to this problem is complicated by the different rates of movement of departments towards the creation of electronic educational and methodological materials.

As a rule, every professional at the university instead of devoting more attention coordination works with their own colleagues, focuses attention on in person. In a relatively calm environment, this principle can be to be proud of. Such freedom is a crucial moment in the creative process. However, autonomy comes with significant costs. These costs are that the university sometimes begins to function as a chaotic collection of elements moving in different directions without any unifying idea, or without clear goals of what the members of the team are doing and why. Of course, it is not news that universities are conservative institutions, hesitant to make changes to

established processes. In a stable environment, in the absence of competition, this lack of innovation has minor consequences. Universities can exist peacefully, solving problems as they come. their appearance. Today it is necessary to limit the autonomy of departments and employees, as it were, It may sound paradoxical. The time of genius personalities has passed. The era of geniuses is coming. organizations, teams working together. A clear focus on working in teams, which is an integral part of the philosophy of strategic quality management, allows to people work above the common ones, A not over independent goals. The process approach involves designing a quality management system as a set of interconnected processes, whereby each process must be provided with main characteristics: entrances, outputs, consumers each from processes, their requirements must be identified and the system must be studied during operation their satisfaction results of the process.

For the effective operation of the set of basic processes, it is necessary to establish methods of interaction between them, clearly define which material or information objects are the outputs of previous processes and, at the same time, the inputs of subsequent ones. Such a relationship must be defined first of all in order to be able to was to carry out effective control and measurement of educational processes with the aim of definitions degrees of conformity their requirements consumers.

At a university, the object of study is always a "student" and is located at the entrance and exit of the educational process. Task training: satisfaction consistently increasing needs trainee and others consumers graduates university (employers, state and etc.).

Graduating specialists who meet the requirements of modern production and possess advanced design tools and methods is one of the main tasks preparations modern highly qualified frames.

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

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

But the constant reorganization of higher education carried out by the Ministry of Education and Science of the Russian Federation, have stumped the best forces of higher education not only in the so-called elite universities of the Russian Federation, as the officials from the ministry like to call them, but also in those others, the majority which not bast sewn. What same wanted have they V final in the

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end? Not the torrential rains had time to "make noise" at the funeral of the list of specialties, and to appear in the world directions of masters and bachelors, as the ministry has already approved another new list, either retaining the methodological content of the previously approved, prepared universities, either they extended them, or the universities will again need them feverishly and in a short time the deadline is the next September first, they must be developed and approved, and there is already such a fever what year.

Who needs this? Unfortunately, there is no clear answer to all these questions from the ministry, and this is confirmed by the fact that universities have already started graduating bachelors and masters, and there are no qualification requirements for them, as well as for specialists who will come to hire oneself enterprises and institutions on work, no.

Who will be responsible for such a situation? They will shift it to the universities again, which they didn't get through, didn't decide, didn't insist, didn't approve, etc., etc. And this is already the umpteenth time. You would think that someone at some point wanted the opinion of university employees and employers hear. Why same so easily V to please Bologna agreements we lost independence V issues of assessing the results of their work, when our specialists reasonably considered the best and in demand by many enterprises, organizations and scientific institutions? For what was break that, what was it functioning? At first destroyed industry, A then, when the only place for specialists was on the free labor market, the guilty again turned out to be universities, what not enough engineering frames, disappeared techniques, but the most sad and skilled workers and this whole chain fell apart when highly skilled workers, who were trained by the so-called Saratov State Technical University and Vocational School, became skilled mid-level specialists, and mid-level specialists made up the elite of graduates the highest schools. A what same now? Some competencies, Yes main educational programs on 300 and more pages, which never students not were read and to be read not they will be, because the most important thing has been preserved in universities – personal communication between the scientist and the student, which at all times has guaranteed society the training of highly qualified and in-demand specialists, so was, so and should be, but Alas.

But why the groaning ??? The point is that none of us objects to reasonable and justifiable reforms that would be tested and received universal support in society, but, A when this swaying V to please only reduction numbers universities and funds on their contents. Prime Minister of the USSR A.N. Kosygin at a meeting with student activists universities in Moscow regarding their small stipends (22-26 rubles per month) confirmed that this is really insufficient her size. But he noted that scholarship never may be sufficient for their normal social protection. But what

is being paid now students, Certainly, at all insufficient and Politburo Central Committee CPSU accepted solution about its increase for students of 1-3 courses to 35 rubles per month, and for students 4-5 courses – respectively up to 40 rubles per month. Delighted by this turn of the discussion of the main question, one of the secretaries of the university Komsomol committee asked him just one more question - and which attitude is being formed V society and at you personally, Alexey Nikolaevich, To the highest school?! Answer was instant - the most positive. Here V Japan higher education can get all those who wish and this right, and at us accepted such same solution - better we are preparing "average" engineer, how such schoolboy will turn into V drug addict, hooligan or bandit - after all, the costs of his re-education will be many times greater than the costs of his training in vocational school, technical schools or the highest school - of this we never not let's say.

But today, you can't say that about modern leaders with regret, and the negative the consequences of such an unjustified policy are already being felt. Therefore, it would be justified, so that all forms of training exist and this would be the prerogative of the university - what for them preferably taking into account the demand for their graduates. But to monitor this demand, namely: who is better taken by the heads of the organization, industrial enterprises and scientific institutions - specialists, masters or bachelors and to accept according to this results solutions O adjustment reception applicants V number students.

But let's return to the Federal Educational Standards of Higher Professional Education education. Who and by whom named the qualifications "Academic Bachelor" and "Applied bachelor" - at us at all no words - this is the same such necessary come up with?

When they talked about the second stage, the master's degree and two years of study, everyone perked up in spirit - instead of five years, in six you can really train a specialist highly qualified. And the characteristics of professional activity seemed to confirm such an intention, and exactly:

- region professional activities Masters:
 - rational;
 - resource-saving, competitive technologies for designing and manufacturing products for the light industry and fashion industry (leather, fur, clothing, footwear, accessories and others products from different materials);
- objects professional activities Masters:
 - methods and systems for designing garments, footwear, leather, fur, leather goods, technological processes and equipment for their production; normative and technical documentation and systems standardization, methods And means tests, control qualities materials and light industry products

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

industry;

- types professional activities Masters:
 - research;
 - production and technological;
 - organizational and managerial;
 - project And designer;
 - scientific and pedagogical.

Specific types professional activities, To which V basically is being prepared master, are determined the highest educational establishment together with students, scientific- pedagogical workers higher educational establishments and associations employers,

- tasks professional activities masters;
 - control results research activities and commercialization right on objects intellectual property;
 - compilation workers plans and programs conducting scientific research and technical developments, preparation separate tasks for performers;
 - collection, processing, analysis and systematization scientific- technical information by topic research, selection of methods and means solutions to the problem;
 - carrying out patent analysis;
 - implementation results research works, innovative technologies and promising techniques;
 - production and technological activity:
 - security technology clothes, shoes, skin, furs, leather goods and processes their manufacturing;
 - organization technological preparations production;
 - grade economic efficiency products and technological processes;
 - development events by rational use and replacement scarce materials for clothing, footwear and leather goods;
 - implementation new materials and technological processes V production for release products V in accordance with requirements market and trends development industries;
 - research into the causes of defects in production, development of proposals for their prevention and elimination, choice systems provision ecological security production;
 - organizational and managerial activity:
 - organization of activities of marketing and sales structures for business development, increasing its sustainability and competitiveness, merchandising of industry products fashion;
 - management V conditions spectrum opinions, definition order execution works;
 - Preparation applications on inventions and industrial samples products;

- increase qualifications and training employees;
 - development of plans and programs for organizing innovative activities at the enterprise;
 - project and designer activity:
 - Preparation tasks on development design and design solutions;
 - preparation of generalized options for solving emerging problems, their analysis, forecasting consequences, finding compromise solutions in multi-criticality conditions ;
 - development of sketches, draft technical specifications, standards, technical descriptions of new products, technological processes and business plans using information technologies;
 - study and implementation of domestic and foreign experience, development of rationalization and invention;
 - grade innovative potential project;
 - scientific and pedagogical activity:
 - performance of pedagogical work in educational institutions of secondary vocational and higher vocational education in the position of teacher and assistant under the supervision of a leading teacher, professor or associate professor in the disciplines directions;
 - development methodical materials, used students V educational process.

And if by this time the ruined branches of the national economy had risen from the ruins, and graduates with only the qualification of “Academic Bachelor” could be accepted to the work of the branches of the departments, which, according to the order of the Ministry of Education and Science No. 958 of 14.08.2013 be created on the basis of organizations operating in the profile corresponding educational program, and exactly:

- the procedure for the creation by professional educational organizations and educational organizations of higher education of departments and other structural divisions that provide practical training for students, on the basis of other organizations, implementing activity by profile corresponding educational programs.

This procedure defines the rules for the creation of professional educational organizations and educational institutions higher education organizations (hereinafter referred to as educational organizations) departments and other structural divisions that provide practical training of students (hereinafter collectively referred to as structural divisions), on the basis of other organizations carrying out activities in the profile of the relevant educational programs (hereinafter – organization).

Structural divisions are created for the purpose of practical training of students. according to the relevant educational program, through the

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implementation by the educational organization of part of the educational program of the relevant profile, aimed at formation, consolidation and development of skills and competencies, and including the possibility conducting all species training sessions and implementation scientific activities.

The structural division in its activities is guided by the Federal Law of December 29, 2012 No. 273-FZ "On Education in the Russian Federation", other federal laws, normative legal acts President RF and Governments RF, this one.

In order, constituent documents educational organizations, position O structural division. Position O structural division it is stated by coordination with organization V in the manner prescribed by the charter educational organizations.

Structural subdivision is being created at compliance the following conditions:

- correspondence realizable educational organization educational programs profile of the organization's activities;

- availability property, necessary For achievements goals activities structural divisions;

- ensuring the implementation of practical training, workshops, seminars, laboratories workshops and other types of educational activities provided for educational activities, provided educational plan, V structural division;

- providing organizations with conditions for students to prepare for final qualifications works and other species works, provided educational program, including participation in the formation of topics for final qualifying works and other works, security scientific manuals and reviewing graduation qualification works and other works, free provision of students with access to information necessary for preparation final qualifications works;

- Creation safe conditions training;

- compliance special conditions for receipt education students with limited health opportunities.

Then can was would expect, what bachelor will come V mine university after 2-3-x years highly qualified works on job title manager average links or on working place, demanding high level preparations, with desire continue education V Master's degree with corresponding basic educational program - agreed and with university and with enterprises. Then it's not clear role and meanings formed competencies, which listed V table 4. We suggested express O their significance for formations qualities preparations specialists schoolchildren - graduates 11 classes 2024, bachelors - graduates university 2024 years, teachers universities Rostov areas and specialists - graduates universities, working on enterprises easy industry regions Southern Federal District and SKFO. The survey results were obtained by processing the questionnaires using a program developed authors for processing results a priori ranking.

If you look at the results of the survey of schoolchildren - graduates, graduates university and teachers, can be traced interesting regularity, A exactly:

- there is no agreement between the survey participants on the degree of significance of the presented competencies in the formation of the quality of training (coefficient of concordance does not exceed 0.5, and for school graduates, in general, it is equal to 0.2, which indicates the absence consistency between them by the problem under study);

- the list of competencies classified by them as significant and insignificant coincide, their selection was carried out randomly, depending on the place it occupies in questionnaire, if you mix them up and rearrange them, then the survey result will be completely different others;

- the lack of deep knowledge among the survey participants about the state of affairs in the sectors of the Russian national economy, about their level of equipment with modern innovative equipment, provoked indifference among the respondents to those competencies that, in the opinion of the developers, should have been significant for the formation of highly qualified specialists, but this did not happen. The media's efforts to say that light industry is not needed at all for modern Russia further exacerbated their negativity towards these competencies. Yes, most of these problems are provoked by the depressing state of these same light industry enterprises, the low culture of advertising itself about the advantages of production activities at these enterprises in comparison with others types proposed labor activities and If take into account, what these other types activities are supported by various rumors and fables about super-profits and huge salaries, then, naturally, a stable negative attitude has formed about the light industry image among both parents and children, about the depressing real state of affairs in these industries easy industry. It is possible blame, of course, family, what children wrong oriented O realities life, but society itself is to a greater extent to blame for the biased assessment of the real state of affairs in the education system, does not take an objectively active, offensive life position, which has led to the lack of information and knowledge among schoolchildren about real position affairs and opportunity reasonable choice by them future professions. Today more all this provoked incorrectness solutions Ministry of Education and Science O introduction mandatory Unified State Exam by disciplines, among which for technical specialties mandatory exam approved exam by physics, teaching which Today V medium schoolshumiliating on low level, or at all absent. Guilt V this only V medium schools and pedagogical universities, graduates which not want work V schools. Similar situation with doctors, educators in children's

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institutions, workers in communications and other industries due to their low in demand and low level salaries. Reluctance see, A themes more decide these about problems by the government already provoked engineering crisis, A invitation foreign specialists on our conditions life This more more crime, because at them no and not maybe there is a desire to make a significant contribution to the development of our sectors of the national economy. And this already now confirmed, what on the most advanced enterprises, equipped the most there is no one to work with modern multifunctional and universal equipment and this is despite such level unemployment V country. And sad, what for such state affairs nobody not carries responsibility, A vice versa, is being done all, to to ruin the highest school like this abundance OOP, Notload-bearing V to yourself nothing, except, harm for education, squeezing out from the highest schools the most talented part of the teaching staff, which provokes a low level of training specialists for the most socially significant industries - teachers, doctors, engineers, workers high qualifications and managers average links, knowledgeable and those who wish work at myself Houses, A not be outcasts and run for border V search funds for existence, agreeing on any and more often total not qualified work. In Portugal, Spain, Italy, France, Switzerland, Austria already whole towns Russians, which they are cleaning up streets, they wash Andlick local population, are looking after for sick, are working governesses only That's why, what on these types There is demand and can earn that minimum, which allows them live, A not exist. But, A we at myself Houses not can, and the most sad, not we wish do, assuming, What and all this not about us. So comfortable, but to whom and who for this will carry responsibility and will it carry – a big question? Or will it again be a “voice in the wilderness”, which is a pity – these are destinies ours children and grandchildren, A by big account - fate ours countries. And yet, hope dies last: “Colleagues, let's wake up, stop everything be afraid and indifferent to the fate of your own children, rise up and fight and we too we can do a lot to reinterpret and reorganize and V to yourself, and V colleagues, and V country V in general.

If the state of higher education in Russia is more or less clear, then the attitude towards the learning process itself is ambiguous. This is alarming, which can provoke indifference and unwillingness to expend effort to turn these very competencies into knowledge that would be the evaluation criteria for decision-making when hiring them. This anxiety is due to the fact that when communicating with schoolchildren - graduates and graduating students in preparing them to fill out questionnaires were frankly indifferent, and to the question - Why? Most often, the same answer was heard. There is no certainty that their efforts will be in demand. Understanding that this is temporary, we took a chance on an experiment, the essence of which was that we, with the help of random numbers

mixed up the sequence of competencies and included them with new numbers in the questionnaire (tables 2, 4, 6, 8). It was natural that when meeting with the same graduating students and students with whom the survey was conducted, we explained necessity repetitive questionnaires, how wish evaluate obtained verification characteristics on the importance of competencies on the quality of higher education the only difference was that we did not limit them to a time factor when filling out the questionnaires and this pleasantly surprised them, but as a result of filling out the time they spent less, how this was at the first questionnaire.

Our presence during the filling out of the questionnaires convinced us that the established system had worked. stereotype on questionnaires, namely, if the factors are listed in some sequence Means and their significance corresponds this sequences and places they appropriate with taking into account of this stereotype. Such conclusion confirmed low results questionnaires - the coefficient of concordance does not exceed the value of 0.15, which indicates the lack of agreement between schoolchildren - graduates and bachelor - graduates. Of course, this not absolute conclusion, so how today because of deficit applicants and absence competition this the situation has provoked a decline in interest in higher education itself. Since today's enterprises are family clans, where the heads of key positions are relatives of the owners of the enterprises, sometimes even without an educational background, therefore both schoolchildren and their parents follow the path of least resistance to help get to his own to the child speciality, which will in demand in all time: economist, lawyer, accountant. If this is not possible, or the child has a desire to get an engineering education, then parents provide him with the opportunity to acquire knowledge of a foreign language, computer technology with the confidence that this will be useful abroad, and with regret, this practice is becoming more and more widespread. And the conversations of our country's leaders, what we will invite foreigners on leading directions V science, only worsens interest their own homegrown Russians receive this the most education. And this is confirmed by the results of the survey, presented in the tables and figures of this messages. The results of the teachers' survey stand out from this picture, since their high professionalism and work experience did not allow them to be misled into thinking that was confirmed by the results of the first and second surveys, they are identical, more agreed upon, though attitude towards the competencies themselves is negative, considering that more important for assessing the quality training of specialists is his ability to independently solve the problems before them tasks. And with confidence, what results their works will be appreciated not only salary, but also the solution of their social problems: housing, authority, promotion and just respectful

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attitude to him how to a specialist.

When communicating with the respondents, who were teachers, postgraduates, bachelors and masters of the department, the specialists expressed their regret about the lack of engineering training, considering this form more effective and in demand – and we agree with them. We believe that all the best that was in the higher education of the USSR and Russia, will resuscitated and will take its toll worthy place.

One of conditions competitiveness enterprises - organizing an effective interaction with stakeholders successful functioning of this enterprise parties. Every enterprise, even small ones, has several groups of entities with different interests with which it may be in temporary or permanent cooperation. The issues of studying these interests, ways of solving the problems that arise between external and internal participants, establishing relationships between partners, the authors' research is devoted to, in order to guarantee all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respectful attitude.

Partnerships can be divided into two groups: external and internal. external include: customers, suppliers, competitors, government agencies and organizations, organs regional management, financial intermediaries.

Buyers. Strategy and tactics for working with important buyers include: joint sessions to identify the drivers of business change, mutual efforts by development products and market, increase communicative connections, use of common areas and joint training and service programs. Strengthening ties with buyers often gives significant benefit.

Internal partners include managers, employees, owners, and a board of directors or management board on which managers and owners are represented. One of the most important internal partners - control higher rank.

Thus, the success of an organization is determined by the degree of satisfaction of the interests of stakeholders, therefore, in order to increase competitiveness and efficiency of activities, an enterprise must take into account not only its own interests, but also the interests stakeholders. Therefore, With taking into account considered methodological basics competitiveness enterprises, a methodology for assessing and analyzing the competitiveness of an enterprise is proposed on basis stakeholder theories sides.

Stage 1. Selection of indicators for assessing the factors of enterprise competitiveness. For each factor can be defined by a system of indicators based on the analysis of scientific literature. So, taking into account

the conducted analysis of the system of indicators for assessing the competitive potential enterprises, we can propose the following system of indicators for assessing internal factors of competitiveness enterprises.

Stage 3. Calculation of dimensionless estimates of enterprise competitiveness indicators. For translation dimensional ratings indicators V dimensionless It is proposed use the index method. The indices of dimensionless indicators are determined by formula (2) for *positive* indicators, having positive trend - height (For example, profitability of sold products, labor productivity) and according to formula (3) for *negative* indicators that have a positive trend - decrease (for example, wear and tearfixed assets, excess of finished goods balances in the warehouse compared to the norm, staff turnover rate), taken mainly from the indicators that form the cost price products:

$$O_i = X_i / X_i^{\max}, \quad (3)$$

where O_i - dimensionless (index) grade i -th indicator competitiveness enterprise -tia ,

X_i - meaning i -th dimensional indicator ratings competitiveness enterprises,

$X_i^{\max}$ - the maximum value of the i -th dimensional indicator of competitiveness assessment sti enterprises,

$X_i^{\min}$ - the minimum value of the i -th dimensional indicator of competitiveness assessment sti enterprises.

Step 4. *Evaluation competitiveness of the product.* It is carried out for light industry products industry at their request on internal market.

Step 5. *Calculation of the summary indicator competitiveness of the enterprise.* It is proposed to determine the quantitative assessment of the competitiveness of the enterprise according to the following formula (3).

Dear respondent!

What factors would you give preference to when assessing competitive potential? enterprises regions of the Southern Federal District and North Caucasus Federal District with eyes children, taking advantage of privileges - assign them the appropriate rank from the arithmetic series - preferred starting with 1, not the preferred - a higher number, ensuring that the requirements are met arithmetic series, namely, not allowing the omission of digits in the arithmetic series. If you have difficulty choosing your preferences, you can use the "related ranks", assigning two or more factors the same rank, but here too it is necessary to observe arithmetic requirements rows (tables 1–4, drawings 1 and 2).

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Table 1. Criteria ratings competitiveness And in demand children's shoes with eyes the most child

No.	Scroll factors By assessment competitive potential enterprises regions Southern Federal District And North Caucasus Federal District	Rank
1	Form sock parts	
2	Quality children's shoes	
3	Flexibility children's shoes	
4	Price children's shoes	
5	Comfort	
6	Level of service for parents and children in stores and shopping centers	
7	Color	
8	Warranty period for children's shoes	
9	The height of the heel part is up to 40 mm	
10	The height of the heel part of the shoe is over 40 mm	
11	Weight	
12	Repairability of children's shoes and its feasibility	
13	Materials For bottom shoes	
14	Materials For top shoes	
15	Place of sale of children's shoes - the interior of a store or shopping center	
16	What types of children's shoes are preferred: winter	
17	Autumn	
18	Spring	
19	Summer	
20	Strength fastenings bottom shoes	
21	Variety of assortment of shoes for children in shops and shopping centers	
22	Correspondence direction fashion	

Table 2. Results questionnaires children by assessment by them competitive potential O criteria ensuring competitiveness and in demand manufactured for them children's shoes

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

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25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19

Experts	Factors																					
	X 1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21
38	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13
40	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3
43	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5
44	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3
47	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10
48	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1
49	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2
53	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11
55	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6

Table 3. Results of processing the a priori ranking of child respondents according to their assessment competitive potential O criteria provision competitiveness and in demand manufactured for them baby shoes

Expert	Factor																						
	X 1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	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
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	0.49
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2	0.30
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	0.33
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	0.37
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	0.27
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	0.21
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	0.24
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	0.39
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	0.24
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	0.37
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	0.43

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	0.23
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	0.35
22	10	1	19	11	5	12	21	20	6	15.5	7	8	2	9	4	13	18	15.5	17	22	3	14	0.54
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	0.38
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	0.69
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	0.28
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	0.69
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	0.69
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	0.69
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	0.41
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	0.63
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	0.26
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	0.46
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	0.42
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	0.69
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	0.36
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	0.23
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	0.20
38	1	8	9	7	5	15	12	11	14	13	5	10	2	16	18	5	17	20	19	21	3	22	0.48
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	0.45
40	1	2	17	14	15	16	8	18	3.5	3.5	5.5	9	7	5.5	10	11	12	13	20	19	22	21	0.25
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	0.40
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	0.20
43	21	17.5	8.5	15	16	19	21	21	2.5	11	2.5	8.5	2.5	13	8.5	8.5	5.5	2.5	5.5	17.5	13	13	0.17
44	21.5	8.5	12	21.5	17	18	19	8.5	4	20	4	4	4	12	4	4	15	4	10	15	15	12	0.19
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8	
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3	0.32
47	3	13	18	9	14	1	2	4	6.5	21.5	10.5	5	15	10.5	8	21.5	6.5	16	20	19	17	12	0.27
48	8	5	17	6	3.5	18	9.5	9.5	7	12	11	14	2	13	3.5	22	21	15	16	20	19	1	0.51
49	6.5	5	16	6.5	19.5	8	21.5	3	9	21.5	10	15	2	14	17	19.5	4	11	13	18	12	1	0.32
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4	0.21
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3	0.30
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2	0.60
53	15	18	19	13	6	7	3	20.5	8	17	1.5	12	16	11	22	5	20.5	4	9	14	10	1.5	0.22
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11	0.31
55	10	11	16	17	12	21	14	22	13	1.5	1.5	15	18	3.5	19	20	3.5	7.5	6	5	7.5	9	0.18
Amounts ranks	393	368.5	765.5	559	455	583	600.5	679.5	634.5	772	440.5	732	516.5	815.5	670	715.5	778	723.5	819.5	814	563	516.5	
Without heretics .	47	12	76	44	16	37	46	63	87	90	28	52	67	80	73	30	103	73	76	100	37	28	
Coeff . concord .		0.16		0.69																			
Criterion Pearson .		183.2		6.55																			

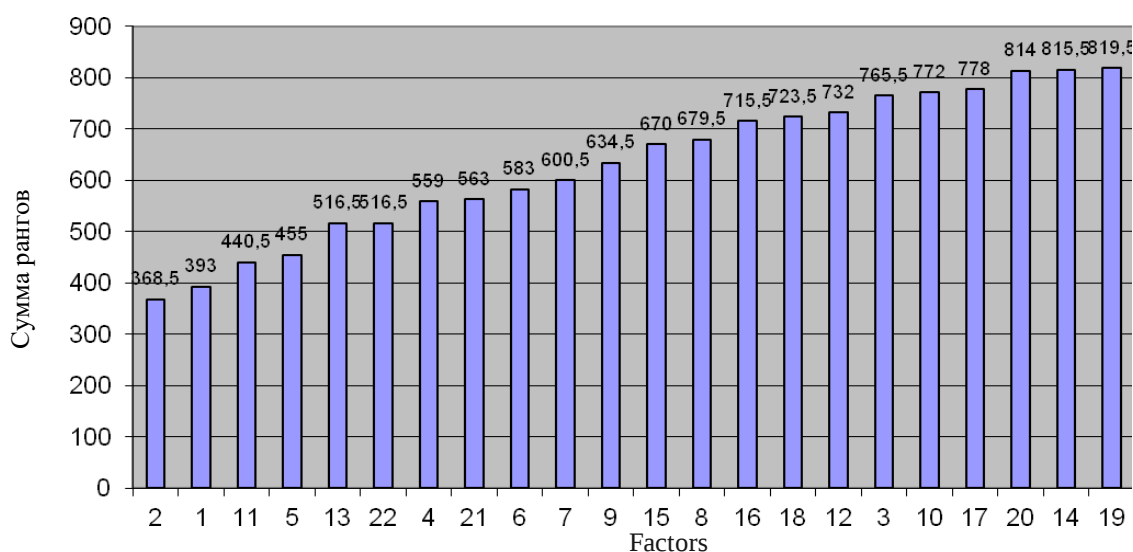


Figure 1 – Results of processing the a priori ranking of child respondents according to their assessment competitive potential about the criteria for ensuring competitiveness and demandmanufactured for them baby shoes

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

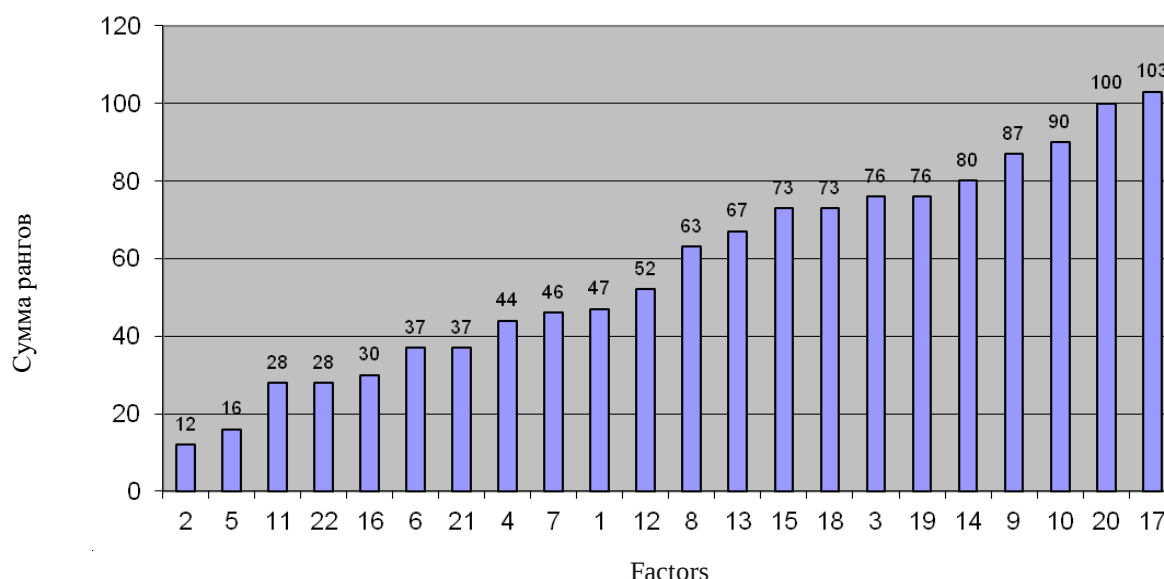


Figure 2 – Results of processing the a priori ranking of child respondents according to their assessment competitive potential about the criteria for ensuring competitiveness and demand made for them by children's shoes without heretics, i.e. without those respondents whose opinions are not matches with by the majority participants survey

Dear respondent!

What factors You would How buyer gave away preference at assessment competitive potential enterprises regions Southern Federal District and North Caucasus Federal District, producing shoes for children, taking advantage of privileges - to appropriate them corresponding rank from arithmetic rows - preferred starting with 1, A not preferred - more high

number, providing execution requirements arithmetic rows, A exactly, not allowing passes numbers V arithmetic row. If same at you difficulties at choice preferences, you can take advantage of the "related" ranks", appropriating two or more factors same rank, but and here necessary observe requirements arithmetic rows (tables 5–8, drawings 3 and 4).

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

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

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

Table 6. Results questionnaires random buyers by assessment by them competitive potential about criteria provision competitiveness and in demand manufactured children's shoes

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

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

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8

Table 7. Results of processing the a priori ranking of random buyers based on their assessment of competitiveness potential O criteria provision competitiveness And in demand manufactured baby shoes

Expert	Factor																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	Kk
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0.60
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0.52
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18	0.59
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0.64
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0.68
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10	0.66
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0.71
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8	0.60
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0.61
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15	0.54
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0.50
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15	0.72
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0.69
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0.63
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17	0.53
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0.56
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0.84
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0.57
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0.91
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0.78
21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0.65
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0.89
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0.81
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0.91
25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0.67
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0.59
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0.76
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12	0.56
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11	0.73
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0.91
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0.62
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0.69
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0.49
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0.61
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0.70
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0.67
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0.63
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0.60
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0.53
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0.91
41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18	0.55
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0.74
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0.58
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0.66
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0.91

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0.79
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0.86
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0.64
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0.77
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0.91
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0.57
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0.82
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0.55
Amounts ranks	387	538	208	331	395	224	272	503	216	585	624	643	773	611	578	750	781	644	
Sum ranks without heretics	34	53	21	40	46	9	16	57	11	60	48	85	90	37	22	71	76	76	,
Coeff. concord .		0.474		0.907															
Crete . Pearson		427.6		7.3															

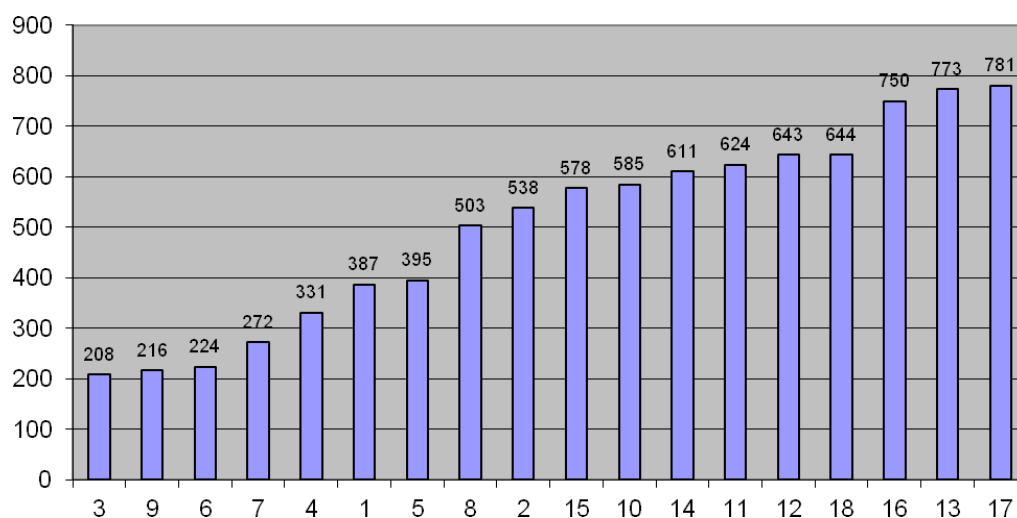


Figure 3 – Results of processing the a priori ranking of random buyers based on their assessment competitive potential about the criteria for ensuring competitiveness and demand manufactured baby shoes

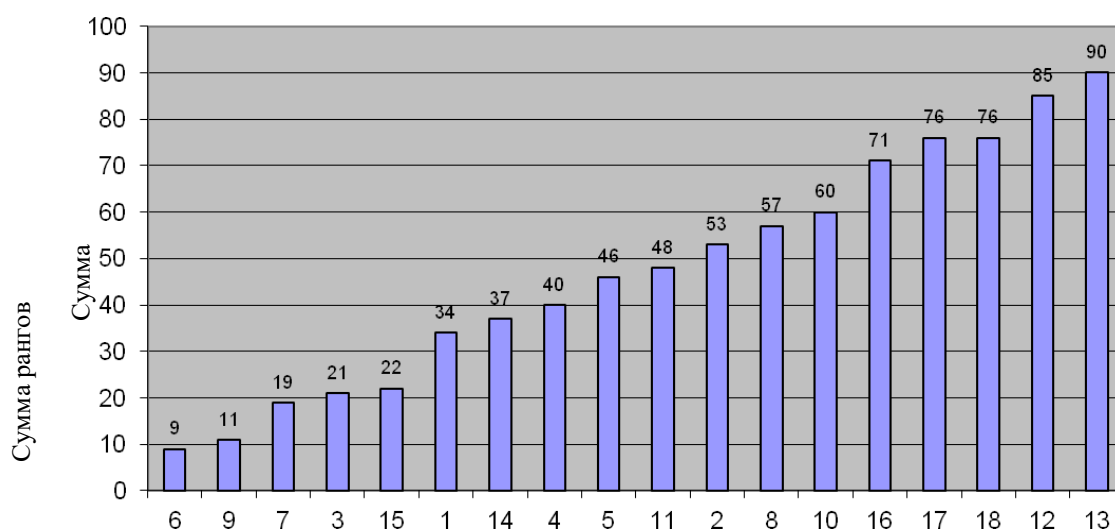


Figure 4 – Results of processing the a priori ranking of random buyers based on their assessment competitive potential about the criteria for ensuring competitiveness and demand manufactured baby shoes without heretics, t. e. without those respondents, opinion which not coincides with by the majority participants survey

Dear respondent!
What factors you would how manufacturers children's shoes gave away preference at assessment

competitive potential enterprises regions Southern Federal District and North Caucasus Federal District, taking advantage of privileges - to appropriate the

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

corresponding rank from the arithmetic series is preferred starting with 1, A not preferred - more high number, providing execution requirements arithmetic rows, A exactly, not allowing passes numbers V arithmetic row. If same at you difficulties at choice

preferences, you can take advantage of "related ranks", assigning two or more factors the same rank, but here too it is necessary to observe requirements arithmetic rows (tables 9-12, drawings 5 and 6).

Table 9. Criteria ratings competitiveness and in demand children's shoes with eyes shoe manufacturers enterprises regions Southern Federal District and North Caucasus Federal District

No.	Scroll factors By assessment competitive potential enterprises regions Southern Federal District And North Caucasus Federal District	Rank
1	Weight	
2	Color	
3	Quality children's shoes	
4	Functionality children's shoes	
5	Characteristics of shoe upper materials	
6	Correspondence direction fashion	
7	Price	
8	Characteristics of materials for the bottom of shoes	
9	Comfort	
10	The height of the heel part of the shoe is up to 40 mm	
11	The height of the heel part of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	

Table 10. Results questionnaires manufacturers by assessment by them competitive potential O criteria for ensuring competitiveness and in demand manufactured children's shoes

Experts	Factors												
	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
1	7	10	1	2	8	6	4	9	3	11	13	5	12
2	9	7	1	4	8	6	2	10	3	11	13	5	12
3	1	3	5	2	8	7	4	9	12	6	13	11	10
4	2	3	1	5	4	8	9	6	10	7	11	13	12
5	9	10	6	7	8	2	1	4	3	5	11	12	13
6	10	9	1	4	3	2	5	6	7	11	12	8	13
7	5	6	1	9	10	13	7	8	2	12	11	4	3
8	5	11	4	1	10	2	3	12	6	9	13	8	7
9	2	7	4	5	6	1	9	3	8	12	13	11	10
10	7	13	2	11	1	6	12	10	3	4	9	8	5
11	9	13	5	1	2	4	3	6	7	8	12	10	11
12	12	13	1	6	7	3	2	8	5	4	9	10	11
13	5	8	2	4	7	10	1	12	11	13	3	9	6
14	5	2	11	4	7	13	8	12	1	6	9	3	10
15	10	13	2	4	6	5	3	11	1	7	12	8	9
16	5	3	1	2	7	6	4	10	8	11	12	9	13
17	3	4	1	7	9	8	5	10	2	11	13	12	6
18	5	6	1	2	6	8	7	3	4	11	12	10	9
19	9	13	2	4	7	5	6	3	1	8	10	12	11
20	10	11	1	2	5	7	3	6	4	12	13	9	8
21	3	8	4	6	10	5	12	7	1	13	9	2	11
22	9	8	2	7	5	6	1	10	3	11	12	13	4
23	2	10	13	11	9	6	8	12	7	5	1	3	4
24	12	4	1	2	8	9	3	7	5	10	13	11	6
25	10	9	1	2	12	3	4	6	5	11	13	7	8
26	5	6	1	7	11	13	2	10	3	9	12	4	8

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

27	11	10	5	4	1	3	9	2	7	12	13	8	6
28	7	6	5	2	1	8	9	3	4	12	13	11	10
29	9	10	2	3	6	11	8	7	4	12	13	5	1
30	8	10	4	5	1	3	9	2	11	12	13	7	6

Table 11. Results of processing the a priori ranking of producers according to their assessment competitive potential O criteria provision competitiveness and in demand made for children shoes

Expert	Factor													
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	KK
1	7	10	1	2	8	6	4	9	3	11	13	5	12	0.84
2	9	7	1	4	8	6	2	10	3	11	13	5	12	0.84
3	1	3	5	2	8	7	4	9	12	6	13	11	10	0.5
4	2	3	1	5	4	8	9	6	10	7	11	13	12	0.52
5	9	10	6	7	8	2	1	4	3	5	11	12	13	0.65
6	10	9	1	4	3	2	5	6	7	11	12	8	13	0.84
7	5	6	1	9	10	13	7	8	2	12	11	4	3	0.46
8	5	11	4	1	10	2	3	12	6	9	13	8	7	0.74
9	2	7	4	5	6	1	9	3	8	12	13	11	10	0.60
10	7	13	2	11	1	6	12	10	3	4	9	8	5	0.43
11	9	13	5	1	2	4	3	6	7	8	12	10	11	0.81
12	12	13	1	6	7	3	2	8	5	4	9	10	11	0.76
13	5	8	2	4	7	10	1	12	11	13	3	9	6	0.45
14	5	2	11	4	7	13	8	12	1	6	9	3	10	0.41
15	10	13	2	4	6	5	3	11	1	7	12	8	9	0.84
16	5	3	1	2	7	6	4	10	8	11	12	9	13	0.68
17	3	4	1	7	9	8	5	10	2	11	13	12	6	0.62
18	5	6.5	1	2	6.5	9	8	3	4	12	13	11	10	0.66
19	9	13	2	4	7	5	6	3	1	8	10	12	11	0.78
20	10	11	1	2	5	7	3	6	4	12	13	9	8	0.84
21	3	8	4	6	10	5	12	7	1	13	9	2	11	0.48
22	9	8	2	7	5	6	1	10	3	11	12	13	4	0.72
23	2	10	13	11	9	6	8	12	7	5	1	3	4	0.38
24	12	4	1	2	8	9	3	7	5	10	13	11	6	0.70
25	10	9	1	2	12	3	4	6	5	11	13	7	8	0.84
26	5	6	1	7	11	13	2	10	3	9	12	4	8	0.54
27	11	10	5	4	1	3	9	2	7	12	13	8	6	0.58
28	7	6	5	2	1	8	9	3	4	12	13	11	10	0.63
29	9	10	2	3	6	11	8	7	4	12	13	5	1	0.55
30	8	10	4	5	1	3	9	2	11	12	13	7	6	0.57
Amounts ranks	206	246.5	91	135	193.5	190	164	224	151	287	337	249	256	
Sum ranks without heretics	46	50	6	14	39	27	16	42	16	42	64	34	49	
Quad . off .	16	1332.25	14161	5625	272.25	400	2116	196	3481	5929	16129	1521	2116	
Coeff . concord .		0.33		0.84										
Crete . Pearson		117.14		8.37										

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

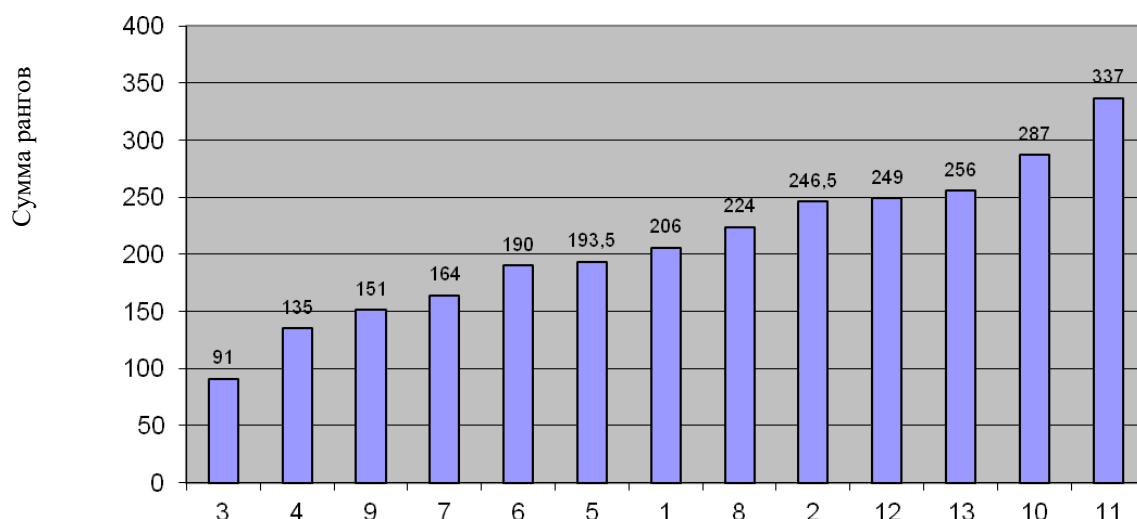


Figure 5 – Results of processing the a priori ranking of producers according to their assessment competitive potential O criteria provision competitiveness and in demand manufactured baby shoes

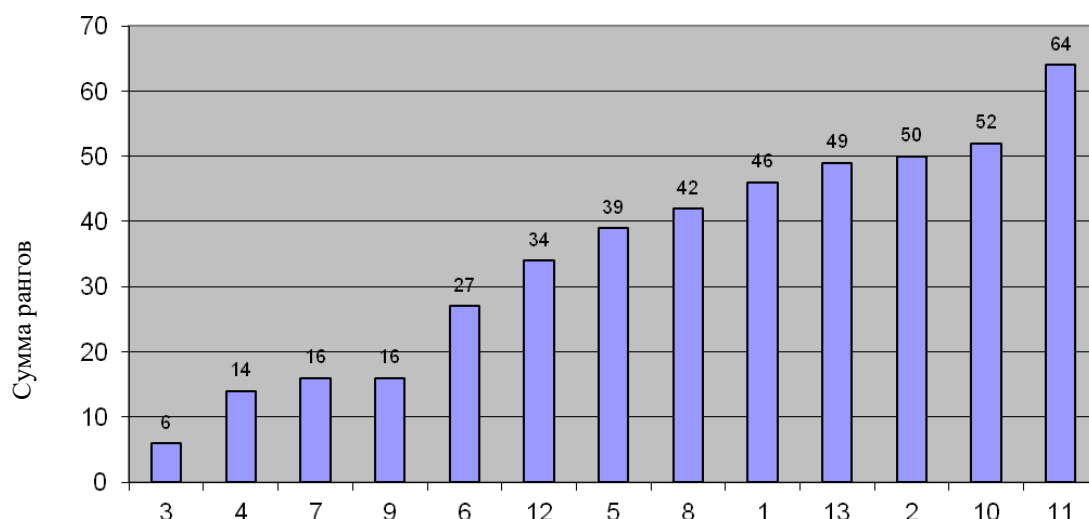


Figure 6 – Results of processing the a priori ranking of producers according to their assessment competitive potential about the criteria for ensuring competitiveness and demand manufactured baby shoes without heretics, t. e. without those respondents, opinion which not coincides with majority opinion participants survey

Dear respondent!

What factors would you, parents, give preference to when evaluating the competition? potential of enterprises of the regions of the Southern and North Caucasian Federal Districts, taking advantage of the privileges - assign them the corresponding rank from the arithmetic series - preferred starting from 1, rather than the preferred

higher figure, ensuring that the requirements are met arithmetic series, namely, not allowing the omission of digits in the arithmetic series. If you have difficulty choosing your preferences, you can use the "related ranks", assigning two or more factors the same rank, but here too it is necessary to observe requirements arithmetic series (tables 13–16, figures 7 and 8).

Table 13. Criteria ratings competitiveness And in demand children's shoes with eyes parents

No.	Scroll factors by assessment competitive potential enterprises regions Southern Federal District and North Caucasus Federal District	Rank
1	Weight	
2	Color	
3	Quality children's shoes	

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

4	Sustainability coloring used for the top shoes materials to dry and wet friction and to impacts sweat	
5	Flexibility	
6	Strength fastenings bottom shoes	
7	Price	
8	Comfort	
9	Deformation toe cap and back	
10	Maintainability	
11	Warranty term for children shoes	

Table 14. Results questionnaires parents by assessment by them competitive potential O criteria provision competitiveness and in demand manufactured children's shoes

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

Table 15. Results processing a priori rankings parents by assessment by them competitive potential O criteria for ensuring competitiveness and in demand manufactured children's shoes

Expert	Factor											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	Kk
1	4	11	2	3	7	5	6	1	8	10	9	0.81
2	3	4	1	7	8	6	5	2	11	10	9	0.86
3	3	4	1	5	6	8	7	2	10	9	11	0.86
4	2	6	1	7	4	11	5	3	9	10	8	0.88

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

5	4	8	1	5	7	9	3	2	10	11	6	0.89
6	4	8	1	7	6	5	3	2	11	10	9	0.90
7	3	5	1	8	6	9	2	4	11	7	10	0.92
8	2	3	4	10	5	8	9	1	11	6	7	0.80
9	3	4	1	7	2	6	5	10	11	8	9	0.74
10	2	8	1	7	3	5	6	4	10	9	11	0.84
11	3	7	1	6	5	8	4	2	10	9	11	0.92
12	2	6	3	5	7	9	4	1	11	8	10	0.84
13	4	6	3	5	7	10	1	2	11	8	9	0.94
14	4	7	3	6	5	10	1	2	11	8	9	0.94
15	3	8	4	6	5	7	1	2	11	10	9	0.94
16	2	5	4	6	7	10	3	1	11	9	8	0.93
17	5	9	2	8	6	4	1	3	10	11	7	0.83
18	3	7	2	8	4	9	6	1	10	11	5	0.85
19	6	5	1	8	4	7	3	2	9	10	11	0.87
20	3	7	4	6	5	8	1	2	9	11	10	0.94
21	3	7	4	6	5	8	2	1	9	10	11	0.94
22	1	3	5	4	8	7	9	10	2	11	6	0.55
23	9	10	1	8	4	3	5	2	11	6	7	0.72
24	4	2	3	1	6	7	5	8	11	10	9	0.77
25	5	11	1	4	2	3	10	6	7	9	8	0.64
26	1	7	6	8	5	9	10	2	11	3	4	0.61
27	4	9	6	7	5	3	10	2	1	11	8	0.59
28	2	1	3	8	10	9	4	7	6	11	5	0.70
29	4	7	1	2	8	3	5	10	6	9	11	0.67
Amounts ranks	98	185	71	178	162	206	136	97	269	265	247	
Sum ranks without heretics	17	35	18	29	27	43	6	9	51	47	48	
Coeff. concord.		0.52		0.94								
Crete. Pearson		149.5		8.1								

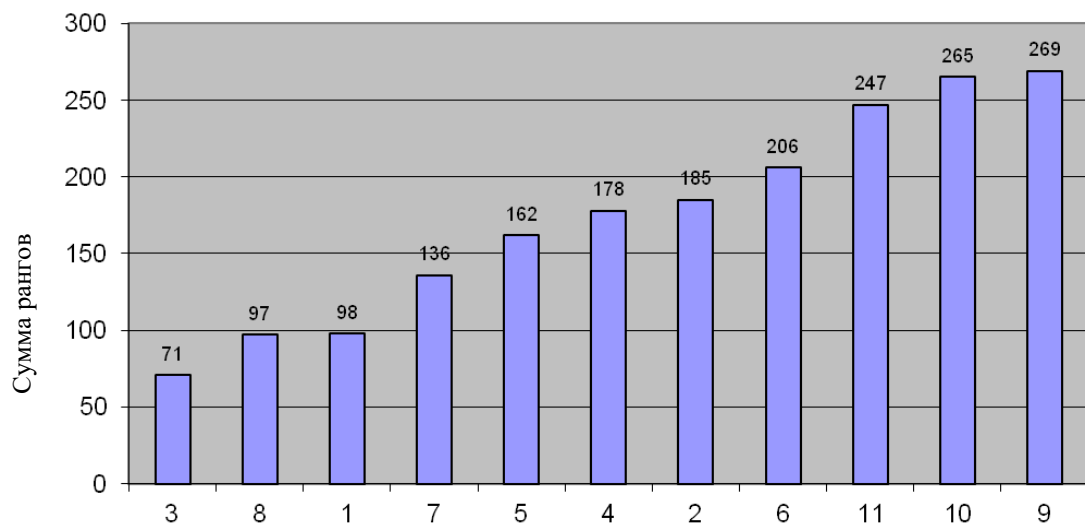


Figure 7 – Results of processing the a priori ranking of parents according to their assessment competitive potential O criteria provision competitiveness and in demandmanufactured children's shoes

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

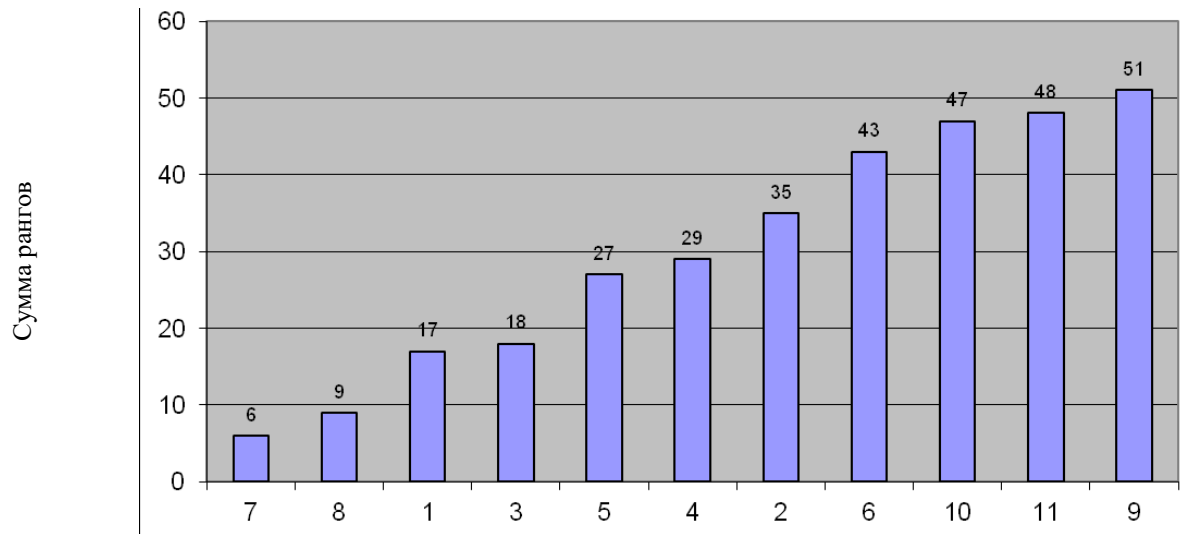


Figure 8 – Results of processing the a priori ranking of parents according to their assessment competitive potential about the criteria for ensuring competitiveness and demand for manufactured products shoes without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority participants survey

Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 ПИИЦ (Russia) = 0.191
 ESJI (KZ) = 8.100
 SJIF (Morocco) = 7.184

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

Сводная характеристика результатов опроса респондентов – детей, их родителей, случайных покупателей и производителей и производителей из готовленной обуви для детей потенциала обувных предприятий регионов ЮФО и СКФО о конкурентоспособности и востребованности изгот.

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

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

Таблица 7.18

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

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

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

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

Analysis surveys about influence competitive potential enterprises regions Southern and North Caucasian Federal Districts and on increasing the competitive advantages of domestic fur products in front of imported fur products, they regretfully confirmed the lack of agreement among respondents on the questions formulated in the questionnaires criteria for the quality of light industry products industry. For example, basic answer, first expert, expressed by competent experts, received by results survey meaning coefficient concordances, equal to (W) 0.34, i.e. less than 0.5, and the basic answer about the quality of domestic fur products is the eighteenth expert, expressed by competent specialists - experts, although he received a higher value of the coefficient of concordance, equal to (W) 0.47, but all is less than 0.5. That is, in our case, the fact that the survey participants are - is confirmed. respondents are not competent in the issues under study. In this regard, the authors are busy developing on making additional changes to the software product, with the help of which the competence of the survey participants – respondents will be assessed and those who the opinion does not coincide with the standard answers expressed by the authoritative and competent expert commission - creating a basis for more effective assessment, invited specialists as experts to work in customs commissions and improve their level of qualification, which will allow our consumers to be confident in high quality products that have passed customs inspection and are offered for its implementations on markets demand. But in this case, it is necessary to find a solution that would allow the manufacturer have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if the coefficient is used for such an assessment efficiency, the value of which is considered as the value of the coefficient of concordance to evaluate the results of the a priori ranking (W), which changes - K_{eff} from 0 to 1. If its value tends to one, then this means that the manufacturer has managed to find the most the optimal solution of an innovative technological process, if its value tends to zero - then an analysis of the reasons for such an unsatisfactory result and a search are required errors that caused this result to be obtained and ways to eliminate the mistakes made misses.

Coefficient efficiency technological process is calculated By formula

$$To_{ef} = To_1 \cdot To_2 \cdot To_3 \cdot To_4 \cdot K_5 \cdot K_6 \cdot To_7 \cdot By_8 \cdot To_9 \cdot K_{10} \cdot K_{11} \cdot To_{12}, \quad (4)$$

where K_{ef} is the weighting coefficient for assessing the effectiveness of innovative technologies processes designed to produce competitive and in-demand products

K_1 – the weight of labor productivity (LP);

To_2 – loading weight workers (3_P);

To_3 - weightiness release shoes (P_s);

To $_4$ - weightiness cost equipment on unit tasks flow (with); To $_5$ – weightiness total price on unit products (S_{total});

K_6 – the weight of the financial safety margin ($3_{\Phi n}$); By_7 – weightiness dots break-even ($T_{b.u.}$);

K_8 – the significance of the profit per unit of production (Pr.); By_9 - weightiness profitability products (R);

By_{10} - weightiness expenses on 1 ruble commodity products ($Z_{1p.t.p.}$);

K_{11} – the weight of conditionally variable costs (total variable production costs units of production) ($3_{sl.per.ed}$);

K_{12} – the weight of conditionally fixed costs (total fixed production costs units of production) ($Z_{conventional units of production}$)

With the help of the software product were Calculations of optimal power are given for a range of 300 to 900 pairs for men's and women's shoes in total product range footwear. Analysis of the obtained characteristics for three variants of a given technological process at manufacturing total assortment rows shoes confirmed the effectiveness of the software product given below to evaluate the proposed innovative technological process with using universal and multifunctional equipment. Thus, with a range of 300 – 900 pairs, the best according to the specified criteria is volume release 889 steam male shoes and 847 steam female shoes.

At calculation dimensionless ratings coefficient efficiency With with help software there is a need to formulate these very criteria V quality their evidence base. For example, the profit per unit of production is calculated depending on the profitability of the product, that is, the size is first formulated profitability from 5% to 25%, and then the size of the profit per unit of production is laid down. The same peculiarity exists with the definition of the labor productivity criterion, because first use innovative technological processes formed based on universal and multifunctional equipment, maintenance which must be trusted highly qualified and responsible performers, who are concerned about the overall result of the work of the entire technological cycle, guaranteeing them pro- production of popular and competitive products that are popular with consumers domestic markets with increased demand. Calculation of conditionally fixed costs for unit production and conditionally variable costs per unit production products are interconnected with the peculiarities of the organization of production of competitive and popular products, including those for children. Analysis of the results of the activities of leading foreign manufacturers confirms the fact that if the conditionally constant expenses make up 20% - 40% cost price products, that, naturally, conditionally - variable costs – 60% – 80%. At the same time, it is again necessary to focus on the special the peculiarity of production of products for children, when and

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profit, profitability, conditionally constant expenses And conditional variables cost are being formed on basis implementations requirements of technical regulations and normative documents and acts that guarantee them when using them, the safety of life. And if this is due to the need for them production with such strict characteristics - the state and manufacturers are obliged be interested in each other and provide compensation to producers for additional cost on their compliance and guarantee Togo, what manufactured products not will harm the health of children. Of course, if the criterion is the loss of wages per unit of production should strive to zero, and the volume of footwear production per 1 m² to its maximum possible value, and the costs for 1 ruble of commodity output should strive for their minimum possible value and the cost of equipment per unit of flow assignment also tends to its minimum possible value, and other criteria - to their maximum possible meaning - in total, the dimensionless assessment of the efficiency of the developed innovative technological processes (K) should always tend to one and thereby confirm that designed innovative technological process for the enterprise for production they will be successful in their activities for the benefit of the population of those regions where they will operate, being for these small medium-sized cities city-forming and in which all branches of government are interested - both federal and regional and municipal.

Conclusion

The considered examples of assessing the competence of respondents participating in surveys confirmed the high efficiency of the software developed by the authors based on randomization, when with using the coefficient of concordance, all invited respondents to participate in the survey are distributed relative to the standard answer regarding their assessment of competence on the problem under study. A feature of the software product developed by the authors is the fact that by calculating the coefficient Concordance can be used to check the validity of the choice of a reference answer, or the opinion of a highly qualified specialist by under study problem. Such maybe, if we invited highly qualified specialists in this field as respondents, but their opinion did not coincide with the opinion of the main respondent. This result is given by the researcher

has a basis for re-checking both the opinion of the chief specialist - the respondent on this topic, as well as the opinion of the collective scientific school, if the value of the coefficient concordance lies within $0 \leq W \leq 0.5$, which is not enough to support the opinion reference respondent, and it is necessary to compare with the so-called independent researcher, whose results are confirmed assessment of other scientists - researchers, namely, when obtaining an estimate within $0.5 \leq W \leq 1.0$, the authors can take the list of factors included in the questionnaire as the basis for conducting the main experiment. The apparent multi-stage nature of the solution to the problem is actually justified, because that the costs of conducting a survey are incomparably small with the costs of conducting research using a large number of factors. Reducing their number is always justified and provides the researcher not only with the reliability of the experimental results themselves, but also with significant savings on its implementation, which is a guarantee of achieving the greatest effect with the minimum possible costs. At the same time, this software allows to identify the erroneously chosen direction of research, to warn researchers against the wrong direction and to exclude the erroneous decision that itself is significant in itself for the experimenter. No less important is the use of of this software product to assess the competence of a specialist when inviting him as an expert in the work of the customs commission. In this case, the use of the software product developed by the authors is the only correct one, since it allows the customs management to have an independent methodology that guarantees them the formation of customs commissions due to the participation of highly qualified specialists and objectively deny such a right to be experts to those who have not confirmed their competence. Consequently, it can be confidently assumed that the software developed by the authors creates basis For formations effective directions at execution scientific works and in the formation of various expert commissions by competent and highly qualified specialists, guaranteeing the achievement of the highest results with minimal possible expenses, What especially important For import substitution domestic products of high quality and at an affordable price for consumers in the regions Southern Federal District and SKFU.

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