

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
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	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)
International Scientific Journal
Theoretical & Applied Science

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

Year: 2025 Issue: 05 Volume: 145

Received: 10.05.2025
Accepted/Published: 30.05.2025 <https://T-Science.org>



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FEATURES OF THE FORMATION OF PRODUCTION OF HIGH-QUALITY AND AFFORDABLE PRODUCTS FOR DOMESTIC AND FOREIGN MARKETS

Abstract: In the article, the authors assess the strategy of producing competitive and in-demand products, which is possible only with the presence of managers who are professionally trained and politically responsible for the results of their activities. In addition, the authors reasonably believe that the political responsibility of the heads of light industry enterprises is the highest measure of expressing their professionalism. But at the same time, I would like to note that their failure to fulfill political promises and statements is evidence of either their inability to engage in economic policy, or the use of political management is carried out by them in their personal interests, alien to the interests of society, provoking the impoverishment of the people, characterizing the immorality of leaders, which, of course, is unacceptable. And it is clear that there are no such objective reasons that would justify the decline in production in the light industry, so the results of the assessment of economic policy should be either useful or harmful - this should always be an axiom. If this does not happen, then something in this very economic policy is not a professional decision, the actions are harmful to society and timely adjustments are necessary. The authors recommend that the market review the concept of forming it with popular and import-substituting goods, taking into account their attractiveness. Such a concept will fully correspond to the consumer's desire to satisfy his aspiration and desire to make a purchase, taking into account his social status, ensuring that manufacturers sell their products in full and guaranteeing enterprises sustainable TEP of their activities.

Key words: quality management, the meaning of the «standard», congruence, demand, assortment policy, footwear, assortment, light industry, import substitution, product priority, sustainability of the TEP from the enterprise's activities.

Language: English

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Citation: Blagorodov, A.A., Prokhorova, Yu.I., Romanova, L.A., Korablina, S.Yu., & Volkova, G.Yu. (2025). Features of the formation of production of high-quality and affordable products for domestic and foreign markets. *ISJ Theoretical & Applied Science*, 05 (145), 88-91.

Soi: <https://s-o-i.org/1.1/TAS-05-145-18>

Doi: 

<https://dx.doi.org/10.15863/TAS.2025.05.145.18>

Scopus ASCC: 2000.

Introduction

UDC 685.36:339.38

In the article, the authors researched and analyzed the features of the interaction between demand and sales of products manufactured at enterprises in the regions of the Southern and North Caucasian Federal Districts, as well as the management of real product quality, not advertising, through the motivation of the leader of the enterprise team to be responsible for this very product quality. The authors confirmed that the interaction of the product range policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will allow the heads of light industry enterprises to form a price niche that guarantees them the replacement of imported products in the sales markets in the regions of the Southern and North Caucasian Federal Districts, and the population of these regions - jobs and social protection from the economic crisis.

In addition, the authors analyzed the possibilities of the policy and the enterprise's goals in the field of quality within the framework of the QMS in order to fight for defect-free production, to reduce defects and to guarantee consumers high quality of manufactured products. The use of software for assessing the validity of the choice of innovative technological solutions for the production of import-substituting products by domestic enterprises creates the prerequisites for their demand and competitiveness not only in the domestic market, but, what is especially important, also when exporting them. The need to improve the quality management system at domestic enterprises is due to the following important reasons, namely:

Firstly, it is an increase in the confidence of potential consumers in the products that will be produced by domestic enterprises;

secondly, it is an opportunity to significantly strengthen one's position in existing markets, as well as significantly expand one's spheres of influence by entering new domestic and foreign markets;

thirdly, it is a significant increase in the productivity of any industrial enterprise where it is planned to implement a QMS using effective production management.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of the goals

and objectives of the QMS will be implemented much more professionally and at lower costs due to three main aspects: employee involvement, process approach and system approach. In addition, the personnel of light industry enterprises are more effectively able to implement the goals and objectives of the QMS also because control activities for the implementation of the following situations are provided more professionally: persuasion, execution of delegated powers, creation of conditions for increasing productivity and effective use of business qualities of employees.

The authors of most studies have rightly paid attention to solving the problem of combining state and market mechanisms for managing competitiveness, because it becomes a strategic resource of the economy of these regions. Today, and especially tomorrow, in the world economy the place of price competitiveness will be taken by the competitiveness of quality levels, which has widely increased its significance in connection with the need to use ISO series 9000, in this regard, the increase in the factor of quality of the results of the activities of the domestic light industry in the strategy of competitive struggle in world markets is a long-term trend.

The task of increasing competitiveness is especially relevant for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal factors (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.

The authors in their conclusions showed ways to solve this problem based on the use of innovative technological solutions, the development of an assortment policy taking into account the characteristics of these regions, reducing production costs due to effective technological solutions with more frequent changes in the assortment while maintaining minimal costs for reconfiguring the technological process and the formation of a pricing policy that creates advantages in the competitive struggle in markets with unstable demand.

The authors have developed software that allows tracking the movement of funds from the result of marketing policy in order to guarantee the enterprise prevention from bankruptcy. The collective monograph provides examples of calculating the main technical and economic indicators that allow the heads

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of the enterprise to make the only correct decisions that create economic stability for them. Of particular interest are the results of the authors' research, due to concern for children, so that the shoes they use, purchased outside of specially designated stores, would not be dangerous for them, forming pathological deviations of the foot due to non-compliance of shoes with the requirements of technical regulations.

Unfortunately, the number of children with acquired pathological changes in the foot is increasing. In this regard, the authors in their research propose a set of measures to provoke manufacturers to strictly comply with the requirements of technical regulations, guaranteeing children comfort and eliminating cases of flat feet, clubfoot and other defects, providing them with a healthy lifestyle. Another very important factor that does not allow the adoption of a participatory method of personnel management at Russian enterprises can be considered the influence of the national culture of Russia. The choice of strategy for managing human resources in the practical activities of enterprises depends on this influence.

Conclusion

According to the majority of researchers who used the systemic approach, the cultural peculiarity of Russian entrepreneurs includes dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, and avoidance of irresponsibility. Often, preference is given to the personal qualities of an employee rather than his success in performing his job, and personal and business relationships are mixed. Our Russian reality also notes the tendency of entrepreneurs and their employees to bribe, conceal income from the tax service, forge documents, and disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee, in other words, the manager of the

enterprise is inaccessible to lower-level employees. It has also been noted that Russians have an average level of individuality and often try to avoid uncertainty.

As a result of all the above, the conclusion suggests itself that in Russia the enterprise and the management of personnel management are formed ineffectively and working collective connections are practically absent. Enterprises devote all their attention to fulfilling the conditions set before them by employees of the state bureaucratic apparatus, and not to fulfilling responsibility to consumers and society. Therefore, there is a difficulty in introducing progressive foreign management methods into Russian practice.

In order to most successfully implement participatory personnel management and prepare employees for a change in the approach to working in a team, it is first necessary to establish measures to encourage individuality in each employee of the enterprise and eliminate the established inaccessibility of the manager for the lower echelon. It is important to create a high-quality and effective motivation system and continuous professional development so that the personnel becomes a source of competitiveness of the enterprise, meets modern requirements for human resource management.

The implementation of all the results of the research proposals is possible only if regional and municipal branches of government actively participate in their implementation, so that, by creating new jobs in small and medium-sized cities, they guarantee their population all the social benefits for a decent life, ensuring their financing, including the work of preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena, and the appearance on the markets of demand for in-demand products with a price niche acceptable to the majority of consumers in these regions will reduce the migration of the population from these regions precisely due to the financing of all socially significant programs.

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