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POSSIBILITIES OF ENTERPRISES TO PROVIDE CONSUMERS OF RUSSIAN REGIONS WITH DOMESTIC PRIORITY AND IN-DEMAND PRODUCTS

Abstract: in the article the authors analyze the inclusiveness of fashion in costume as the most important element helping a person to adapt to new climatic and geographical conditions, therefore it is best able to characterize the picture of life of society at each stage of its development. At the regional level, the study of costume has mainly a historical and cultural focus, and so ethnographic studies of costume are needed, which would accurately describe the subject of study, its graphic image, design and technological features, since over time the invaluable experience of its production will be forgotten and lost. The degree of relationship between enterprises engaged in sewing and selling clothes and fashion trends was considered.

Key words: professionalism, charisma, priority, quality, demand, market, profit, buyer, manufacturer, financial stability, sustainable technical and economic performance.

Language: English

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Introduction

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The problem of ensuring the quality of activity is not simply universally relevant, it is strategic. The dilemma in relation to quality is reasonable only

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within the limits of the opposition of the ratio of "direct" and "indirect" actions. The expression "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the ratio in the dynamics of these projections, quality problems in creative thinking are built into a corresponding graph reflecting the relevance and profitability of activities aimed at developing production.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably show an increase in consumer demand for product quality. Despite all the economic, social and political costs, humanity is getting richer, but the wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, as well as the premieres of modern production. The course on product quality is confidently and widely predicted by analysts. The new economy is temporarily called "thrifty". The current principle: "the strongest, the most adapted survives" will be replaced by "social and industrial partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs". The "thrifty" economy will be oriented towards resource-saving production technologies. It will require a new look at fundamental concepts. The philosophy of quality will also change. We must be prepared for the coming events, but life will judge both of them. It is necessary to revive the role and importance of a quality-oriented strategy, since only in this case the heads of enterprises will be subjectively and objectively forced to improve their production, using nanotechnology and innovative processes, so that competitive and popular materials and products fully satisfy the needs of domestic consumers.

The concept of "product value", which is new to economic theory, is defined as "the totality of the quality parameters of the product he needs, expected by the consumer". The "Consumer Satisfaction Tree" was "grown" from the concept of "product value". The value of a product is made up of the degree of its necessity to the consumer and the level of quality (the presence of the required characteristics of the product). The decision to purchase is also influenced by:

- buyer's confidence in the supplier;
- trust in the manufacturer;
- information received from other consumers;
- accumulated experience of using a similar product.

The consumer makes a decision to purchase a product, weighing the ratio of the proposed price of the product with the expected costs. The higher the

level of consumer satisfaction, the more opportunities for business development, the more stable its market position. And I would also like to draw attention to one phenomenon that usually eludes in the bustle of problems - the historicity of the economy. The economy has not always been the way we perceive it now and will not remain forever. Economic life changes over time, which forces us to tune in to its changing existence. The modern economy is built on a market foundation, and the laws of the market dictate their rules to it. In the foreground are profit, competition, efficiency, and sole management. How long will this continue? Analysts say that symptoms of a new economic order are already growing. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively pushing "social issues" to the sidelines, is incompatible with the prospects for economic development, as evidenced by the persistent desire of social democracy in the West to turn the economy toward social security and fair distribution of profits. The new economy is temporarily called "thrifty". The current principle: "the strongest and most adaptable survive" will be replaced by "social-production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization that corresponds to the implementation of the principle - "the manufacturer makes exactly what the consumer needs. The "thrifty" economy will be oriented toward resource-saving production technologies. It will require a new look at fundamental concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors have tried to share their thoughts with you, dear readers, entrusted you with their judgments about the past, present and future of the business to which they have dedicated their lives.

The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools corresponding to the current state of science. To achieve the stated goal, namely, ensuring the competitiveness of footwear manufactured in the regions of two districts, the effectiveness of using innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of enterprise leaders in the manufacture of popular and competitive products is considered.

The authors present the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, ensuring their demand, attractiveness and pretentiousness in order to create prerequisites for sustainable demand among

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consumers in the regions of the Southern and North Caucasian Federal Districts. This is possible if manufacturers ensure demand for products based on an assortment policy with social protection of consumer interests, guaranteeing them a stable financial position, price niche and a policy of effective movement of cash flows, creating for enterprises the receipt of stable technical and economic indicators.

Logic shows that the task of creating a country's own raw material base for the development of light industry should be a priority. Technical and technological equipment, personnel training should be carried out in this context. Of course, all the actions presented are interconnected. The base will have to be built and improved by specialists; without modern equipment and technology, it will not be possible to provide production with raw materials. Clusters will remain pious dreams without a balanced system for building that direction in the economy that someone mockingly called "light" industry. Hard times await the light industry, but in Russia "hard" and "successful" have always been in the same harness.

It is important to implement one of the defining principles of production efficiency: the manufacturer produces exactly what the consumer needs in an assortment that creates the basis for satisfying demand.

It is equally important to understand the role and significance of quality activities, that is, to what extent managers have penetrated the essence of things, learned to manage things, change their properties (assortment), form, forcing them to serve man without significant damage to nature, for the benefit and in the name of man, that is, in accordance with the requirements of the Federal Law "On Technical Regulation".

Last century and at the beginning of the third millennium invariably show an increase in consumer demand for product quality. Despite all the economic, social and political costs, humanity is getting richer, and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, as well as the premieres of modern production. The course on product quality is confidently and widely predicted by analysts. The new economy is temporarily called "thrifty". The current principle: "the strongest, the most adapted survives" will be replaced by "social and industrial partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs". The "thrifty" economy will be focused on resource-saving production technologies. It will require a new look at fundamental concepts. The philosophy of quality will also change. We must be prepared for the coming events. The characteristic features of the modern world economy are unstable production and unstable demand.

Traditionally, it is accepted to believe that the first is determined by the second. This formed the "cornerstone" of the foundation of economic theory, which replaced classical political economy. According to the dominant economic ideas of the 20th century, the demand for goods is the locomotive of development, i.e. not production, but the market drives the economy. The quantity and quality of a new batch of goods, the prospect of producing a new range, in turn, depend on the revenue received by the seller. The market should strive to be self-sufficient. It requires maximum freedom to function normally. In conditions of complete freedom, the self-movement of the market, starting from the regional scale, is doomed to instability. Unlike manufacturers, who have the opportunity to enter into real cooperative relations and regulate the production of goods by range, quantity, price range and other parameters, sellers, most of whom are resellers, intermediaries, speculators, are not burdened with the interests of production. They have long become professional sellers, resellers. They do not care what to sell, the main thing is to get good and fast money. The future of a specific production does not concern them at all. The viciousness of the market we are dealing with in Russia is as follows: instead of providing normal opportunities for interaction between the buyer and the producer (through the product and demonstration of the culture of its production), our market "divorces" the main market entities, absolutizing the figure of the intermediary, as a rule, uninterested in the fate of the producer. It seems that the market exists so that the buyer "does not worry" about the interests and real culture of a specific producer; it is quite enough to be a businessman, by the way, essentially responsible for little.

"Freedom of the producer" and "freedom of organizing commercial activity" (formal-legal, financial and narrow organizational instruments of control of the latter have no relation to our problem, they do not significantly affect the achievement of production stability, stabilization of financial flows, mutual satisfaction of the producer and consumer) are freedoms of a fundamentally different order. The state should not consider the market only as a source of tax revenues, a condition for a healthy lifestyle and safe consumption.

The market is a link in the normal development of regional and national production. It is this function of the market that should be written down as the first line in all documents of state economic policy. Economic activity itself should be built in the form of a policy aimed at the consistent protection of the interests of producers, and not so much from foreign competitors as from fellow countrymen-officials and all sorts of officials who have adapted to the practice, who have legalized themselves with the help of officials, criminal organizations.

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Western ideologists are being disingenuous when they portray the state as an intermediary between production and consumption. They claim that the task of politics is to ensure social justice in the distribution of national wealth; the state should not interfere with economic activity – it is self-sufficient. The lie of such lobbying concepts becomes obvious during crises. As soon as a recession begins, production declines, debts grow, and a liquidity deficit is formed, producers, especially financial intermediaries, go straight to the state for help and are the first to receive it.

Historical routes are not laid by God, they are not developed a priori, they have to be laid, mastering a new historical space. A professional traveler does not hide behind the laws of nature, exploring the unknown. And in politics it is necessary to show an innovative approach, to improve the legalized order of things. Laws are not absolute, they reflect reality generalized in legal concepts. Politics is the art of managing a historically specific reality, changing over time. Situational, problematic thinking is important here. Realizing that it is impossible to build a new industry, activate agricultural production without free access to sea transportation, the first Russian emperor resorted to extreme measures.

Russia has always been strong in the spirit of its provinces. Capitals accumulate the spiritual forces of the outskirts. It is these forces, like springs and small rivers, that give birth to large ones. The current flourishing of Moscow and St. Petersburg should not mislead. Real life goes on in the vast expanses of the country. 140 million Russians still live and work where our real national strength is concentrated. What inspires optimism? The strength of character of people. Foreign colleagues - scientists asked Zh.I. Alferov: "Are you an optimist?" He answered: "Yes, and my optimism is invincible." "Why?" - was the next question. "Because, explained the famous physicist, there are more and more optimists around me. Pessimists have moved to your countries. Congratulations on that."

The government does not want to see the specifics of the Russian model of unstable demand for mass-market products: footwear, clothing, food, furniture, and household items.

Having moved to the shoe department, the same customer of the store will change his view of the product. Short of funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach. Shoes are bought for a season, maximum for two, therefore, it is

also possible to invest "good money", however, in the idea of "good money" it will be necessary to modify the relationship of priorities.

In the new expression, the concept of "good money" will be related to the concept of "price". Everything will ultimately be simplified to a specific price. The quantitative equivalent of quality is the most important feature, ignoring which the manufacturer risks losing consumer interest. In order to find the optimal proportion of the relationship between quality and quantity, it is necessary to measure quality in a quantitative proportion and take into account two requirements, namely:

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

secondly, based on the decoding of quality, to most seriously identify the levels of quality existence – the degree of quality of the product.

While human consciousness was absent, everything that existed was represented by the existence of objects, things, their properties, relationships, and movement. To define the world before human existence, two initial concepts are quite sufficient: "object" and "process." The situation changes with the advent of consciousness. All the main areas of consciousness: cognitive, communicative, regulatory - are manifested in the format of reflecting objects, and a reflection that is fundamentally different from all those known in nature. Strictly speaking, consciousness reflects, in the most general sense - reproduces. In a specific sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression "we look with our eyes, but see with our minds" quite accurately reveals the essence of "reflection" of an object in the forms of thinking. If an image is somehow comparable with an object, then ideas are very far from objective certainty. In this case, one thing remains: to recognize the qualitative kinship of the object and the reconstruction of the object by consciousness, probably in essence, but not in the form of being. The object for consciousness acquires a specific mode of existence - it becomes an object. An object is a product of the interaction of the object and consciousness. Together with the object, the quality of the object appears, which can coincide with the objective quality of the object, or not - in the case when the subject enters into systemic relations with the object, forming a system of the type "subject - object".

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