

QUALITY MANAGEMENT IN COMPETITIVE CONDITIONS IS THE MAIN  
FACTOR OF ENTERPRISE SUCCESS

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**Abstract:** *The conditions of the competitive market economy impose strict requirements on the quality of products for manufacturers. In such conditions, the stable preservation of market share of any firm depends on the competitiveness of its products. Two indicators of competitiveness - product price level indicator and quality level - are closely related to each other, and here, in the second indicator, labor productivity, which is indirectly reflected, has gained advantage over the indicator of saving all types of resources., is coming to the fore.*

**Key words:** *Competition, quality in conditions, management, the main factor of enterprise success.*

**Introduction:** The quality of products produced by enterprises is an important indicator of activity, and it is considered as a factor that ensures the competitiveness of the national economy, assuming the economical use of resources.

In the conditions of a competitive market, the direction of activity of all companies is focused on increasing the quality of products.

Competitiveness is understood as the ability of firms to withstand competition and resist it. Here, the concept of "competition" is broad and is applied to the activities of products (services), enterprises, firms and other organizations.

1. The competitiveness of the manufacturer is the ability to maintain and expand the market share due to specific actions taken against other manufacturers-competitors, covering all spheres of activity. Such activities are related to entering the sales markets, product modification and mastering new types, introducing new modern production lines, improving the organizational structure, increasing the volume of production, modernizing production processes, expanding economic relations, and actively conducting marketing policy. All related issues are focused on ensuring the competitiveness of the enterprise. Despite the fact that the competitiveness of goods and enterprises are closely related from the point of view of competitiveness, there are also important differences between them:

1) the competitiveness of the product is assessed and researched in the time period corresponding to the life cycle of the product, the competitiveness of the enterprise is researched in the period corresponding to the period of the enterprise's activity.

2) product competitiveness is analyzed for each type of goods, and the analysis of enterprise competitiveness requires a slightly different approach, here, the competitiveness of all groups and nomenclature of manufactured products and their production and technical potential are also analyzed.



3) if consumers have the right to evaluate the competitiveness of goods available on the market, the level of competitiveness of the enterprise is evaluated by employees or other invited experts.

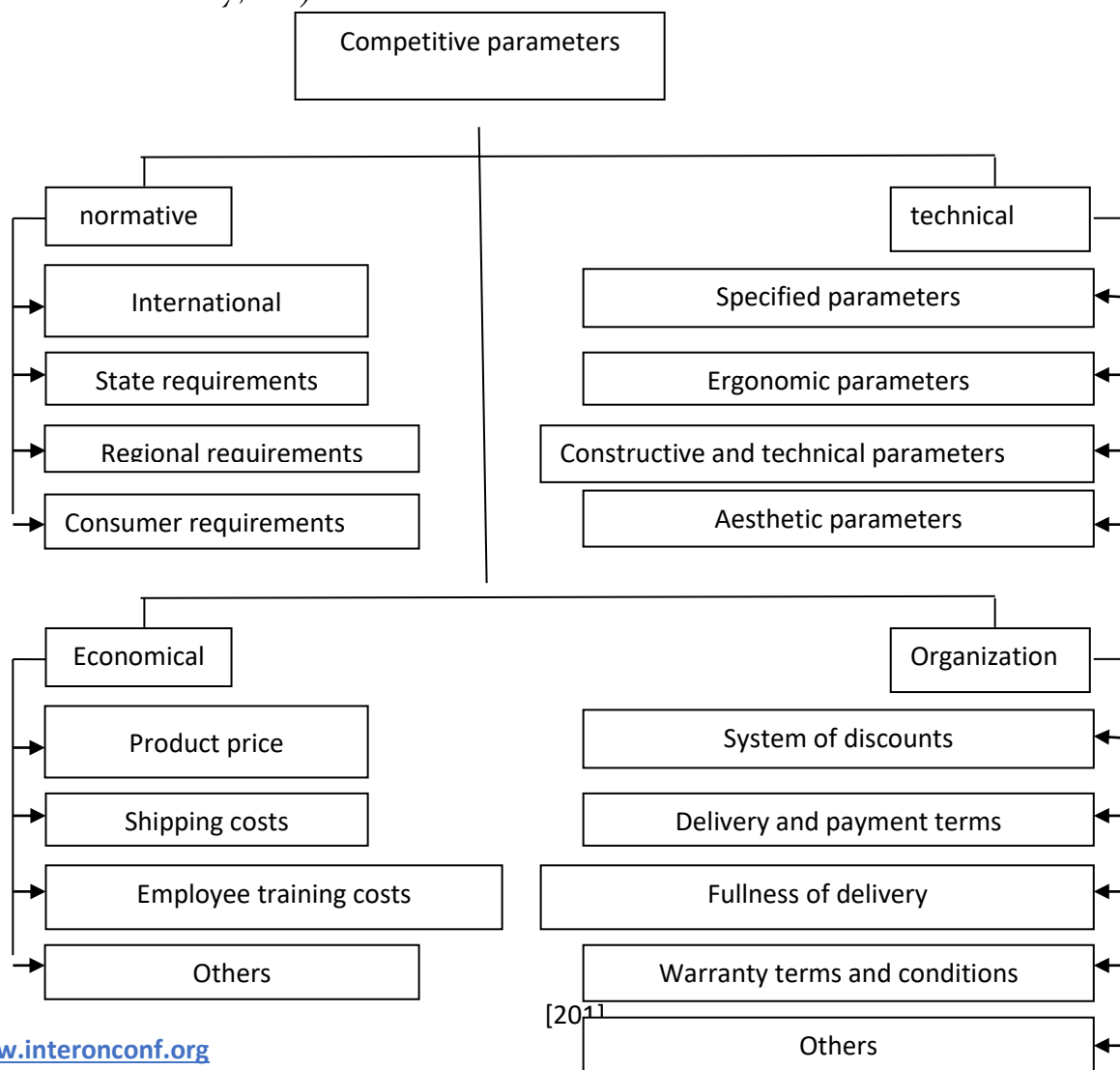
The structure of the analysis of the competitiveness of the enterprise is much more complicated than the analysis of the competitiveness of the product, because the object of analysis is comprehensive - it includes the entire production process and economic activity.

2. Competitiveness of a product is a relative description showing that a product is superior to a competitor's product, and is characterized by its suitability to satisfy one consumer need and the difference in the cost of satisfying this need.

Product competitiveness can be characterized by dividing it into three groups of indicators:

- usefulness in consumption (quality, efficiency in use, etc.);
- consumption costs (purchase, use, maintenance, repair, disposal costs, etc.)
- the competitiveness of the product offer (the method and costs of bringing the product to the market, terms of delivery and payment, sales channels, service, etc.).

Several parameters of product competitiveness can be cited (see Figure 1.1): regulatory (compliance of the product with standards, technical conditions, legal requirements), technical (field of application of the product, reliability, service life, power and other technological properties), parameters such as economic (consumer's purchase, use and disposal costs of goods, i.e. consumer price level), organizational (discount system, terms and terms of delivery, etc.) are shown.



[2011]



### Figure 1.1. Product competitiveness parameters

Manba: Basovskiy L.Ye. Menedjment kachestva: Uchebnik. L.Ye.Basovskiy, V.B. Protasev i dr.- M.:Infra-M, 2017.-542 s.

3. Product quality is one of the main indicators of the enterprise's activity, it determines the enterprise's market share in competitive conditions, the application of the achievements of scientific and technical development, the increase of production efficiency, and the saving of all types of resources used in the enterprise.

According to the international standard ISO 9000-2005, "quality" is a set of properties and characteristics of a product that give the product the ability to meet specified or expected needs.

**Conclusion:** The international standard describes the quality as a set of specific characteristics, external appearance and conditions of use of the product to meet the needs for which the product is intended to meet the needs. All elementary requirements for quality, from the emergence of the idea of product production to the period until its delivery to the consumer: - technical specifications at the design stage, the quality of raw materials reflected in construction documents and technical conditions, refers to the structural dimensions, color, gloss and texture.

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