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INCREASING PRODUCT COMPETITION THROUGH INTRODUCTION OF QUALITY MANAGEMENT SYSTEM IN ENTERPRISES

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Abstract - The article focuses on improving the competitiveness of products through the introduction of quality management systems in enterprises. Today, the globalization of the world economy is leading to an increase in the number of students who are consumers of products and services, management methods. Therefore, the implementation of comprehensive measures for the modernization, technical and technological re-equipment of leading industries, ie light industry enterprises.

Keywords - Standard, Certification, Network, Enterprise, International Standard, Specialist, Consumer Market, Industrial Sectors, Production Efficiency.

I. INTRODUCTION

Today, the globalization of the world economy is leading to an increase in the number of students who are consumers of products and services, management methods. Therefore, comprehensive measures are being taken to modernize, technically and technologically re-equip the leading industries, ie light industry enterprises.

In the context of growing demand and needs of the population, as well as growing global competition in the world market, it is important to modernize production, primarily to support enterprises in the real sector of the economy, to ensure their competitiveness in domestic and foreign markets by improving the quality of domestic products. earns.

As noted by President Sh.M.Mirziyoev: “The fact that the state regulates the prices of 37 types of goods and services has a negative impact on free competition. With this in mind, we should now focus not on setting prices, but on lowering prices and improving quality by ensuring healthy competition between businesses ...

The open market will improve product quality, reduce costs, force the introduction of new technologies, accelerate the development of market reforms. Simply put, we need to be in sync with the world production system, the requirements of the world market and the processes of economic integration. Network leaders must work tirelessly to be ready for dialogue and competition.”¹

II. LITERATURE REVIEW

The issue of quality has been handled together since the start of production. But its study began to receive much attention in the twentieth century. Scientists from the CIS and foreign countries have done a lot of research in this area. These include

¹Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. <https://uza.uz/oz/politics/zbekiston-respublikasi-prezidenti-shavkat-mirziyevning-oliy-25-01-2020>

M.M. Kans, B.V. Ivanov, V.N. Koreshkova, A.G. Shirtaladze², K.Isikava³, O.P.Gudkin, B.I.Gerasimov, N.V.Zlobina, S.P.Spridonova, L.E.Basovskiy, V.B.Protasov⁴, E.A.Garbashko, I.I.Mazur, V.D.Shapiro⁵, O.V.Aristov and etc. can be added. Scientists of our country are not left out of this problem. These include I.T. Abdukarimov, M.K. Parдав⁶ etc. can be added. In their works, they dealt with the problems of improving the quality of services in the field of services, namely in the field of trade.

III. RESEARCH METHODOLOGY

During the research, methods such as analysis and synthesis, induction and deduction, cause and effect, space and time, systematic approach, traditional methods of financial and economic analysis when the relationship between result and factors are functional, economic-mathematical and statistical when the relationship between them is stochastic methods were also used.

IV. ANALYSIS AND RESULTS

At present, a number of enterprises in the country are certified in accordance with the ISO 9001 standard. However, the weak interest of the industry and enterprises in the implementation of international standards, the lack of mature managers and specialists in this area causes a number of problems in the implementation of international standards by many enterprises.

In order to ensure the competitiveness of industrial enterprises in the context of changing consumer market students, it is necessary to create safe working conditions by producing products that meet international and national standards, meet consumer needs, expand product markets and increase exports, ensure safety and reliability of technological processes.

To achieve the strategic goals of increasing the competitiveness of products in industrial enterprises, to conduct production in accordance with the requirements of international standards of quality management system, to conduct regular marketing research to adapt to changes in market and consumer requirements, quality management to improve consumer characteristics and quality requires the development of organizational, economic and scientific-methodological bases for the introduction and development of the system.

In this regard, the problems arising in the introduction, formation and certification of quality management systems in order to ensure the competitiveness of industrial enterprises in the regions of the Republic by improving their quality, meeting the requirements for prices, quality and warranty of products and protecting

²Kans M.M., Ivanov B.V., Koreshkova V.N., Shirtaladze A.G. Systems, methods and tools of quality management. Textbook for universities. - SPb.: Peter, 2009. - 560 p.

³Isikava K. Japanese methods of quality management: sokr. Per. s angl./nau. ed. A.V.Glichev. - M.: Economics, 1998.

⁴Basovskiy L.E., Protasov V.B. Quality management: Textbook. - M.: INFRA –M, 2002. - 212 p.

⁵Mazur I.I., Shapiro V.D. Quality management: Textbook. - M.: Vysshaya shkola, 2007.

⁶Abdukharimov I.T., Parдав M.K. Analysis of the effectiveness of labor in cooperative trade. - M.: Ekonomika, 1978. - 78 p.

the domestic market from substandard products. study, introduction and development of quality management systems based on the requirements of international standards is one of the important issues.

The fact that the products manufactured by domestic enterprises meet international quality requirements and international standards plays an important role in the worthy place of these enterprises in the world market. The introduction of a quality management system in enterprises serves as a guarantee for the quality of products and services.

Various quality management systems are currently in use around the world. But for these systems to operate successfully now, they must be organized based on the eight basic principles of systematic quality management mastered by advanced international companies. These principles serve as a basis for updating the ISO 9000 series of international standards in the field of quality management.

The first principle is to act with the consumer in mind. Developing a strategy to adapt organizationally, methodologically and technically to changes in consumer tastes is vital for any organization and enterprise operating in a competitive market environment.

The second principle is the role of management. Accordingly, the manager must have a systematic approach to all the principles of quality management, that is, to imagine them in a coherent, interconnected way. This will be the basis for identifying the factors that will contribute to the successful completion of quality management work and creating the necessary conditions for their occurrence.

The third principle is to involve workers. This is one of the basic rules of TQM, according to which every worker should be involved in quality management activities. This goal can be achieved only when there is an internal need for improvement in each of them.

The fourth principle is a process approach and the fifth principle associated with it is a systematic approach to management. According to these principles, production, service and management of products are a set of interrelated processes. Each process is seen as a system with its own inputs and outputs, “suppliers” and “consumers”.

As a result of the application of these principles, changes will be made in the approaches to the implementation of management based on the hierarchical organizational structure decided. Practice has shown that difficulties and problems arise as a result of the implementation of single processes by organizationally separated units. A group approach has been developed to address them.

ISO 9001 and QS-9000 also set a standard that required the supplier to form a team of specialists from different divisions to prepare a new or improved product for production. It was determined that such groups should include designers, technologists, quality service specialists and specialists in other services.

The sixth principle is continuous improvement. Twenty years ago, the quality strategy was based on the concept of optimal quality. It later became clear from the experience of Japanese, then American, and European industries that there

would be no limit to improvement, that quality improvement measures should be systematically organized, and that they themselves should become an integral part of the management system.

The seventh principle is to make informed decisions. The implementation of this principle encourages the abandonment of unreasonable decisions. A decision should be made based on the collection and analysis of report data. To this end, to date, statistical methods of control and analysis, regulation have been developed and widely used.

The eighth principle is a mutually beneficial relationship with suppliers. This principle applies not only to external but also to internal suppliers.

In Uzbekistan, certification is available in both mandatory and voluntary forms. ISO 9001: 2008 is the market leader in quality management system, accounting for about 85% of the market.

According to our research, the introduction of ISO standards in most companies has led to positive results in terms of efficiency indicators such as revenue, profitability and customer base growth. In addition, reducing the share of substandard products in production, as well as improving the export performance of enterprises, which in turn contributes to increased competitiveness.

In our opinion, it is important for industrial enterprises to take a quality management system in the following aspects:

- To improve product quality - defects in product quality in the quality management system As a result of the application of methods and factors that allow to determine the rate of decline of product quality and develop procedures for improving product quality;

- In reducing production costs, work related to intermediate products is reduced due to the increase in quality production, the amount of costs for raw materials and supplies is reduced;

- As a result of improving the management system in the enterprise, it can be seen that the main reason why product quality does not meet the established requirements is that 80% is in the management system, and the remaining 20% is in the executive branch;

- A large part of quality management consists of a set of rules for different processes. In this case, the scope of responsibility is distributed and established between the management, the majority of structural and functional subordinates. The second principle of the ISO 9000 quality management system is as follows: management is not an administrative activity, management should ensure the integrity of goals and directions, create an environment in which enterprise employees are fully responsible for achieving enterprise goals;

- Improving product quality, increasing production efficiency, improving the management system of the enterprise play an important role in increasing the competitiveness of the enterprise;

- Improving production efficiency, creating a creative work environment, the active participation of employees in the introduction of quality management system is

a prerequisite. The cooperation and involvement of employees in this process allows them to maximize opportunities for the benefit of the enterprise. This is the third principle of ISO 9000 certification.

In the economic analysis of industries on the ground, the study of its territorial composition is of great scientific and practical importance. Because in the regions the main forms of social organization of production in industrial sectors, that is, concentration and combination are reflected. In addition, it is in the system of industries that there are more opportunities for the introduction of new technologies for industrial production and the application of modern scientific and technological advances. In this regard, we considered the study of regional aspects of the development of industrial sectors, including the analysis of the introduction of quality management systems in industrial enterprises on the example of "Asr Imbol Textile" LLC in Samarkand region.

The legislation of the Republic of Uzbekistan provides for a set of measures aimed at encouraging the introduction of quality management systems in enterprises that meet international standards of the ISO 9000 series. The main measures are:

When calculating the amount of tax on income (profit), the amount of taxable income (profit) of legal entities, in the manner prescribed by law, excludes investments in the introduction of quality management system and its operation, ie this amount is not taxed;

They are also exempt from customs duties and value added tax when importing test equipment, laboratory research and technological equipment used in product testing.

V. CONCLUSION/RECOMMENDATIONS

We can also see that in countries with developed market economies, over the years, there has been a growing focus on creating, improving and certifying product quality management systems. In particular, this process is gaining momentum in the current global quarantine period, on the basis of which the overall quality management has emerged. Such quality management is used not only in large industrial enterprises, but also in medium and small enterprises.

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