



PROPER ORGANIZATION OF THE QUALITY MANAGEMENT SYSTEM IS THE BASIS OF COMPETITIVENESS

S. X. Isroilova

Assistant, Fergana polytechnic institute, Fergana, Uzbekistan

Abstract

This article reflects the effective principles of improving product quality and its competitiveness by improving the quality management system of enterprises. Based on the principle of competitiveness, the reduction of the volume of substandard and non-compliant products of the manufacturer is taken into account.

Keywords: consumer, quality management system, competitiveness, quality indicator, product, quality, need, purpose, price.

1. INTRODUCTION

The beginning of market reforms in most of the countries of Central Asia, and especially in Uzbekistan, has broadly raised the problem of international competition. The situation of enterprises was further complicated by the sharp curtailment of domestic demand. As a result, Uzbek manufacturers were forced to compete with goods from far abroad on two fronts: at home, defending their traditional sales markets, and when trying to find new foreign markets. But the international competitiveness of the products of Uzbek enterprises is significantly limited by low quality [1,2,3].

Competitiveness is the real and potential opportunities of firms in the existing conditions for them to design, manufacture and sell goods that, in terms of price and non-price characteristics, are more attractive to the consumer than the goods of their competitors.

The competitiveness of a product is the degree of real or potential satisfaction of a specific need in comparison with similar products on the market. Competitiveness measures the ability to compete with similar products in a given market.

The main factor of competitiveness is quality. Quality - a set of properties and characteristics of a product or other object that give it the ability to satisfy conditioned or implied needs. Analysis of the operation of the economic laws of market relations and the laws of the organization in relation to the management of competitiveness are a prerequisite for scientific quality management.

As a measure of competitiveness, as a rule, two indicators are called - quality and price of products. In turn, the price of a product also depends on its quality. The quality of products is ensured by a complex of technical, organizational, economic and legal measures. Quality assurance management is the operational methods and activities used to meet quality requirements; aimed both at controlling the process and at eliminating the reasons for the unsatisfactory functioning of the divisions of the enterprise. At the same time, it is the operational management of the company's activities in terms of quality and, in perfect conditions of market relations, along with general management of quality and quality assurance, it performs functions characteristic of the implementation of the organization's management in terms of quality [4-11].

2. MATERIAL AND METHODS

Quality improvement as one of the tasks in the enterprise quality system is a constant management activity of the enterprise aimed at improving the technical level of products, the quality of their manufacture, improving the elements of production and the enterprise quality system itself. In a competitive market, an enterprise is vitally interested in obtaining results that are better than the originally established norms. Ensuring the optimal functioning of the quality system of an enterprise is the basis of its competitiveness.



Fig. 1. Structure of strategic quality management



3. DISCUSSION

The quality system refers to all planned and systematically carried out activities, as well as activities to provide evidence of quality (if required), necessary to create sufficient confidence in the consumer that the supplier will meet the quality requirements.

The general functions of management include the following: strategic marketing, planning, organization of processes, accounting and control, motivation, regulation. Management of competitive advantages is carried out according to the same general functions of management (management) as the management of other objects. At the stage of strategic marketing, needs, values, markets, potential products are studied and standards are developed to ensure the retention of the existing competitive advantage or the formation of a new advantage. The planning function includes the development of specific programs and strategic plans to meet the needs of consumers (release of goods) using competitive advantages, justified at the stage of strategic marketing (management) [12-19].

The competitive advantages of the organization are manifested in the potential of the organization, are preserved and multiplied by improving the quality of management, implemented in innovations and innovations. The potential of an organization is the total cost of its fixed, circulating and human capital, patent fund and know-how, information technology, brands and other competitive advantages of an organization in the fields of science, technology, technology and management, ensuring its competitiveness. There is no methodology for a comprehensive assessment of the organization's potential. In the literature, you can find methodologies for assessing individual components of the potential. The main task of the organization's management is to retain and increase competitive advantages. The quality of the organization's management system is a complex indicator that determines the possibility of achieving and increasing the competitive advantages of an organization. In turn, the quality of the management system is determined by many factors. For example, with an increase in the proportion of management personnel and specialists of the organization with a scientific degree in this field of activity, the quality of the organization's management system will increase. If the leader intends to improve the quality of management, then he must motivate (force, induce or persuade) each managerial worker and specialist of the organization to study deeply the literature on scientific management [20-27].



The ultimate goal of the management system is to increase the mass of profits by increasing the competitiveness of the product, expanding its sales market and ensuring the stability of the firm's work. In other words, improving the financial condition of a company can be achieved by improving the quality of the product (the higher the quality, the higher the price), implementing a resource conservation policy, increasing the program for the release of competitive goods, and organizational, technical and social development of the company. Any measures to improve these aspects of the activity are reflected in the growth of profits of the company - the manufacturer of the goods [28-30].

When managing the quality of products, the direct objects of management are the processes on which its operational parameters depend. Normative documentation governing the values of the parameters (indicators) of product quality (technical specifications for product development, standards, specifications, drawings, delivery terms) is an important part of the company's product quality management program.

In general, the quality of manufactured products must meet the following requirements:

- Meet clearly defined needs, scope or purpose;
- Meet the requirements of the consumer;
- Comply with applicable standards and specifications;
- Comply with the current legislation and other requirements of the society;
- Fit into competitive prices;
- Be profit-oriented.

Product quality management is the actions taken during the creation and operation or consumption of products in order to establish, ensure and maintain the required level of its quality. Product quality management should be carried out systematically. This means that an industrial firm must operate a product quality management system, which is an organizational structure that clearly allocates responsibilities, procedures, processes and resources necessary to ensure the specified parameters of products. The product quality management system is based on a number of principles, fundamental principles that determine the structure of the functioning of the entire product quality management system. The principles of quality management are the concretization of the general principles of production management.

At all stages of product development, as well as during its operation, control is a necessary element of quality management. Control is necessary not only for a reliable



assessment of the results of the activities of enterprises and its divisions, but also serves as the main informative source used to make decisions about the need and degree of adjustment of the product quality management system.

Improvement of the forms of control determines the reliability and timeliness of the information received. Organizational forms and technical means of product quality control are extremely diverse, and the main task of modern control should be considered the prevention of the appearance of defective products.

It is important to create such a quality control system at these stages of the product life cycle in order to prevent the appearance of defective, substandard products, as well as to ensure the stability of product quality indicators. The essence of any control can be reduced to obtaining information about the actual state of some object, its signs and indicators (primary information); comparison of primary information with previously established requirements and norms, i.e. determination of compliance or non-compliance of actual data with expected (secondary information).

All methods of product quality control can be classified according to the following criteria:

- Purpose;
- Subordination;
- Position in the production process;
- Parameters and quality indicators;
- Objectivity of verification, etc.

At the same time, two groups of control methods are traditionally distinguished: technical control and automated.

Technical control consists in checking the conformity of a product or a process on which the quality of the product depends on the established technical requirements. Automated product quality control is aimed at increasing the speed and accuracy of measurement operations, reducing the time for processing and evaluating measurement results, as well as increasing the objectivity of control operations.

In modern conditions, many developments of the past years in the field of in-plant standardization are of great value. In general, modern requirements for quality management:



1. Take into account the costs of quality in the balances and use this information as key;
2. Each employee must be able to define his role in quality improvement;
3. The consumer must be confident in the quality of the company's products;
4. Quality management is not a function of technical services, but a customer-oriented process;
5. Quality is what the consumer demands;
6. Quality and price are the sum, but not the difference;
7. Each employee's contribution to quality should be encouraged.

A promising industrial firm should have a dynamic (changeable) integrated competitiveness management system, which uses the previous (own and other organizations') experience of systematic work in the field of efficiency and quality, adapted to international quality management systems. Work in this direction is designed to provide the firm with a systematization of the internal structure, responsibility of the performers and, ultimately, the improvement of the quality system.

The management of the competitiveness of products and production through product quality management allows the company's management to more clearly direct the design and technological potential for the development of products with given dimensions, design, accuracy class, operating conditions, durability, cost level, etc. This requires systematic quality control of intermediate production elements. The introduction of several levels of quality control for specific products allows a manufacturing firm to expand its market segment and, accordingly, increase production volumes and improve economic performance.

The advanced quality management systems that have formed in our country over the past years are a solid basis for their adaptation to modern conditions, taking into account the vast foreign experience.

In world practice, the competitiveness of products is usually determined by the following main factors:

- Compliance of product quality with the requirements of the market and a specific consumer;
- The total costs of the purchase, delivery and operation of products fit into the demand price in certain volumes;



- The ability of the company to carry out deliveries in the time required by the consumer;
- Reputation of the company in the market, availability and ability to present arguments confirming its reliability as a partner and supplier.

Forming a program to improve the competitiveness of products, the company must take into account these targets. The ability of a company to achieve its goals, ensuring the competitiveness of its products, is largely determined by its production organization and management system, which is integrated into the concept of a quality management system.

The competitive struggle of the subjects of the business environment can be defined as the struggle of the quality management systems operating in them. It should be noted that the quality management system of a particular company is always individual.

Competitiveness management is a fundamental element of the enterprise, and the final financial and economic indicators largely depend on its efficiency. This necessitates deep research and methodological studies, the components of competitiveness and quality of production and products.

In recent years, the issue of increasing competitiveness has become more acute for Russian enterprises. Consequently, enterprises need to prepare themselves for tough competition, and a deep understanding of the cost structure of an enterprise can significantly advance it when looking for ways to achieve sustainable competitive advantage. The costs of the enterprise are not always optimal only because of the cheaper raw materials. For example, purchasing higher quality and more expensive raw materials could significantly reduce production waste and, thus, reduce overall costs. In turn, using higher quality raw materials, an enterprise can significantly improve the quality of its products, and, consequently, its competitiveness.

Enterprises that include technological factors in their business strategy are more likely to achieve competitiveness of their products. The unit of technological change can be considered an innovation. In an economic sense, an innovation can only be talked about after its implementation. The innovative competitive advantages of manufacturers are formed through the implementation of R&D results in production, which make it possible to ensure an accelerated renewal of the nomenclature and range of products and thereby increase the consumer effect associated with the quality parameters of products or services. The profits generated in this way help prioritize the



technological approach, make the best use of technological resources, and quickly incorporate new ideas into production.

4. CONCLUSION

In conclusion, as a result of scientific research, it can be said that the advanced quality management systems formed in Uzbekistan in recent years provide a solid basis for their adaptation to modern conditions, taking into account the vast foreign experience. It is necessary to create a healthy competitive environment in all manufacturing enterprises of the country on the basis of improving the quality of products and improving the quality of services on the basis of raising the culture of consumption. As a result, based on the principle of competitiveness, the scale of low-quality and non-compliant products of the manufacturing enterprise is reduced, and economic efficiency is achieved.

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