

## PRODUCT QUALITY MANAGEMENT IN THE ENTERPRISE

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### ANNOTATION

The article describes the role and place of management in determining product quality. Examples from foreign experience are also given.

**Keywords:** operation, reconstruction, disposal, instruction, investment, quality control.

### ANNOTATSIYA

Maqolada mahsulotning sifatini aniqlash unda menejmentning o'rin va roli haqida ma'lumotlar yoritilgan. Shuningdek, chet el tajribalaridan misollar keltirilgan.

**Kalit so'zlar:** ekspluatatsiya, rekonstruktsiya, utilizatsiya, instruktsiya, investitsiya, sifat nazorati.

### АННОТАЦИЯ

В статье описаны роль и место менеджмента в определении качества продукции. Приведены также примеры из зарубежного опыта.

**Ключевые слова:** эксплуатация, реконструкция, утилизация, инструкция, инвестиции, контроль качества.

### INTRODUCTION

The modern market economy makes fundamentally different requirements for the quality of products. Quality is a set of properties, characteristics of products, goods, services, works, labor, which determine their ability to meet the needs and demands of people, to meet their purpose and requirements. Quality is determined by the measure of the conformity of goods, works, services to the conditions and requirements of standards, agreements, contracts, consumer requests. It is customary to distinguish between the quality of products, work, labor, materials, goods, services [1]. Quality management - actions taken during the creation and operation or consumption of products in order to establish, ensure and maintain the required level of its quality. This is a special system of organizational, marketing, technological measures that allow the company to maintain or increase the competitiveness of its own products in the market.

A quality assurance system is designed to prevent problems, not just measure results. It includes: 1) quality planning based on a single system of indicators; 2) quality control to identify the need for corrective action; 3) organization of control management based on the achievement of the "zero defects" standard [9].

There is no ideal quality; it can always be improved. Quality can only be provided by companies in which each employee is focused on quality, is motivated and appropriately qualified, and actively contributes to the satisfaction of both internal and external customers.

Along with the product quality management system, an important role in the study and implementation of quality programs belongs to the quality circles (or quality groups), which originally appeared in the United States, however, a significant impetus to this movement was given by Japanese firms, where both the qualitative and quantitative growth of the circles took place. Then they covered the countries of Europe, America and Asia [1].

The desire to stimulate the production of goods that have no competitors on the world markets many decades ago in Japan, the United States of America, and Europe initiated the practice of awarding awards that are presented to companies demonstrating the highest quality products [3].

In conditions of intense competition, firms will be able to successfully develop by introducing systematic product quality management. The growing demand for improving the quality of products is now one of the characteristic features of the world market. An important element in the product quality management system is standardization - a rule-making activity that finds the most rational norms, and then fixes them in regulatory documents such as a standard, instructions, methodology, requirements for product development.

The standardization system should be harmonized with international, regional and national systems and ensure [1] the protection of the interests of consumers and the state in matters of quality; improving the quality of products in accordance with the development of science and technology; compatibility and interchangeability of products; to promote the saving of resources, etc. In recent years, the ISO 9000 series standards have become widespread, which reflect the international experience of product quality management at the enterprise [4].

Standardization is based on a number of principles: repeatability, variance, consistency, interchangeability. Standards stand out: fundamental; standards for products, services; process standards; standards for methods of control, testing, measurements, analysis. Normative documents on standardization are divided into the following categories of standards: state (GOST); branch (OST); enterprises (STP); scientific and technical societies (STO) and technical conditions (TU).

Certification of products in internationally recognized centers plays a special role in production management. The certification establishes that the products are tested, verified fairly objectively. The procedure for organizing and carrying out work on the specification is built in such a way as to ensure sufficient objectivity of certification, reliability and reproducibility of test results, and be economically acceptable for both manufacturers and consumers of products [7].

In recent years, special attention has been paid to environmental management, which provides for the environmental responsibility of firms, administrative and criminal - of its managers for environmental pollution in excess of the restrictions established by law in detail.

The issues of quality management, consumer protection are regulated by legislation in different countries, i.e. various legislative acts. The real situation in the national economy of the Republic of Moldova shows that the level of product quality in many cases does not meet the standards

and demands of consumers. According to the data of inspections carried out at industrial enterprises, violations of standards are found in trade in almost every second case, including numerous facts of product falsification.

The main ways to improve the quality of products are: improving the design and production technology, using high-quality raw materials, improving the skills of workers, using a system to stimulate the production of high-quality products, improving the organization of production and labor, strengthening quality control, introducing progressive standards, etc.

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