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QUALITY PRODUCTS AS OBJECT OF MANAGEMENT

The modern market economy puts forward new demands for a quality management system. This is due to the fact that the stability of any firm and its position on the market are determined by the level of competitiveness. In turn, the competitiveness of products is associated with the action of numerous factors, among which the quality of products takes the first place.

The purpose of the work is to study the concepts of product quality and quality management. Also, the research is aimed to study the system of quality management of products at the enterprise and its improvement in order to improve the efficiency of the operation of the enterprise in general.

Issues of quality and quality control system of products were presented in the works by the following scholars: A. A. Golikov, W. E. Deming, D. Coton, G. G. Azgoldov, S. D. Ilyenkov, S. T. Lapidus, M. Kh. Mexson, M. Thorsten, D. H. H. Harington. They were of the opinion that the quality of products is a set of properties, influence of which allows them to distinguish one product from another, the origin of quality occurs during its release, and the quality management process must be comprehensive, systematic and continuous.

At present, quality is a key factor in the efficient operation of the enterprise, so the concepts of price and quality always remain relevant and interrelated, especially if consider them in terms of new economic reality.

The quality of products and services has always been one of the main factors of competition in the national and global markets, a symbol of prosperity of individual enterprises, regions and entire countries. As an economic category, quality is a public assessment that characterizes the degree of satisfaction of needs in specific conditions of consumption of the set of properties that are clearly expressed or potentially incorporated in the product [9, p. 74].

Quality is a combination of product properties that determine its suitability to meet certain needs in accordance with its purpose [3, p. 156].

To manage the quality of manufactured products, you need to be able to evaluate it. The standards contain general criteria for assessing quality. They establish and regulate the most effective quality indicators of any kind of products, such as economic or technical indicators.

The process of forming product quality is complex. It is laid down at the stages of creating the product itself: during scientific research, during design and development, during the direct production of the product. Also, the quality depends on raw materials, technological process, storage, transportation, means and methods of control and testing, operation and repair [6, p. 244].

The Quality Management System (QMS) is created to implement the policy of the enterprise in the field of quality, to achieve and maintain the quality of products (works, services) issued at the regulatory level, and to ensure the fulfillment of the requirements

of the consumer, to continuously improve product's quality in order to increase the satisfaction level of consumers and other interested parties [8, p. 6].

The system of quality management is an integral part of the overall management system of production and economic activity of the enterprise and is created on the basis of general quality management at the enterprise.

Effective control affects the quality of the product, as well as makes it possible to avoid all possible crashes at work, detect and eliminate them with the least losses for the enterprise.

To carry out the quality control system, it is important to implement the following steps [7, p. 101]:

1. Define the concept of control: it may be a comprehensive control system (controlling) or private verification.

2. Set a task of control, which may consist in decisions about the necessity, accuracy, regularity and efficiency of the quality management process.

3. Study the objects and subjects of quality control, determine the methods, means and volume of the quality control system, and establish the terms of inspection.

4. Determine the planned and actual indicators of the product quality level.

5. Find deviations of factual data from the plans and identify the reasons of those deviations.

6. Analyze deviations and reasons, allocate powers and determine actions aimed to eliminate shortcomings.

Ensuring high quality involves the effective management of all phases of activity from the birth of the idea to the production of products.

Improving technical control services is important for the effectiveness of the quality control system. It creates conditions for the development of real quality control plans, which are based on the obtained researches, an experience of the enterprise, prevention of deficiency, unbalance of the production process, and deviations of actual indicators from the plans.

We can distinguish the following signs that make it possible to facilitate the procedure of technical control [10, p. 98]: entrance control, which is carried out when receiving raw materials for production of products; current control, which is necessary for monitoring the conformity of product quality with the requirements of normative documents; operational control of products, which is carried out in the process of execution or after the completion of one technological operation; receiving control, which leads to the conclusion that the product is usable; inspection control, which is carried out by specially authorized persons.

In the '80s under the influence of Japanese experience in world practice, a new approach, called «Total Quality Management» (TQM), was formed.

These systems, which exist on the principles of Total Quality Management, are created in accordance with the standards of the ISO 9000 series. The ISO 9000 series is a set of standards adopted by the international standardization organization and includes 3 basic standards: ISO 9000 – Quality Management Principles; ISO 9001 – Quality management systems – Requirements; ISO 9004 – Quality management – Quality of an organization [4].

The experience of leading competitive enterprises has established that qualitative products that meet the requirements and needs of consumers can only be made taking into account the detailed study and market analysis.

The ISO 9000 series standards are implemented by the technical committee based on the analysis of the experience of the leading enterprises in the field of creation, implementation and operation of product quality systems. They represent recommendations for quality management and general requirements for ensuring high quality, as well as the development of elements of quality systems [5, p.78].

The quality system should satisfy such important principles [2, p. 63]: direct involvement and responsibility of the management bodies of the enterprise in work on improving the quality of products; timely, accurate planning in the field of quality; the division of duties and powers for each stage of the process, which is related to the implementation of the plan of the enterprise in the field of quality; distribution of costs for product quality; ensuring product safety for the buyer and the environment; organization of work on improvement of quality; improving the methods and means of ensuring quality control.

One of the main reasons for the ineffectiveness of QMS is the remoteness from financial and economic processes, with the fact that quality management is impossible without proper investment in improving processes.

The main task of the organization of quality management is to increase the economic efficiency and sustainability of the enterprise, productivity and transition to innovation and new technologies [6, p. 24].

To ensure efficiency and effectiveness of the quality management system in the organization or enterprise, management of an organization must know the methods of its integration into the organization and the correct sequence of stages of its improvement: creating quality service; planning improvements; carrying out measures to create basic conditions for the successful functioning of the QMS; implementing system of internal audits; eliminating causes of inconsistencies; verifying ISO 9001 certification.

Keeping the standards of product quality, knowing the stages of implementation and improvement of the quality management system, given the minor disadvantages of QMS, it is possible to improve the enterprise or organization, to offer quality goods to the market, to ensure consumer satisfaction and compete with many large companies. The enterprise will receive discipline, responsible personnel, and reduce unproductive costs through more rational use of resources. Thus, the most optimal solution is the quality management system at the enterprise developed on the basis of the international ISO standards of the 9000 series, which are rightfully considered, generalized for use in almost any field of activity. However, since they are unified in some way, this will require the presence of trained, qualified personnel or the help of third-party quality professionals in terms of developing the required package of documents. The ultimate goal – improving the system of product quality management at the enterprise – is to maximize profit by increasing the competitiveness of products and services, entering new markets, and, quite naturally, strengthening the company's position.

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