

ISSUES OF COMPREHENSIVE PRODUCT QUALITY MANAGEMENT MECHANISM

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Annotation: *In this article, theoretical and practical studies were conducted on the study of product quality in enterprises, economic mechanisms of quality product production. Including practical developments and recommendations on the development of a quality management system in organizations, as well as its implementation in practice.*

Key word: *competition, quality, product, profitability, costs, liquidity, organization, economy, management*

The next issue faced in the process of product quality management is the formation of the production base. The organization faces the tasks of purchasing or renting enterprise buildings and devices, workbenches, equipment, finding raw materials and labor resources necessary for product production. For this purpose, he enters into relations with many organizations.

Another issue in the process of managing an enterprise is attracting financial resources. In case of lack of funds, he should look for additional funds and try to get them.

One of the main problems in the field of quality management for industrial enterprises is the establishment of an effective management mechanism of the enterprise. If his enterprise is not a highly adjusted, perfectly managed enterprise, no matter how much he produces high-quality products, implements the most advanced ideas, no matter how hard he tries, this enterprise will not work. The enterprise must be managed effectively, otherwise it will go bankrupt.

For effective management:

1. Focusing on the consumer and the competitor. Study the market.
2. Pay close attention to planning.
3. To pay attention to each link and step of the management system.
4. Paying attention to the supply of the enterprise.
5. To be able to identify areas in which he can effectively use his potential and strength.

The main directions for improving the organizational and economic mechanism of product quality management in the industrial enterprises of our country and increasing its efficiency are as follows:

Today's management activities should be focused primarily on the production of competitive products and the establishment of services. Increasing the number of

consumers by producing products resistant to competition in the markets of our country and the world, and as a result, increasing the volume of production ensures the growth of the gross domestic product of our country and leads to the opportunity to increase the share of Namangan region in the gross domestic product of the country. Today, Namangan region's share of consumer goods production in the country's gross domestic product is only 5 percent. This is a very low indicator. It is necessary to carry out work on increasing this indicator by all measures.

We offer the following as specific suggestions for doing this:

1. The effectiveness of marketing activities leads to an increase in the volume of products and services produced in enterprises and organizations. As a result of the lack of effective marketing activities, the production efficiency of some small business entities is decreasing, some enterprises are going to stop their activities and even go bankrupt. In such a situation, increasing the volume of product sales becomes one of the main tasks. To increase the volume of sales of products or services, it is necessary to increase the effectiveness of marketing activities.
2. In order to increase the volume of quality products produced in production enterprises, it is necessary to analyze the markets in which enterprises participate in more depth. When analyzing the markets, it is necessary to pay great attention to the ability to predetermine their situation and directions of future development.
3. An important way to increase the volume of sales of quality products produced by enterprises is the implementation of technological and organizational policies that can influence the business environment. The enterprise regularly improves its techniques and technology, thereby influencing the market situation. The company will be able to sell its products and services cheaper than others.
4. One of the most important actions to increase the sales of products produced in the industrial production enterprises of Namangan region is to promote their sales. Promotion of sales is one of the tasks of modern management, which allows to bring the realization of products introduced to the market to the planned amount. Sales promotion allows you to make a profit by compensating for the expenses incurred. To stimulate sales, the use of active forms such as fairs, exhibitions where goods are sold, the use of the services of special sales agencies, and the use of methods such as setting preferential prices are very effective.
5. To increase the level of competitiveness of products and services, it is very necessary to make effective use of the existing production potential. Because the competitive struggle in the conditions of the market economy does not forgive inactivity and unreasonable directions. An enterprise that does not sufficiently use its economic potential will not have prospects and will create the basis for bankruptcy. For this reason, effective use of all types of economic resources and observance of economy in all departments and links of production

Each organization is a participant in the competitive struggle for consumers during its economic activities, therefore one of the most important elements of the

organizational-economic mechanism is to ensure their competitiveness. By the formation of the organizational-economic mechanism of competitive organizations, we understand the influence of organizational-management and economic methods and means on the internal economic activity of the organization in order to ensure the achievement of its strategic goals and objectives.

We recognize international competition, globalization of the market, the widespread entry of foreign goods into our country as a priority task of managing competitive organizations, their positive solution will prepare the ground for survival and development of entrepreneurs in the new environment. The lack of experience in competitiveness, the fact that a number of unresolved methodological and practical problems in the management of competitive organizations have not been solved require additional research in this area.

The main categories describing the formation of the organizational and economic mechanism of enterprises producing competitive and high-quality products

Table 1.

#	Categories
	Competitiveness
	Quality development strategy
	Quality planning strategy
	Strategic formulation of competitive organizations
	Formation of the subject of competing organizations
	Formation of the object of competitive organizations
	Formation of tasks of competitive organizations
	Formation of functions of competing organizations

The table was prepared by the researcher

Competitive management is a set of methods for systematic improvement of products, constant search for new sales channels and improvement of after-sales service.

The purpose of competitive management is to ensure the long-term success of the organization by developing and implementing an effective competitive strategy in the market. The importance of effective management of competitiveness is determined as follows:

- 1) The low level of competitiveness of the organizations of our country leads them to bankruptcy. The level of competitiveness should be one of the new criteria for determining the insolvency of organizations. Indicators of the organization's competitiveness should be a barometer for the pre-crisis state of the organization;
- 2) The entrepreneurial business plan is poorly developed, it lacks an in-depth analysis of the competitiveness of the product, and does not pay much attention to the price of the product and the organization itself;
- 3) Little attention is paid to the process of managing the competitiveness of the manufactured product.

The overview of the organizational-economic mechanism of the competitiveness management system, in our opinion, fully reflects all factors and interactions of the organization's management process in the market, as well as being useful for increasing the organization's competitive advantages and strengthening its positions in the global and domestic markets. possible

Such systematicity helps to search for ways to adapt all components of organizational and economic support in the internal management of the firm in order to strengthen the concentration of actions and the influence of the controlled influence on the factors, in the direction of the systemic goal, which will increase their competitive potential. determines the potential of the organization.

Having knowledge about competitors, their real and planned actions is the basis for the strategic orientation of the organization in the competitive environment. The technology of forming a competitive strategy aimed at using the strengths of the organization, taking into account the strengths of the competitors and the characteristics of the market development, is an important tool in the formation of the strategy of competitive advantages. The main purpose of the strategy is to determine the principles and rules for gaining advantage over competitors in the target market segments and marketing elements.

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