
The Role of Product Quality in the Strategy of Industrial Enterprises

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One of the main tasks in this regard is to deepen the strategy of renewal and reform of our society, deepen reforms, improve management in all spheres of life and ensure its timely implementation. In the era of liberalization of production, quality is the prestige and further prosperity of the enterprise, and quality management is the alpha and omega, that is, the beginning and end for all employees, from the manager to the specific contractor. In this regard, the issue of quality plays an important role in the economic, including industrial policy of the state. Improving the quality of a product is ultimately a matter of its quantity, economy of resources, and full satisfaction of social and personal needs. The simplest way to assess product quality is to compare actual performance with planned (normative) performance.

Product quality management is a set of actions taken during design, production and use (or consumption) in order to implement, maintain and maintain the required level of product quality. The introduction of the required level of quality at the R&D stage is carried out on the basis of an analysis of the most advanced scientific and technological achievements in the country and abroad. At this stage, quality management is important, since these are the main technical, economic and operational indicators of the future product, and they are the basis.

The stability or insolvency of an enterprise adequately reflects its efficient or inefficient performance. In this regard, modern management practice uses such a system of indicators as the solvency ratio, the ratio of own working capital to borrowed funds, the financial independence ratio and the ratio of own working capital.

Any society that is on the path of development is in dire need of highly national, professional personnel. In recent years, the demand for skilled workers has increased dramatically, qualitative and quantitative indicators have changed, and employers often focus on how well the employee knows the job, their professional skills.

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Management efficiency at different enterprises is achieved by different methods, depending on their capabilities and emerging economic opportunities. There is no universal way to be efficient. The task of the enterprise is to find ways to achieve efficiency in all activities.

The effective implementation of these tasks depends on many factors, and given that the quality of the product is a key factor in ensuring the economic efficiency of the manufacturer, we understand that this issue is one of the most pressing today.

One of the main factors for achieving efficiency in a market economy is to ensure the quality of products, that is, in order to find a consumer and be competitive in the world market, products must be of high quality. The relevance of this issue was mentioned above, so those who have done a lot of research in this area, including A. GRAM. Airapetova, A. Ya. Alekseeva, T. V. Alesinskaya, N. Ya. Bazyleva, V. Ya. Barylenko, V. V. Bocharov, O. Ya. Volkov, O. V.

Devyatkin, A. V. Kozlovsky, M. A. Postolova, E. Ya. Reshetnik, G. V. Savitskaya, I. GRAMM. Stepanov, Uzbek scientists K. Abdurakhmonov, B. Ashrafkhanov, N. Makhmudov and T. Iminov conducted effective scientific research in this area.

Product quality is a set of characteristics that determine whether a product is fit for purpose. Improving the quality of products is closely related to the survival of the enterprise in difficult conditions, scientific and technological progress, increasing production efficiency, saving all types of resources. Quality is the basis of the authority of an enterprise or firm, its image, the possibility of increasing profits, and developing an enterprise.

Product properties are quantified in terms of quality, namely:

1. Function

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Competitiveness in a market economy depends on two indicators:

- ✓ price level
- ✓ The level of product quality.

As a result of economic development, the second factor gradually prevails. Product quality determines labor productivity and economy of all types of resources used in the enterprise.

Product quality is the most important indicator of the company's performance. Product quality improvement is a characteristic basic idea of all leading companies in the world. Product quality is a key factor in overcoming the main competition between enterprises.

Product properties are quantified in terms of quality, namely:

1. Function remote indicator
2. Reliability index
3. Technological indicators
4. Standardization and unification (unification)
5. Ergonomics
6. Aesthetic indicators
7. Transport index
8. Patent law indicators
9. Environmental indicators
10. Safety performance

The sum of all the above indicators forms the quality of the product. The most cost-effective quality is the ratio between product quality and cost.

The main task of any enterprise or organization is the quality of the developed product or service. The successful operation of the enterprise should be ensured by the following features of production:

- meet the well-defined needs of the scope or scope;
- customer satisfaction;
- compliance with applicable standards and specifications;

- comply with current legislation and other requirements of society;
- offered to the consumer at competitive prices;
- Focus on profit.

We recommend that industrial enterprises add the following to their policies and long-term goals:

Table 1. Policy of long-term goals of increasing the economic efficiency of industrial enterprises

№	Event name	Expected Result
1.	Diversification is the acquisition and expansion of a new market.	Release from consumer monopoly
2.	Manufacture of world-class high-tech products	Helps win the competition
3.	Focus on customer satisfaction across industries and regions	Helps win the competition
4.	Development of new products based on new principles	Enhances quality
5.	Improving important indicators of product quality	Helps win the competition
6.	Extend the product warranty period	Helps win the competition
7.	Service development	Carrying out after-sales service

Source: Authoring

In addition to the above, managers of industrial enterprises should also keep in mind that one of the important elements of product quality management is standardization and certification. The main task of standardization is the creation of a system of regulatory and technical documentation, i.e., ensuring the quality of products by monitoring the progressive requirements of products for the national economy, population, national defense, exports, as well as the reliability of documents.

Summarizing the above, we can say that high-quality products increase the profitability of industrial enterprises, since such products are relatively highly valued. Business will be directly interested in this. Because the profit will help modernize, expand, develop enterprises, improve the social and living conditions of the team and raise wages.

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