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FORMATION OF DIRECTIONS OF EFFECTIVE QUALITY CONTROL AND SAFETY OF CONSUMER GOODS

Summary

The article deals with the problem of production and sale of goods of regulated level of quality and safety. Product quality is an important factor of its competitiveness therefore every business must develop and implement effective quality management systems, both in production and in trade. The necessity of systematic, comprehensive coverage of the content of the concept "quality" as a set of different factors of the enterprise: economic, organizational, social, etc. A significant part of the enterprise's goals, defined in the framework of quality and safety policy, is the broadest fulfillment of customers' expectations and requirements. The main task of manufacturing, wholesale and retail trade enterprises is to bring to the consumer the goods of the proper level of quality created at the stages of design and production. Its solution depends on the organization and effectiveness of quality control, both during the production cycle and in the trade. The expediency of creation and implementation of an effective system of product quality management at the manufacturing enterprises is substantiated. It has been investigated that the organization of works in the quality management system is determined by the standards that regulate the technical level of production. It is indicated that quality control over the production of quality and safe products is an integral part of the quality management system. The peculiarities of quality management at trade enterprises are considered. It is proved that the quality control of the goods, carried out by trade specialists, is one of the main elements in the quality management system. The main method used in the practice of trade in quality control is organoleptic. According to this method, the primary information about the state of the object is perceived only with the help of the senses, that is, the specialist is only acquainted with the product and gives a general assessment. Today, the quality of products is not only one of the main economic interests of an enterprise, but also the most important indicator of its competitiveness.

Keywords: product, quality, safety, production, trade, quality management system, quality control

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