

Product quality as the main factor of increase of competitiveness (on the example of JSC "Kazan helicopter plant")

I I Khafizov¹, I G Nurullin¹

¹Kazan Federal University, 18 Kremlyovskaya street, Kazan, 420008, Russian Federation

khafizov@kpfu.ru opros16@yandex.ru

Abstract. Planning for effective development, and timely research perspectives and opportunities, States, markets, regulations, competition and competitiveness of its production, helps to achieve the stable business success in the market. The relevance of the study of the production of high quality products is that the quality of goods and services should always comply with the requirements established in state regulations, standards, regulations or conditions.

Introduction

Competitiveness of this multifaceted concept, includes price and qualitative parameters of products, depends on the level of management and control systems of the movements of financial and material flow, as well as innovation and investment activities of the organization.

The issue of quality of manufactured products or services rendered is one of the key factors in the competitiveness of the organization. Quality determines which place thou shalt hold among competitors. In the struggle for influence on the market winner goes, anyone who suggested that the low price and high quality production.

Actuality of the study of the production of high quality products, is that the quality of goods and services must always comply with the requirements set out in government regulations, standards, rules or conditions. But it is equally important to take into account the views of consumers because goods and services are produced for them, so that their needs are met.

Setting goals and objectives.

The purpose of scientific work was to study the impact of quality on improving the competitiveness of the organization.

To achieve this goal it is necessary to solve the following tasks:

-consider the notion of competitiveness, product quality organization, supplier evaluation and study the relationship between them;

-generate suggestions for improving the process of selection and evaluation of suppliers in the OAO Kazan helicopters.

The object of research is the production of high quality products for improving the competitiveness of.



The subject of research is the process of evaluating suppliers, which will help improve the quality improvement of purchased goods from suppliers.

The main part.

In market conditions it is not possible to achieve lasting success in business, if not to engage in effective development planning to examine their own prospects and opportunities, State of markets, the situation on these competitors and competitive products.

To get your piece of the pie in a dynamically developing market, the leadership of the Organization should be able to see the prospects of its development, foresee steps competing with it firms and to take the necessary steps and favorable to sustainable development. It is impossible to market the activities of the Organization, without participation in the competition [1].

If a company wants to take a stable position in the market of goods and services, it must produce products of good quality. Quality determines which place thou shalt hold among its competitors: the first or last in the fight for the consumer. And in the struggle for influence on the market winner goes, anyone who suggested that the low price and high quality industrial products [2].

Consequently, the competitive products, which meets all the requirements of the consumers of this market during the period under review as compared to the competitors' analogues.

To achieve a high level of competitiveness it is necessary to constantly improve its constituent elements. If they consider them as sophisticated independent control objects contributed to achieving the following objectives: improving the quality, profitability, reduce production costs and increase the speed and efficiency of the after-sale service.

Organization of issuance of required products of sufficient quality in necessary quantity and at the right time is the primary objective of competitiveness management system in the production process.

The issue of quality of manufactured products or services rendered is one of the key factors in the competitiveness of the organization. Because quality is the most important criterion for consumers in determining the long-term orientation of the degree the extent to which the purchased goods satisfies the requested requirements.

The quality of all kinds of manufactured products must comply with clearly defined needs of destination products satisfy the requirements of consumers and comply with accepted standards and specifications [3].

To produce products that comply with international standards, it is necessary to introduce new innovations and use modern equipment. It requires big investments, capable not only of high quality of Russian products, but also to create new jobs. High level of automation and the use of new technologies is a necessary condition in the modern world to receive income from the work of the Organization [4].

However, it is not always high-quality production says that the Organization will always be able to maintain this level. The production of goods of better quality compared to competitors can be CPU-intensive and require large expenses that in the conditions of market relations will lead to inefficiency and a deterioration of the situation of the enterprise.

To improve the competitiveness of products, it is necessary to reduce the cost of production of the goods, as it is cost shows that costs the production company. The management of the Organization are not indifferent to price any of the costs be made products, it is very keen that when lower cost inputs produced more products using raw material of required quality.

Use inexpensive raw materials is not always reducing production costs. For example, use in the production of higher quality and expensive raw materials could significantly reduce waste production and, thus, reduce total costs. In turn, using higher-quality raw materials, the company can significantly improve the quality of their products and, consequently, their competitiveness [5].

The quality and competitiveness of products depend on the stability and reliability of supply, as well as from the quality of supplied materials and components. What would purchase products with high quality characteristics, it is necessary to find reliable and responsible supplier, eat with its reputation and relationships with consumers.

During the manufacture of qualitative characteristics of products is defined by three components, which are closely interact at work:

- quality of the work this product manufacturer;
- quality raw material, materials, components;
- quality equipment.

Analysis of influence of different factors on the quality of the products showed that the level of quality characteristics greatly depends on the quality of raw materials. The strength of this relationship more than reliance on all other factors affecting product quality. Similarly, it may be noted that all these factors operate in conjunction with one another in the manufacturing process.

Organization of input quality control of products supplier is one of the elements of a relationship with a supplier. Input quality control is a verification of purchased materials and components intended for use in the manufacture, repair or operation of the products, as well as the provision of services. The main purpose of which is not allowing the use of materials, raw materials and components, not satisfying the requirements of design and technological documentation, documents for Standardization applicable to products or services, and supply contracts. Not flawless work of this type of control can lead to the fact that the manufacturer of a product and its user to incur substantial losses [6].

At the conclusion of the contract with the supplier without reliable analysis conducted, it may happen that the supplied products are of poor quality, and as a result, we also lose time, money to buy and control input. Choosing must be taken seriously, at first an analysis and assessment of all suppliers, only then purchase products. In this case, the chance of hitting that supplier, seeks to minimize.

As you can see, the choice of supplier is one of the important issues. The importance of it due to the large number of suppliers in the market of analogues of products, as well as the fact that the supplier must be a reliable partner of the Organization in implementing its logistics strategy.

Table 1 provides information on claims (complaints) received from consumer products for 2014-2015 years JSC "Kazan helicopters.

Table 1 - Claims from consumers for 2014-2015 year

	2014 year	2015 year
1. Number of notifications from consumers about the call of the representative Company for quality products only:	332 *	437 *
-of which: for COE	318 *	415 *
-the fault of the production	16 *	22 *
2. Number of actions acts from consumers only:	195 *	272 *
-of which: for COE	186 *	259 *
-the fault of the production	9 *	13 *

*-values shown in the tables do not correspond to actual data, and provides an example.

Table 1 shows that 95% of actions acts drafted due to poor quality components, and on wine production at OAO Kazan helicopters is only 5%. That is, the majority of claims arises from the quality of the RFP, but rather the fault of the production only the remaining small part of [7].

Helicopters produced by OAO Kazan helicopters when their real costs and high enough weight parameters, competes and WINS their lighter Western designs.

As you can see, it is necessary to solve the problem of the quality of products purchased from suppliers. Improve the quality component parts received from suppliers, will help reduce the incidence of the appearance of defects and breakdowns. After solving this problem, the situation at OAO Kazan

helicopters will strengthen markets, this will keep the current consumers and help get off at newer markets.

The organization has STO XXX.XXX.XXX-2014 "Quality management system vendor evaluation » this standard establishes only general requirements for suppliers and, therefore, the new draft was proposed a new draft STO XXX.XXX.XXX-2015 "QMS. Methodology the preliminary and periodic evaluation of suppliers ", which established the procedure of choice, using questionnaires and methods preliminary and periodic assessment of suppliers. This standard helps rate suppliers until the conclusion of treaties, and periodically in the predefined period of time.

For vendor evaluation method is applied, allowing ratings to calculate rating suppliers. Using this method, for each provider is calculated your rating, compared with the other, and then selects the best supplier, has the highest rate. Based on the assessments and the results of calculations produced a category is assigned to the vendor.

Supplier Evaluation is performed based on criteria at set intervals and at the end of the period of validity of the contract or after renegotiation of the contract for the supply of products.

She designed and installed in to ensure the quality of purchased products during the design, development and manufacture of the NII prototypes and serial helicopters civilian, military and dual appointment, as well as when repairing helicopters.

Thus, improving p Conference vendor selection, using questionnaires and introducing methods of preliminary and periodic assessment will lead to:

- supplement or modify existing on the OAO Kazan helicopters list of acceptable vendors;
- the choice of the most suitable suppliers of purchased products;
- improve the quality of manufactured products OAO Kazan helicopters;
- minimize the cost of purchased goods and supplies in the required quantity and in time;
- reduce the incidence of defects, inconsistencies in the quality of the contract among consumers.

Results and conclusions.

The competitiveness of organizations is the ability to effectively work and profitable implementation of manufactured products in a competitive environment. effective implementation and production of competitive products and services is a particularly important indicator of viability of the Organization, the ability to maximize the use of all its industrial, scientific and technical, human and financial capacities.

If the competitiveness of the organization provides the ability to successfully compete for a share of the market, the quality is one of the most important tools of influence on it. But the quality of the products depends on the stability and reliability of supply, as well as from the quality of supplied materials and components. Therefore, for the production of high quality products, it is necessary to cooperate with reliable, responsible and reliable suppliers.

The solution to the problem of improving the quality of purchased goods from suppliers to the OAO Kazan helicopters, reduces cases of occurrence of defects and inconsistencies in the quality of products, terms of contracts, becoming another opportunity for improve the competitiveness of products.

In the short, medium or long term, improving the quality of purchased product providers will give a positive result, and will be one of the most important and effective actions to improve the quality of manufactured products.

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