

Сертификация как фактор повышения конкурентоспособности промышленной продукции

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Аннотация

Неоспорим тот факт, что конкурентоспособность предприятия является одним из важнейших факторов, влияющих на положительную динамику развития и состояния предприятия. Хотя сертификация, обязательная или добровольная, позволяет покупателям быть уверенными в качестве продукции, тем самым повышая конкурентоспособность продукции. Актуальность данной темы в современных условиях «потребительской экономики» очень высока, поскольку из-за большой конкуренции на многих рынках покупатель выберет более качественный товар, подтвержденный сертификатом. Способность приспосабливаться к новым требованиям клиентов, повышать качество и соответствие высоким стандартам добровольной сертификации повышает конкурентоспособность продукции.

Ключевые слова: концепция сертификации, сертификация на конкурентоспособность промышленной продукции, влияние добровольной сертификации на примере ISO, процесс сертификации.

Certification as a factor of increasing the competitiveness of industrial products

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Abstract

It is undeniable that the competitiveness of the enterprise, is one of the most important factors affecting the positive dynamics of the company's development and condition. While certification, mandatory or voluntary, allows buyers to be confident in the quality of products, thereby increasing the competitiveness of products. The relevance of this topic in the current conditions of the "consumer's economy" is very high, because of the great competition in many markets, the buyer will

choose a better quality product, confirmed by a certificate. The ability to adjust to new customer requirements, improve quality and compliance with a high voluntary certification standard, increases the competitiveness of the product.

Key words: concept of certification, certification on competitiveness of industrial product, impact of voluntary certification on the example of ISO, certification process.

1. Theoretical basis of certification

In a market economy, there are relationships between the manufacturers of goods, consumers and sellers-customers. The consumer needs an assurance of conformity of the goods to a certain level of quality guaranteed by an independent party. Such confirmation can be given in the form of a special document - a certificate.

Certificate of conformity - a document certifying the conformity of an object to the requirements of technical regulations, standardization documents or contract terms;

Conformity certification is the action of a third party proving that it provides the necessary assurance that a properly identified product, process or service conforms to a specific standard or other normative document. The RF Law "On technical regulation" gives a simplified definition of the term.

Certification - the form of certification of conformity of objects carried out by the certification body to the requirements of technical regulations, standardization documents or contract terms [5];

Thus, certification is a progressive direction in the development of standardization, the most important mechanism for managing product quality.

Certification is often seen as a factor in increasing the entry barrier to the market or a barrier to a quick and low-cost company exit to a foreign clientele. However, certification in some way orders the trade and protects the consumer. The existence of a single set of rules regarding the appearance, consumer properties, production and labeling of products excludes the possibility of counterfeit goods, unfair competition, the emergence of problems from the use of unsafe products for consumers. As practice shows, the degree of confidence in products increases with the number of supporting and approving documents. For the control authorities, a voluntary certificate is an excellent indicator of high quality and safety. As a motivation for the certification of quality systems, in addition to the mandatory, there can be such categories as: image formation; increasing competitiveness; improvement of conditions for passing tenders, obtaining state orders; optimization of the enterprise management process; corporate strategy and so on.

The goals and objectives of certification and standardization are defined in the RF Law "On Standardization in the Russian Federation".

Standardization aims to achieve the following objectives [2]:

- assistance to the social and economic development of the Russian Federation;
- assistance to the integration of the Russian Federation into the world economy and international standardization systems as an equal partner;
- improvement of the quality of life of the population;
- ensuring the country's defense and state security;
- technical re-equipment of industry;
- improving the quality of products, performing works, providing services and increasing the competitiveness of Russian-made products.

The goals of standardization are achieved by implementing the following tasks:

1. introduction of advanced technologies, achievement and maintenance of technological leadership of the Russian Federation in high-tech (innovative) sectors of the economy;
2. increase the level of safety of life and health of people, protect the environment, protect objects of animals, flora and other natural resources, property of legal entities and individuals, state and municipal property, and promote the development of life support systems in emergency situations;
3. optimization and unification of the product range, ensuring its compatibility and interchangeability, reducing the time of its creation, development in production, as well as the costs of operation and disposal;
4. the application of standardization documents for the supply of goods, the performance of work, the provision of services, including when purchasing goods, works, services to ensure state and municipal needs;
5. ensuring the uniformity of measurements and comparability of their results;
6. prevention of actions that mislead consumers;
7. ensuring rational use of resources;
8. the elimination of technical barriers to trade and the creation of conditions for the application of international standards and regional standards, regional codes of rules, foreign standards, and codes of rules of foreign states.

Standardization in the Russian Federation is based on the following principles[1]:

- voluntary application of standardization documents;
- the mandatory application of standardization documents with respect to standardization objects

- ensuring the systematization of standardization, continuity of activities in the field of standardization;
- ensuring compliance of common characteristics, rules and general principles established in the documents of the national standardization system, the current level of development of science, technology and technology, advanced domestic and foreign experience;
- openness of the development of the documents of the national standardization system, ensuring participation in the development of such documents by all stakeholders, reaching consensus in the development of national standards;
- establishment in the documents on standardization of requirements ensuring the possibility of monitoring their implementation;
- unification of development (maintenance), approval (update), modification, cancellation, publication and application of standardization documents;
- conformity of the standardization documents to the technical regulations in force on the territory of the Russian Federation;
- consistency of national standards to each other;

2. The certification process in the Russian Federation.

Certification is conducted by means of product evaluation with compliance with the necessary standards, the Federal Law "On Technical Regulation" defines the concept of "Conformity Assessment" as follows[8]:

Conformity assessment - direct or indirect determination of compliance with the requirements for the facility.

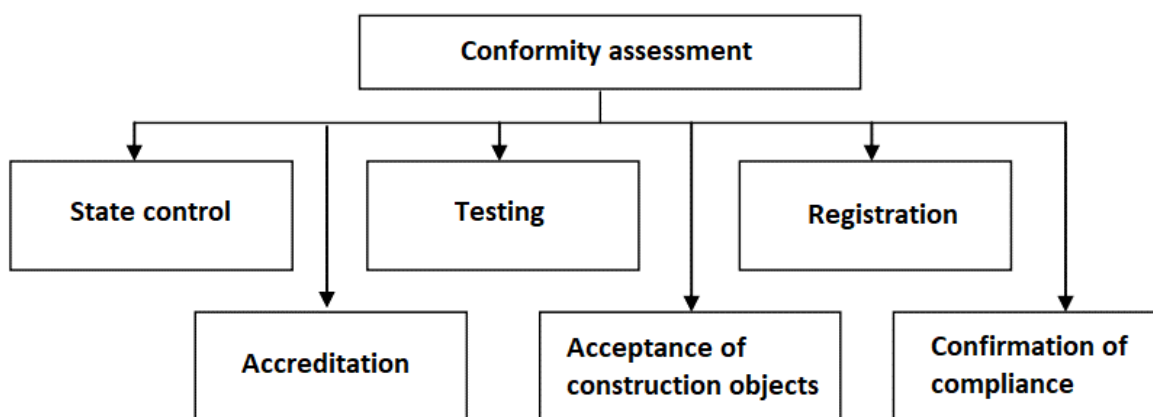


Fig. 1. Forms of conformity assessment [3]

The state control over compliance with the requirements of technical regulations is carried out by federal executive bodies, executive authorities of the subjects of the Russian Federation, authorized to conduct state control in accordance with the legislation of the Russian Federation

Accreditation is the official recognition by the accreditation body of the competence of an individual or legal entity to perform work in a certain area of conformity assessment. The accreditation procedure usually takes place: testing laboratories and centers; certification bodies; metrological services and legal entities that carry out verification of measuring instruments.

A **test** is a technical operation consisting in determining one or several characteristics of a given product, work (process) or service in accordance with the established procedure. When assessing and confirming compliance, the results of tests performed by accredited testing laboratories or centers can be used.

Acceptance of construction objects - this form of conformity assessment is introduced because in the concept of "production" the law also includes buildings and structures as construction products. However, the confirmation of compliance in the forms established by law in domestic and foreign practice covers only industrial products and does not apply to construction products - buildings and structures. For facilities whose construction is completed, the procedures for acceptance and commissioning of them by the customer with the participation of supervisory authorities and other organizations have been established for a long time.

Registration is a record of persons, facts and phenomena with a view to systematizing or giving them legitimacy. When registering a document, the fact of creating or receiving a document is recorded by assigning an index to it and recording the relevant information about it. From the position of conformity assessment, registration in practice has two purposes:

1. as a synonym for certification; in Western countries, certification is often replaced by the word registration, each of which denotes the same action - the evaluation of the object (quality system products, services, etc.) by a third party (certification = registration);
2. as the inclusion of products or services in a register or official publication, which lists the approved products, services.

To some extent, the procedure for inclusion in the register is similar to the approval procedure, but does not provide for the direct activities of the regulatory body in terms of tests and is based on an analysis of the documents provided by the applicant. Inclusion in the register or registration of products allows the regulatory body to promptly determine the manufacturer (supplier) of any product on the market in the event of a non-compliance with the established (claimed) requirements.

Confirmation of compliance is one of the most important forms of conformity assessment. Federal Law No. 184-FZ defines this concept as follows:

Confirmation of compliance [9] – documentary certification of the conformity of products or other objects, design processes (including surveys), production, construction, installation,

commissioning, operation, storage, transportation, sale and disposal, performance of work or provision of services to the requirements of technical regulations, provisions of standards, codes rules or conditions of contracts.

Confirmation of compliance can be carried out in two forms: mandatory - for compliance with the requirements of technical regulations, and voluntary - to establish compliance with standards and other documents of voluntary application.

Confirmation of compliance is carried out in order to [8]:

- certification of product conformity, design, production, construction, installation, commissioning, operation, storage, transportation, sale and disposal, works, services or other objects to technical regulations, standards, codes of practice, contract terms;
- assistance to buyers in the right choice of products, works, services;
- increase competitiveness of products, works, services in the Russian and international markets;
- creation of conditions for ensuring free movement of goods across the territory of the Russian Federation, as well as for international economic, scientific and technical cooperation and international trade.

Confirmation of compliance is based on the following principles [8]:

- accessibility of information on the procedure for implementation of confirmation of compliance to interested persons;
- establishment of a list of forms and schemes of mandatory conformity assessment with respect to certain types of products in the relevant technical regulations;
- reduction of the terms of implementation of the obligatory confirmation of conformity and costs of the applicant;
- inadmissibility of compulsion to carry out voluntary confirmation of compliance, including in a certain system of voluntary certification;
- protection of the property interests of the applicants, compliance with commercial secrets with respect to information obtained in the implementation of the confirmation of compliance;
- inadmissibility of substituting mandatory certification of compliance with voluntary certification

Confirmation of conformity is developed and applied equally regardless of the country and place of origin of the products, the implementation of design, production, construction, installation, commissioning, operation, storage, transportation, sale and disposal, performance of works and services, types or characteristics of transactions and persons, which are manufacturers, executors, sellers, purchasers.

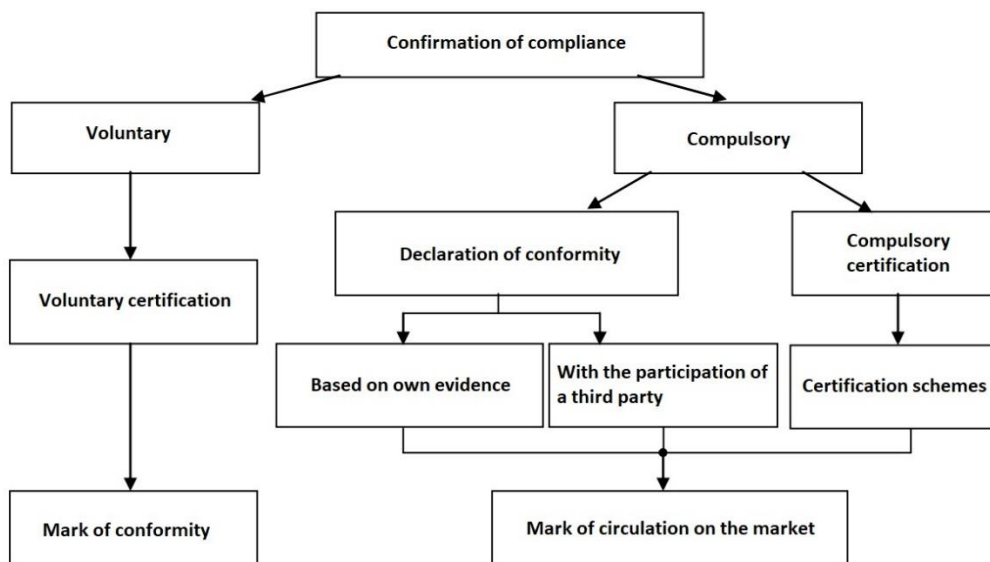


Fig. 2. Forms of confirmation compliance [4]

Compulsory conformity assessment

According to Art. 20 of the Federal Law "On Technical Regulation" obligatory confirmation of compliance is carried out in the forms of declaration of compliance or mandatory certification. If prior to the entry into force of the Federal Law, there was a mandatory confirmation of compliance (in the form of mandatory certification) of products and services with mandatory requirements stipulated by legislative acts, standards and other normative documents, now this law determined that mandatory confirmation of compliance is conducted only in cases established by the relevant technical regulations and solely for compliance with its requirements.

Declaration of conformity

Declaration of conformity can be carried out in one of the following ways:

1. adoption of a declaration of compliance on the basis of own evidence;
2. the adoption of a declaration of conformity on the basis of own evidence, supplemented by evidence obtained with the participation of a third party, for example, a certification body and (or) an accredited testing laboratory (center).

The option of declaring conformity with the participation of a third party is established in the technical regulations in the event that the absence of a third party leads to failure to achieve the purposes of conformity confirmation. When declaring compliance on the basis of own evidence, the applicant independently produces evidence (the results of his own research, tests, 36 measurements, etc.) in order to confirm the compliance of products with the requirements of technical regulations. When declaring compliance on the basis of both own evidence and those obtained with the participation of a third party, the applicant, in his choice in addition to his own evidence, includes in the evidentiary materials:

- protocols of research (tests) and measurements carried out in an accredited testing laboratory (center);
- a certificate of the quality system for which control (supervision) of the certification body that issued this certificate is provided for the object of certification.

Compulsory certification

Mandatory certification is carried out by the certification body on the basis of the contract with the applicant. The certification schemes used for the certification of certain types of products are established by the relevant technical regulations. The circle of applicants is established by the corresponding technical regulations. Compliance of products with the requirements of technical regulations is confirmed by a certificate of compliance issued by the applicant to the certification body.

The certification body performs the following:

- attracts on accredited test laboratories (centers) on a contract basis for research (testing) and measurement;
- carries out control over the objects of certification, if such control is provided by the relevant mandatory certification scheme and the contract;
- maintains a register of issued certificates of conformity;
- informs the relevant state control (supervision) authorities of compliance with the requirements of technical regulations on products that have been received for certification, but not passed it;
- provides the provision of information to applicants on the procedure for conducting mandatory certification;
- determines the cost of certification work performed in accordance with the contract with the applicant;
- in accordance with the procedure established by the relevant technical regulations, decides on the extension of the validity of the certificate of compliance, including on the results of the control of certified facilities;
- carries out the selection of samples for the purposes of certification and presents them for research (testing) and measurement in accredited testing laboratories (centers) or instructs to carry out such selection to accredited testing laboratories (centers);
- prepares an opinion on the basis of which the applicant is entitled to adopt a declaration of conformity based on the results of studies (tests), measurements of standard samples of products to be issued and technical documentation for the products.

Mark of circulation on the market

The Federal Law "On Technical Regulation" introduces the notion of circulation on the market. Mark of circulation on the market - a designation that serves to inform purchasers, including consumers, about the compliance of products issued in circulation with the requirements of technical regulations. Products whose compliance with the requirements of technical regulations is confirmed in accordance with the procedure provided for by this Federal Law shall be marked with the mark of circulation on the market. The image of the sign of circulation on the market is established by the Government of the Russian Federation. This sign is not a special protected symbol and is inflicted for informational purposes.

Mark of conformity

The conformity mark is a designation used to inform purchasers, including consumers, about the conformity of the object of certification with the requirements of the voluntary certification system or the national standard.

In each voluntary certification system, a conformity mark may be registered in accordance with the established procedure.

3. The impact of certification on the competitiveness of industrial products.

At first it is necessary to introduce a definition of competitiveness.

Competitiveness - the ability of a certain object or subject to surpass competitors in given conditions.

Simplified, this term can be defined as $C = Q / P$, where Q is quality, P is price, and C is competitiveness.

With this simplified definition, it can be seen that competitiveness can be enhanced either by improving the quality, or by reducing the price. Even better, if simultaneously with the improvement in product quality, its price will decline.

As an argument that confirms the importance of quality in competitiveness, one can cite Deming's teachings:

In 1947, the so-called Marshall Plan was developed and implemented in the United States. In accordance with this plan, the United States provided loans to Germany, Japan, Britain, France, Spain and other countries in order to help them get out of the post-war disruption. In the framework of the Marshall Plan in 1947, Edward W. Deming was sent to Japan to assist in the restoration of the electrical industry. During his stay in Japan, as a true scientist Deming could not help but talk about the results of his scientific research in the field of quality control and management. In 1950, he organized a seminar for managers of the 45 largest companies in Japan. At this seminar, he told them about the possibilities of using quality control and management to improve its competitiveness. In the mid-60's owners and managers of companies from countries such as England, France, Germany,

Italy, the United States found that their goods are being replaced (not only from the markets of Africa, Asia, South America, but also from their own domestic markets) by qualitatively better and less expensive Japanese goods. Thus, American and West European businessmen and industrialists came to the realization of the need to engage in quality after Japanese firms demonstrated to them in practice the possibilities of Deming's teachings, previously not perceived by American government officials and businessmen [6].

By definition given in the first chapter, certification is the form of certification of conformity of objects carried out by the certification body to the requirements of technical regulations, standardization documents or contract terms.

Thus, technical regulations and standardization documents create conditions for a minimum level of quality that affects the level of market competitiveness and allows you to set a minimum quality threshold. Increasing the quality, the competitiveness of products on the world market is increasing.

Another important aspect is voluntary certification, often companies spend huge amounts of money to meet the required product standards, while receiving a certificate. This certificate gives the chance to buyers to be assured of high quality of the goods, and to the companies to be more competitive in the market.

On an example we will consider advantages of certification under standards of system of a quality management ISO, they can be divided into 5 groups [10]:

1. Organizational

- Regular Management

Among the 350 basic out of the total number of more than 3000 standard management functions of any enterprise from 60 to 70 percent directly related to quality management in the understanding of the international standard ISO 9001-2015. Thus, the introduction of a quality management system can be the first and the biggest step in creating a strong modern management at the enterprise - the main condition for success in the new economic environment.

- Clear allocation of responsibilities and authority;

Uncertainty in the distribution of responsibility and authority negatively affects the efficiency of the company, causing permanent disruptions in the course of production processes and creating conflict situations in the team. A clear distribution of responsibilities and authority is the basis of the quality management system and creates the prerequisite for involving all employees in the quality management process at the enterprise.

- Coordinated interaction of processes and functions;

The principle of the process approach to the company's activities, formulated in ISO 9000: 2000 and implemented in ISO 9001-2015, is aimed at eliminating the failures that arise at the joints of responsibility of functional units and the implementation of the principle of customer orientation. With the effective implementation of ISO 9001-2015, a balance of processes and functions must be established, which allows for coordinating the work of the whole enterprise and directing it towards the achievement of the set goals. On the basis of the achieved balance of processes and functions, internal connections between the divisions, which are the basis of the management system

- The release of senior management for strategic management.

The role of top management in providing the necessary quantity of sales of products and services is now often reduced to the operational control of the work of all services of the enterprise. The optimal nomenclature and the amount of delegated authority, the balance of responsibility and authority, the coordinated interaction of processes and functions and other tools offered by ISO 9001-2015 can drastically improve the manageability of the enterprise and change the role of senior management by focusing its attention on strategic management. This achieves a new quality in everything: in the design and organization of procurement, the development of effective production and marketing technologies, personnel management, and so on.

- Adaptability and dynamism of the system

Availability of feedback mechanisms in the quality management system in accordance with ISO 9001-2015 (monitoring and measurement, internal audit, management review) and its closure to the external environment (achievement of customer satisfaction) make the system capable of continuous improvement and allow to react quickly to changes in the external environment, which is a necessary condition for successful work in the current economic conditions.

2. Economic

- Reducing the likelihood of risks and related property, human losses, the amount of penalties and company payments

The prevention of claims and related losses (labor, business reputation and customers) is the most important example of the implementation of the quality management system principle in the understanding of the ISO 9000 series standards: "better prevent than correct". The constructive principles of international standards allow the enterprise to have a clear mechanism of preventive measures and significantly reduce the risks of economic failures in the market.

- Optimization of processes of management and use of resources, time, increase in labor productivity;

Monitoring the performance parameters of ISO 9001-2015 and, in particular, the efficiency (ISO 9004: 2000) of processes, including management processes, and the adoption of the necessary

corrective actions, leads to optimization of the resources used, including temporary ones. Clear allocation of responsibilities and authority, setting of quality objectives, implementation of the principle of leadership and a well-thought-out system of motivating employees make it possible to increase the involvement of all employees, improve the psychological situation in the team and increase labor productivity.

- Reduction of "hidden production";

The implementation of the requirements of the international standard ISO 9001-2015 on the quality management system helps to reduce the "marriage" in the work of the administrative apparatus. According to Western estimates, from 20% to 40% of labor costs go to the "basket" even in satisfactory operating enterprises. According to specialists' estimates, effective implementation of the quality management system in accordance with ISO 9001-2015 makes it possible to reduce the total costs only on the quality problem by an average of 2 times within 3 years.

- Expansion of sales markets;

The analysis of market practice shows that when choosing a supplier the most important factors are quality - first place, stability of supply - second place, popularity - third, and price only in fourth place. The buyer's confidence in the products with the inscription "Made in Russia" has significantly decreased. The availability of a certified quality management system, this defect, at least partially eliminates.

With this, it is also possible to increase the price of a product or service that does not happen automatically, it is provided by PR actions and concrete examples of business improvement before and after the implementation of the quality management system.

3. Reputational

- Improved reputation in the eyes of all stakeholders (consumers, suppliers and partners (including investors), owners, staff, society as a whole);

The satisfaction of consumers (ISO 9001-2015) and other stakeholders (ISO 9004: 2000) is the task of the quality management system and the implementation of the quality management principle "customer orientation". The satisfaction of all stakeholders is not an easy task, however, modern business development trends point to the need for development in this direction.

- Winning the commitment of consumers;

Achieving customer loyalty is the basis of the marketing strategy of companies striving for successful long-term work in the market. The quality management system, through the achievement of customer satisfaction, helps to win and maintain customer loyalty and makes a significant contribution to brand building.

- Increasing employee loyalty, improving the psychological climate;

Participation of personnel in ensuring the quality of all production processes (from analysis of demand to maintenance) at all levels, from ordinary performers to members of the administration is the only way for a Russian company in the absence of external resources. On this path, Japan and Germany after World War II, and the Czech Republic and Hungary in recent years have been able to achieve success in the economy in a short time. The quality management policy was thus brought "to everyone and everyone," which ensured the success of national enterprise restructuring programs

- Improvement of relations with suppliers;

In modern economic conditions, not individual companies compete in the market, but chains of producers. Effective implementation of a quality management system that implements the principle of "mutually beneficial relations with suppliers" allows building an effective partner system of interaction with suppliers, reducing transaction costs, and ultimately increasing the competitiveness of the final product.

- National and international recognition of the company's work in the field of management systems, strengthening of positions with participation in competitions;

Important factors in the formation of the business reputation of an enterprise in society are participation in national, sectoral and regional competitions and prizes. For example, the Russian Federation Government Quality Award, the Government of the Republic of Tatarstan Prize for Quality, the Gosstandart Competition of Russia and the Quality Problems Academy "100 Best Goods", the All-Russian Competition "The Best Russian Enterprise, including in the" For an Effective Environmental Policy "nomination.

4. Strategic

- Continuity of knowledge and experience of employees, transformation of knowledge and experience of employees into the intellectual potential of the company;

The documentation developed when implementing the quality management system in accordance with ISO 9001-2015 accumulates positive management experience accumulated by the company and ensures its continuity. The documentation also reflects the improvement of management practices that occur in the development of the quality management system in accordance with the principle of continuous improvement. Thus, the company has the opportunity to transform the knowledge and experience, the carriers of which are individual employees, into an intangible asset of the company and ensure its optimal use.

- Increase of market value (capitalization) through growth of company's intangible assets;

The market value of the company (capitalization), according to modern economists, is the most complex indicator of the company's success in the market, covering all aspects of its activities.

The increase in the company's market value is obviously of interest to open joint-stock companies, but it can also be formulated as a task for enterprises of a different form of ownership.

Intangible assets of the company are significant, and in some cases, its dominant component. Effective implementation of the quality management system increases the intangible assets of the company, both at the expense of the brand value of a bona fide commodity producer, and due to the growth in turnover (the rise in the price of high-quality products, the conquest of new consumers, the development of new markets where, without a certificate for the quality system, sales are difficult or excluded etc.). At the same time, after certification of the quality system by a well-known accredited body, as a rule, the company's market value is growing, according to experts, up to 10%.

- Ability to replicate business;

The formalization of the management system, including in the field of quality, becomes especially important during the growth period, when branches, representative offices are opened or an operating network is formed. In this case, the introduction of a documented quality management system becomes a necessary measure for the successful operation of the company as a whole and significantly reduces the risks that arise in this case with regard to the quality of products and services and the reputation of the company.

- Preparedness for business process reengineering.

Structuring the management system in the implementation of ISO 9001-2015 requirements, including identification and description of the processes of the quality management system and management, creates an excellent basis for both the "evolutionary" development of the system based on the ISO 9000 standards, and for the "revolutionary" way - reengineering of business processes on the basis of the principles formulated by M.Hammer and D.Champi.

5. Certification

Successful certification of management systems for compliance with international standards by a recognized accredited certification body provides the holder of the certificate with the required level of trust both in the domestic and international markets and gives the following main advantages:

- Advantages at participation in tenders, reception of subcontracts, state order;

The ability of the enterprise to obtain contracts both from foreign customers and from Russian enterprises working for export is often conditioned by the availability of a management system, as a rule, certified in accordance with the international standard ISO 9001-2015. These requirements are related to the fact that the enterprise-customer in most cases has already implemented at its enterprise ISO 9001 and prefers to choose suppliers to companies that also have similar systems.

Terms of tenders and other competitive forms of placing orders for the supply of products, both on the external market and on the domestic market of Russia, usually include requirements for the availability of management systems by the international standards. Companies - the organizers of tenders, as a rule, are guided by generally accepted international practice, incl. The World Bank for Reconstruction and Development, which requires certificates for management systems.

- Fulfillment of licensing terms;

The establishment by the state in Russia and other countries of mandatory licensing of certain types of activities, production of products and services requires the availability of certified management systems for ISO international standards in the field of quality, ecology and safety.

- Reduction of second party audits;

The ISO 9001-2015 standard is a recognized international standard for quality management systems, in many countries it is adopted as a national standard. The standard contains minimum requirements to the quality management system and is conceived as a means to facilitate the interaction of companies at the national and international level.

The certificate of ISO 9001-2015 issued by a body accredited by international rules is sufficient evidence of the compliance of the quality management system with the established requirements both for customers, including foreign ones, and for regulators and other interested parties. The availability of such a certificate in many cases eliminates the need for audits of the quality management system of the second party.

- Expansion of the possibility of obtaining loans;

The introduction and certification of the quality system by an accredited body increases the level of reliability of the enterprise as a borrower of funds. Technical audit of the management system in modern conditions is more effective than financial audit and more about the management solvency of the enterprise. First of all, it concerns working capital for contractual supplies. Since the existing quality system of the enterprise is available for an overseas lender (and more recently for domestic banks), it is an important additional evidence of the stability of supply-related supplies.

- More favorable terms of insurance, factoring;

Insurance, factoring and other types of support by financial institutions of transactions for the supply of goods and services to the external and, increasingly, to the domestic market require confirmation of the firm's stability and, first of all, with respect to risks related to the quality and safety of goods. These risks and the resulting administrative and property liability are significantly reduced by the presence of existing quality management systems that comply with ISO 9001-2015.

- Increase of investment attractiveness, creation of joint ventures;

Creation of joint ventures and other subsidiaries with the participation of investors, incl. strategic, without a quality system meets serious problems. First, there are doubts about the soundness of the management of the Russian enterprise if, for example, there is no audit of the costs of quality assurance of the products and other control functions recommended by ISO documents. Secondly, the possibility of entering new markets without guarantees of a radical change in the attitude towards the quality of the Russian partner also causes fears for the investor, who usually participates in the creation of new industrial structures for these markets.

- The object of PR-action.

Certification of the quality management system makes it possible by holding PR actions, a solemn ceremony of awarding certificates, press conferences, interviews in the press, etc. activities that attract attention to the activities of the enterprise as a supplier of quality goods and services, makes a significant contribution to the PR campaign of the company.

An important factor is the right to use the logo of the certification body, which enjoys international recognition and fame, in advertising and other materials of the company, after the successful certification.

Summarizing all the above we can safely say that the topic of this study is indeed very relevant for development of the enterprise, firm or any company that produce any type of product that can be certified.

Based on the analysis made in the third chapter of this work, voluntary certification can greatly increase the competitiveness of products, increase the trust of customers and even help with entering the international market.

Also, the Russian system of mandatory standardization and certification is developing rapidly and is an important part of the development of the standard of living and the overall quality of the goods being certified.

The cooperation of the GOST R system with ISO allows Russian companies to be certified by this system and to gain greater confidence in the quality of Russian products.

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