

FACTOR FINANCIALLY TO STABILITY ENTERPRISE, COMPETITIVENESS OF COMMODITY

Otesheva Almagul Kaiyrgaliyevna DBA, доцент

Kazakh-russian international university, Aktobe

Address:: 030000, 62 B.Tazhibaeva st., Aktobe, Kazakhstan

E-mail: alma_081@mail.ru

The main objective of all countries in the context of globalization, the competitiveness of the national economy and individual economic entities is to build and maintain. Taking into account market conditions, the country's internal economic opportunities and new areas of production in order to improve the situation further defined. The creation of new production, the importance of increasing the demand for products increases.

The concept of competitiveness and economic literature states, industry, company and product quality levels will be considered.

The concept of the competitiveness of the nation's economy over the last 20 years, has special significance in the theory of economic development. It shows that the formation of the country's economic prospects, and it is important not only in economic terms, the consequences of the political process and the importance of public administration, education, research and development of database information at the top of the structure, innovation culture and values of non-economic indicators, such as the convenience of the system is carried out.

Currently, Kazakhstan has become recognized as a market economy country, it opened the way for a new stage of economic development. For decades, the transition from planned economy to market relations, the economy has led to the emergence of new concepts. The concepts among the "competitiveness" is further evidence of the concept has been widely used today. If the issue of product quality and competitiveness of the universal property ownership. At the core of the topic here.

The indicator of the competitiveness of the country in the first place, increase the level and quality of people's lives, stability and the future of the state's obvious, is the level of compliance with the laws of the country, and many others. That is, the

higher the competitiveness of goods and services, the more efficient use of resources and a high level of life of the population.

Product competitiveness requirements of the commodity market, its quality, technical, commercial and aesthetic characteristics of the economic category, reflecting the state to comply with the requirements of the consumers. Any product competitiveness is similar to another identified only as a result of the comparison of the goods, and it is a relative indicator.

The competitiveness of goods in foreign countries, our country there is no accepted methodology to assess the document. Competitiveness of the Paris Chamber of Commerce and Industry experts marks the level of product innovation, quality, advertising, financial situation, attributed systems. Commodity price competitiveness and English economists, is determined by the relative costs and utility. The market price of the product design and quality of similar products only if it is equal to the product shall be deemed to be competitive.

The competitiveness of its product quality, technical, commercial and aesthetic characteristics of the economic category, reflecting the state to comply with the requirements of the consumers. Any product competitiveness is similar to another identified only as a result of the comparison of the goods, and it is a relative indicator.

The issue of the competitiveness of products in the world have become universal in the current conditions. Each of the country's economic and social life of the consumer depending on how successful solution. Competitiveness - the state, the manufacturer is likely to mark the set of the production capacity and sales. Competitive factors are forced by the market to drive competitiveness and manufacturers fear the market will have to engage in continuous quality system and evaluate the performance of their objective and rigorous. Developed a competitive product on the market is a key factor in the competitiveness of its commercial success. Competitive commodity market conditions, customer needs quality, not only on the technical, economic, aesthetic characteristics, as well as commercial and other conditions of the (price, delivery time, ways of service advertising) is a

multidimensional concept. In addition, the product bisekege qabilittiliktiñ is a key part of the operation is the level of the consumer at the time of loss. In other words, successful consumer goods market competitiveness and value (price) a set of characteristics, the competitive advantage of an analog of the goods before the goods.

Back because their producers, respectively competitiveness of enterprises, trade unions, companies can say on the basis of the state ¹. Every product on the market will meet the needs of the public performance test: each buyer can purchase goods to meet its own needs, and all buyers than competing products will be able to purchase the product that meets the needs of the public. Therefore, the competitiveness of the product (ie, the possibility of commercially viable in a competitive market) competitors products can only be determined on the basis of comparison with each other. In other words, depending on the time of the sale of a certain competitiveness relative concept. Criteria for assessment of the needs of each of their customers will have the ability to compete here because there are frequent. so that consumer interest for competitiveness (guarantees to the satisfaction of needs) is determined solely by the qualities.

Dairy products is determined by the competitiveness of its many consumer benefits. In this regard, the author's opinion, the conditions of competition in the milk and milk products, competitive nutritional value, naturalness, taste, fat content, price, safety, sanitary and hygienic address external winding charisma of the needs and tastes of consumers and satisfy the conditions of economic understanding. Product quality, price, customer choice and innovation factors of influence.

Today the improve of marketing system for domestic enterprises is one of the main issues. Because of the global trends, teach consumers a wide range of information on the world market during the commercial and business areas of marketing methods show has become one of the main means of income. The world experience of the market economy in order to increase the effectiveness of the management of the sectors of the national economy in order to strengthen the company to maintain its viability and its two main stage of a new method of

¹ Economic theory." Aubakirov A. Almaty1998.

organizing production and products, that creates the need for the use of marketing activity. Domestic marketing of enterprises is still not widespread, but recent market development departments of large enterprises are located in some of the marketing organization. The reason for failure to provide a lot of value, production, marketing managers essential thing is for the person as well as the role of marketing in some managers and some due to the occurrence of the idea of little value. Such thoughts enterprises based on production, marketing and sale of its business activity of the organization, not because of the differences in philosophy aimed at the target. Thus, the goal of the team of marketing at the company based on customer needs, to meet the interests of consumption and production - during the execution of the production program. The role of marketing in increasing the competitiveness of the product should be directed to the formation of the first of its attractiveness to the consumer. The current competitive environment in the domestic market, the price of food quality and attractiveness of its properties, including the need to find ways to increase the competitiveness.²

There can not be a tool for the purchase and sale of the product price is not attractive consumer properties there is no demand for the product is not a consumer product.

In this regard, according to the author, in order to increase the competitiveness of product marketing system should not affect the following issues:

Directions to ensure the product's popularity in the market. This product quality, efficiency and consumer price consumers can be implemented by a large-scale advertising.

Is a trademark of the company to be taken as the key to consumer confidence. At the moment, can play an important role in marketing the concept of a trademark, which is considered to be equivalent to the value of products and services offered. Products currently on the market offer their consumers, manufacturers, enterprises will be able to buy its trademark party seeks to improve the formation of their

² Kozlov E.N. Product and product policy. Construction Economics. 2001 №1

trademarks and that they provide a competitive so many experts from the formation of the company's brand in the minds of the consumer increase the competitiveness of its products as the main factor.

Increase the attractiveness of the other properties of the product, its appearance and signs differ from other products to ensure the attractiveness to the consumer. Bulşara to ensure the competitiveness of the company's interests and actions can be carried out.

The above issues will be solved through better consideration of them. Therefore, the effect of all factors in the market on a regular basis, including the "marketing mix" should be used. It is part of the company you want to adjust a set of effective market and product sales.

During making efforts to improve the competitiveness of the product, to improve the company's marketing system aimed at ensuring the attractiveness of the product is one of the issues to be taken into account. During the development of the country's industrial market quickly clear the need for the development of the marketing system specifications. Marketing management of the production processes of the system in accordance with the process of change in market conditions and competitive advantages, which affect the application of the effective ways to use an important tool. Production and marketing of goods and services in the broad sense within the framework of a systematic, comprehensive and targeted services, the demand for goods and services as well as enterprise features and connects the system to meet the needs of consumers and producers. Marketing to stabilize its position in the enterprise market to improve production through the introduction of products is the main mechanism to increase competitiveness. There are several types of marketing approach in raising the competitiveness of. First of all, it is the product and service-oriented marketing. It is lower than the market price, quality and adapted to the attractiveness of high quality products. Similarly, in the direction of improving the competitiveness of the product depends on the stage of the product life is an important part of the marketing system. At present, domestic enterprises to improve the marketing system is one of the main issues. Because of the global trends, teach

consumers a wide range of information on the world market during the commercial and business areas of marketing methods show has become one of the main means of income. The world experience of the market economy in order to increase the effectiveness of the management of the sectors of the national economy in order to strengthen the company to maintain its viability and its two main stage of a new method of organizing production and products, that creates the need for the use of marketing activity. Domestic marketing is still not widespread, but recent market development departments of large enterprises are located in some of the marketing organization. The reason for failure to provide a lot of value, production, marketing managers essential thing is for the person as well as the role of marketing in some managers and some due to the occurrence of the idea of little value. Such thoughts enterprises based on production, marketing and sale of its business activity of the organization, not because of the differences in philosophy aimed at the target. Thus, the goal of the team of marketing at the company based on customer needs, to meet the interests of consumption and production - during the execution of the production program. The role of marketing in increasing the competitiveness of the product should be directed to the formation of the first of its attractiveness to the consumer. The current competitive environment in the domestic market, the price of food quality and attractiveness of its properties, including the need to find ways to improve the competitiveness. There can not be a tool for the purchase and sale of the product price is not attractive consumer properties there is no demand for the product is not a consumer product. In this regard, according to the author, in order to increase the competitiveness of product marketing system should not affect the following issues: Directions to ensure the product's popularity in the market. This product quality, efficiency and consumer price consumers can be implemented by a large-scale advertising. Is a trademark of the company to be taken as the key to consumer confidence. At the moment, can play an important role in marketing the concept of a trademark, which is considered to be equivalent to the value of products and services offered. Products currently on the market offer their consumers, manufacturers, enterprises will be able to buy its trademark party seeks to improve the formation of

their trademarks and that they provide a competitive so many experts from the formation of the company's brand in the minds of the consumer increase the competitiveness of its products as the main factor. Increase the attractiveness of the other properties of the product, its appearance and signs differ from other products to ensure the attractiveness to the consumer. In order to ensure the competitiveness of the company's interests and actions can be carried out. The above issues will be solved through better consideration of them. Therefore, the effect of all factors in the market on a regular basis, including the "marketing mix" should be used. It is part of the company you want to adjust a set of effective market and product sales. Another improvement of the marketing system in raising the competitiveness of the importance of determining how to market any product evaluation the balance of supply and demand. From here, you can describe the importance of the marketing system, its main functions:

- Comprehensive market research, analysis and forecasting, the tastes of the consumer market;

- Study of the external environment of the enterprise;

- The study is similar to the company's competitors and their products;

- Assessment of their capabilities;

- Marketing strategy and tactics of the system;

- Commercial policy planning, quality and assortment management;

- Demand and sales promotion;

- Ways of sales and service organization;

Marketing management and marketing control. The sequence of functions, depending on the specifics productive and competitive production and the formation, he called the marketing cycle. The nature of the production cycle on the market depends on the properties and conditions of the product. The implementation of these functions in the direction of improving the competitiveness of the company's products contribute to the improvement of amplification. In general, the marketing system of advertising sales of finished products for the enterprise approach and appeal to the tastes of consumers in the formation of the properties of the product is

considered to be an effective organization for the purpose of research. This product has a marketing company as a way of improving the competitiveness of the importance of the use of a mechanism to improve the system. People make industrial enterprises operate effectively in a competitive market, industrial, scientific, technical and carried out effective management services, market conditions to determine the nature and needs a competition and opportunities raised by the company one of the most important marketing system. Features of the introduction of domestic enterprises management system appears at the beginning of the 1990s, today linked to environmental factors. Features of the nature and level of development of these relations and marketing, depending on the level of development of the individual sub-systems and the economy as a whole. Today, the value of marketing in the business customer needs into the profits of the enterprise. Marketing- that the goods do not encourage customer requirements, taking into account the requirements of the specific segments of the market analysis, new product developed in accordance with the requirements defined in the concept of scientific research. Currently, there are many industrial and service businesses, including food industry enterprises in line with their economic activities in this marketing system, to adapt to the requirements of the market. Well organized marketing system proved itself time to return the results of its times³.

Price competition is not the main place of the manufacturer's marketing company stand out from competitors products should be under the influence.

The global product development and marketing principles with respect to the needs of society, due to the increased supply of tastes began to be reflected in a new direction. These changes, in turn, "the marketing philosophy" contributing to the emergence. Consisting of three basic principles that take into account the needs of the consumer market in the main form:

Take into account the need to

³ Goncharuk V.A. The development of the enterprise. M.: Delo, 2000

1. In principle, the main purpose of the enterprise market changes, taking into account the requirements of the demand in accordance with the tastes of consumers that should be based on during the search for ways to meet specific needs. Before a chance to increase the volume of industrial production, to study cavity of a market to provide new types of products that principle contract.

2. to adapt to rapidly changing demand. Currently, a shorter period different needs of the consumer market.

3. Adhere to the nature of the complexity of marketing to increase production efficiency. Marketing as a unified system of this principle is carried out by means of the following destinations:

According to the scientific and technical advances to improve the attractiveness of the properties of the product and its production methods, new character to expand the range of products;

- The balance of supply and demand in order to form an effective pricing policy;

- To improve the methods and techniques of production;

- The ratio of the weight of the product;

In order to encourage customers to conduct mutually beneficial relations with product improvement and effective use of effective advertising tools.

At the same time, the direction of the enterprise to manage, and return the appropriate response for a particular market is closely related to that system.

Depending on the section of the proposed marketing functions will be divided into three areas. This compliance with the objectives of the strategic development of the company and of the need to keep focus on the impact of the implementation of the relevant (Appendix A). The first direction of the head of the marketing department, the service system must be linked to the work of market research and forecasting the development of the enterprise.

The main objectives of the marketing department in this direction can be attributed to the following:

Product market (domestic production capacity and traffic demand and consumption, export and import features) comprehensive and systematic study;

The study of the product on the market offer (features, pricing, and pricing of competitors, consumer products (quality, attractiveness) analyze the benefits of the pricing policy of the company);

- Analysis of the product range of the company (life stages, the reasons for the increase of the amount of each type of training or lower) and make recommendations for its improvement;

The conduct of the company's products (demand volume, an increase in the capabilities of each product strategy) in connection with the development of the total production forecast. The aims and objectives of the enterprise market development, received information related to the assessment of the adequacy of predictive validity of the data is determined by an effective method of forecasting.

Forecasting methods to predict the type of entry into force of more complex distinguished by its scalability and taking into account several factors. In general, the marketing system is effective, and reliable information, in most cases, depending on the methods of forecasting.

Research and tastes of consumers in the second direction of the marketing department of the enterprise should be based on the evaluation of new products to the market works.

Changes in the country's industrial enterprises in the world outside. Company is interested in increasing the competitiveness of its products in any production similar to the modern needs of foreign enterprises' commercial strategies, sales techniques and its use is important to keep focus on ways to determine the tastes of consumers.

According to the consumers began to be in great demand on the world market and the production of new types of products to the domestic market has increased the importance of marketing evaluation system. The results of the research enterprise market "flexibility" to increase the production of products with high demand for the

formation of life önmderdi within the limit of the decline, the consumer will be the basis to offer to improve the properties of the new character.

Proposed new attractive appearance and culture of the sale of consumer products that have a positive impact on policy, quality is important to demonstrate the properties of the main marketing system policy generation.

The main objectives of the marketing activities in this area should include the following:

The reasons for the change in consumers' taste and research;

- The characteristics of the population, taking into account the principles of market demand for new products (on the advice of experts in the industry) and the views of the consumers of such products;

- Justify the features of new products to meet the needs of the enterprise (its effectiveness could have been held, and the consumers);

New product lines, used to deliver the consumer features of its consumer properties;

The third direction of this section for the formation of a marketing system needs to find ways to create demand for products and advertising services.

Coordination of product development and advertising needs, working under the direction of the main objectives of the marketing department should be as follows:

1. The use of effective methods for the formation of the demand of the product;
2. The provision of incentives to improve the organization and holding areas;
3. consumer advertising by means of ensuring the effectiveness of consumer product and its features;
4. The demand for the product, allowing the formation of a new market "cavities" research;

5. Taking into account the ability of the company to increase the popularity and prestige of the trade mark of the manufacturer of the execution of the work;

In recent years, according to the marketing system tıidiligin enterprise product life stage, looking at the way their work is in use.

Coordination of the main activities of the department of marketing the product life stages, taking into account the changes in the enterprise market in a timely manner, will identify steps to improve the competitiveness of the products.

Generally, the characteristic of a market economy, the company's marketing organization is imperative. To keep up with the pace of the global processes to ensure effective development and production, and to increase the competitiveness of domestic products market access to the system to use the most effective marketing tool every company should be one of the tasks to be solved.

	First direction	Second Direction	Third direction
Market output	1 Market penetration of the product Research opportunities	2 consumer Goods attitude toward the determine	3 A wide range of advertising
Growth	4 the impact of competitors and increase sales forecasting capabilities	5 Increased product image properties	6 active advertising
Maturity	9 the profitability of the product Lines of research to improve	8 Control of the achievements of similar products in the market on a regular basis	9 Provide a new direction for the promotion
Decline	10 The reasons for the decline of the research and development of recommendations for its improvement	11 The formation of new product developed policy	12 All of use effective methods

Picture 9. Product life stages of the marketing function of the system.

Taking into account the marketing activities that require a lot of funds should take into account the profitability to attain even greater success. Therefore, the

structure of the marketing system and the company proposed to create a competitive market on the basis of specific areas to promote rapid and effective.

«FoodMaster» can make recommendations to improve the competitiveness of products in the following:

«FoodMaster» and the increasing popularity of advertising strategy.

In order to draw the attention of consumers is effective in the following channels:

Press (read a lot of newspapers, magazines, newsletters and other mass media);

Audiovisual (radio, movies, fairs and exhibitions of special videornatwlar, slide films);

Advertising posters (where a lot of people, roads in various visual and text messages);

- Transport advertising;

Is a strategy to improve the quality of products, quality indicators, it is necessary to take into account the variability from time to time. Is an element of the strategy to improve the quality of ISO 9000 is a quality management system based on international standards.

Carrying out the strategy to improve the quality of the product is the feedback element of their certification. Certified goods advertising, you need to open new domestic sınaqtıw and certification centers.

To improve the competitiveness of the product a year and new markets is growing problems of adaptation. In this regard, any enterprise of this analytical research should be created in the region. New industrial product markets could change the competitiveness and profitability of production.

To improve the competitiveness of the product, it is necessary to issue a new market. But it is a new market for all repair and maintenance is necessary to determine the level of skilled workers. Because consumers may require you to increase the reliability of its products.

Conclusion

In his time, a large-scale production of the three main factor in the competitiveness of the country's natural resources, labor, capital and resources. Production and technological progress and competitiveness, primarily related to the development of the upper level of the country's infrastructure, its scientific potential, to determine such factors as the level of education of the population. World experience has shown that the essential factors of production, but it is competitive enough. At the same time, the demand for a certain product and service sectors of the domestic competition, the firm's strategy and structure and competition in the domestic industry.

To increase the competitiveness of milk and dairy products on the basis of investigations carried out in connection with the following conclusions can be made:

1. Milk and milk products, competitive conditions of competition in nutritional value, naturalness, taste, fat content, price, safety, sanitary and hygienic address external winding charisma of the needs and tastes of consumers and satisfy the conditions of economic understanding.

Efficient use of raw materials affects the processing of milk and dairy products. With the necessary components of a complete setup of all dairy products and interferes with the production of certain types of use.

2. Milk production as a result of the collapse of the Soviet Union in the closing of many large-scale dairy farms even have time to tell you got a very bad state. The results of the country's dairy cattle, mainly in the hands of individuals. This situation will have a negative impact on the development of the dairy industry. Private farms, dairy companies can not provide the quality of the products supplied by the manufacturer. In particular, the domestic milk producers there is a high level of

penetration of bacteria in milk. This situation is the low quality of dairy products, high production costs leads to a decrease in the range of mills and dairy products.

In addition, the large dairy farms in Kazakhstan have enough milk production and milk production of dairy products to a significant reduction in the level of 26% Kazakhstan milk market in recent years due to a variety of cases, the net low to determine the stability of the product, the product, normal profitability.

Indicators of competitiveness of domestic dairy products shows a low-cost, basic resources, technology upgrades, replacement of high-quality seeds and fertilizer cost. In such a situation, the material and technical base, increase the competitiveness of domestic dairy products

To this end, the production of dairy products based on scientific innovation and technological development, including news, tax and customs privileges, as well as quality management (ISO, XASPP), export subsidies, loans, equipment leasing is necessary to create mechanisms discounts and the use of economic measures .

The need to join the 50 most competitive countries in the world domestic product has set the task to improve the competitive position of the company. Market economy characterized by tough competition. An atmosphere of total production in the economy and the state of the market growth is one of the main sources — is known to increase the competitiveness of manufactured products. This party, the main focus of the market, consumers tastes, taking into account the results of the variable demand and the achievements of the mind, the nature of the consumer in accordance with the manufacturer's ability to produce products with high mobility.

The following conclusions and recommendations can be made on the basis of investigations carried out.

1. The competitiveness of the product quality, price, design, after-sales services may be acceptable compatibility. — to meet the needs of the consumer goods, high level of competitiveness of products and thus find their place in the market. In other words, commodity market conditions, customer requirements, quality, economic, technical, aesthetic and ergonomic characteristics, but also commercial and sales

(delivery time, pricing, sales channels, services, and advertising) to comply with the terms of is a multidimensional concept.

2. The main components of the competitiveness of the product should be noted:

The main component of the product and a lot of attention is paid to the quality of its directly related to him. Numerous studies have shown that a final decision on the purchase of the product (30-35%) is due to its qualitative characteristics.

The second component of the product, sales and service. Consumer products are often of poor quality, but reliable and inexpensive service (for example, car and motorcycle) selects the goods sold.

The third component of the consumer, the subjective factor as a positive or negative impact on all of it.

3. All the factors that determine the competitiveness of the product can be divided into the following groups:

Product and service quality;

- The price of products and services;

The level of qualification of the personnel;

- The level of production technology;

- The availability of financing sources;

Qanıqqandığı of the market, demand and supply.

1. Currently, there are several methods for evaluating the competitiveness of the product. Evaluating the competitiveness of all of them was to unite the two basic groups:

- Differential sufficient level of basic technical parameters of the evaluation, what parameters it satisfies the basic parameters which the parameters are very different problems to be solved;

- complex analog competing products, the production of the enterprise group, integral, based on a combination of indicators to compare.

5. The process of globalization of the world's most powerful wings have evolved to create an open and democratic society. The work has the object of study — "FoodMaster" LLP is to contribute to this goal. Before very useful to improve the

production and consumers, credible quality product sales objectives. After the audit conducted in accordance with the ISO certificate "FoodMaster" company's output, proves that the system of production and management in accordance with international standards. The company's products in the following range: "Fruktovyi LED" and "waffle cup", "plastic", "stick", "Maxim" and "Africa."

6. According to the company's 2011-2015 development was studied. You can say that there is a general improvement of the situation of the enterprise. As evidenced by the company's solvency and financial stability, profitability and performance can be related to the activity. These figures increased significantly in 2015 compared to 2011. And achieved very good results in the coming years, we see development.

7. Dairy products market serving «FoodMaster» complex method has been used to assess the competitiveness of the products. On the basis of competitors Agroproduct, Gay moločnik Kaisar, honest, dominant in derevne, my white and Mwmwnya round products. Milk, kefir, cottage cheese, sour cream and ice cream products. "FoodMaster" analyze the products of such concludes: "FoodMaster" LP products are competitive in the domestic market. Especially kefir, sour cream and ice cream products appear, they are indicators of the first pillar of competitiveness. As the second place, while milk and cheese products, the analysis should increase the attractiveness of our products; all decided to satisfy the high quality of the product.

8. «FoodMaster» is recommended to increase the competitiveness of products in the following ways:

- In developed countries, as well as on the experience of Russia's «FoodMaster» in the specialization and concentration of production in the production of dairy products, which must be intensification of pastoral economy advanced growth, keeping constantly to improve the genetic potential of livestock herds progressive introduction of mechanization of food production processes, feeding entertainment, animal holding rooms should be at the expense of the collection.

• "FoodMaster" is very important to the development of innovative services, it is necessary to find a solution to the main issues of the following: research base is weak, the lack of equity, etc.

Dairy products, automation of production processes, advanced technological equipment installation;

Dairy farms veterinary and sanitary situation is to always check;

- The use of new packaging materials to prolong the shelf life of the product;
- The release of goods in the domestic and foreign markets, to improve the quality system in order to build their competitiveness. In this case, Japan and European countries on the basis of experience in this sector;

New product preparation and processing of domestic and foreign advanced equipment and technologies;

- Through the issuance of new types of customers with different levels of product range expansion;
- hold a service system for foodstuffs and improving the system of incentives for development; etc.

Products produced in the food industry is directly related to the safety of human life. Therefore, the properties of the quality of the product meets the specifications of this assessment is a key factor in determining the competitiveness of the product. The impact of foreign carriers in a competitive environment in the domestic market, domestic producers, price of their products, as well as advanced features, such as the manufacturer's reputation and popularity in the market, adds one of the main tasks in the assessment of the attractiveness of its properties.

References

1. "Economic theory." Aubakirov A. Almaty1998.
2. Kozlov E.N. Product and product policy. Construction Economics. 2001 №1
3. Goncharuk V.A. The development of the enterprise. M.: Delo, 2000

4. Kubaev K.E. Qualitative factors in managing the profitability of the company // Quality Management. -№4. - 2012. - P. 18 21.
13. Godin A.M. Marketing: Textbook. - M .: Progress, 2001
14. Zholdasbaeva G.O. Business Economics: Economics, 2002.

