

# QUALITY OF PRODUCTION AS FACTOR COMPETITIVENESS OF THE ENTERPRISE

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The problem of quality of manufactured products is relevant for any enterprise. Especially now, when Ukraine tries to increase its sales markets and reach the international level. In order for this goal to be achieved, it is necessary to meet international standards and established requirements.

In today's market conditions, the efforts of commodity producers are aimed at satisfying the demand of consumers, which, in turn, are guided by the qualitative characteristics of the goods. Consequently, product quality becomes the main factor affecting the consumer and encourages him to acquire.

One of the factors that shapes the company's competitiveness is the volume, quality, composition, potential. But special

attention should be paid to the quality of products.

The main objectives of this study are to analyze the concept of "competitiveness", as well as the impact on it of the quality of manufactured products, its certification and standardization.

After conducting this study, it was possible to better understand the concept of "competitiveness", to determine the factors that affect it. One of the main factors for increasing competitiveness is to ensure a high level of product quality. And all the measures connected with standardization and certification of systems of quality of enterprises allow to create competitive production and effectively to realize competitive products.