THE SYSTEM OF PRODUCT QUALITY CONTROL AS A FACTOR OF CRISIS IN ECONOMIC SECURITY OF MEAT PACKING PLANTS OF UKRAINE

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Abstract. The purpose of the study is a disclosure of the essence of a product quality control system, as a component of economic security and means of crisis prevention for meat packing plants. The following objectives are defined in the research: to explore the theoretical basis of product quality and quality systems within the enterprise and describe the impact of product quality on the probability of a crisis and the economic security of meat packing enterprises of Ukraine. In the study, the place of product quality system in the structure of economic safety within meat packing enterprises of Ukraine is found. The economic essence of notions of “quality” and “quality system” are disclosed. The main factors influencing the quality of the product are outlined. It was provided a clear definition of economic substance of these concepts, as well as identified the major classifications, which should contribute to further scientific development of crisis management mechanisms needed when providing economic security and sustainable development of meat packing enterprises of Ukraine.

Keywords: product quality control, meat packing, economic security, economics, Ukraine, enterprise economic security.

Introduction
The unfavorable economic situation in the country has led to a decline in purchasing power, which, in turn, led to a decrease in sales by meat packing plants. However, raw material prices have been steadily increasing owing to increased production costs.

At the same time, prices of meat products are not increasing. Big companies keep prices in order to reduce the number of competitors in the Ukrainian market. As a result, many industries unable to change the price of their products strongly reduce the cost by changing the recipe. However, any change in recipes often leads to lower quality of products, a decrease in sales and the loss of brand image. Such factor, as non-compliance with the quality standards, certainly has a negative impact on the competitiveness and status of economic security. Thus, it can cause a crisis in the company. This situation leads to the use of crisis management in order to improve product quality, restore the competitive position in the market and ensure economic security.

That is why we should pay special attention to such aspect of economic security as the quality of the output.

Most currently existing definitions of product quality define this concept as a set of characteristics, properties or attributes that can meet the needs, expectations and demands of customers. This definition does not take into account the legal standards and quality requirements. It rather reflects the attitude of the consumer to the product. This ability of products to meet the needs of the buyer is referred to as the utility of product, not quality. Therefore, a more precise formulation is that given by a well-known expert in the field of quality products - A. Feigenbaum, who determined the quality of products or services as a common set of technical, technological and operational characteristics of a product or service, by which a product or service meets customer requirements while being used.

Results
At the present stage of development, the market economy allows domestic enterprises to fully utilize the potential of the world's scientific and practical approaches and methods to ensuring product quality. Ukraine is now able to take an active part in the international cooperation in the field of product quality. In terms of Ukraine's integration into European and global economic structures (EU, WTO etc.), the potential of
economic security of companies strongly depends on the quality of products which has become one of the most important direction for exporters. This led to the fact that manufacturers realize the importance of ensuring quality of products in providing economic security.

The quality of product is one of the most important indicators of business performance and economic security. Improving product quality largely determines the stability of the company in a marketplace, the pace of technological progress, innovation, an increase in efficiency and savings of all resources used by the company. In modern conditions, a competition between companies is held mainly in the field of quality of their products. Years of experience had by leading companies of developed countries show the following. To succeed in the market, a company should improve the quality of management system, as a part of potential economic security.

To ensure the economic security of enterprise, products should meet customer requirements and needs of consumers. These requirements are usually included in the specifications or standards. However, specifications do not guarantee satisfaction of a consumer, because the design of product, technology or organizational system covering research, design, manufacture and sales of products (services) may appear inconsistent. The probability that the product will meet the requirements established by a consumer increases if the company operates an effective system to ensure the quality of products or services.

A quality system is a combination of organizational structure, procedures, processes and resources needed to implement total quality management (administrative quality management) (Krylova, 2002). Quality management is a process of meeting quality requirements. This is an operational activity intended to meet the requirements to quality and remove inconsistencies associated with poor quality.

The quality management system of the enterprise, as a part of potential economic security of companies, can be a tool for competing, given that competitiveness is a level of competence in relation to other companies competing in the accumulation and use of the productive potential of a certain orientation, which finds its expression in terms of product quality, production and profit etc.

In determining the necessary requirements to manufactured products, we should take into account compliance with legislation and product standards which may be extended. The requirement of reliability is simultaneously the security requirements for certain types of goods. There are universal requirements that apply to most manufactured goods. Among them are the purpose, functionality, safety, reliability, environmental friendliness, ergonomics, resource conservation and aesthetics.

The quality of products affect various factors, both internal and external, acting both individually and in relationship to each other, at the individual stages of the product life cycle, and at multiple stages. In particular, the meat packing enterprises are affected by traditional groups of factors, including technological revolution, environment, policy, legislation, economy and others. These factors do have a significant impact on the quality of the product of processing companies. However, in today's economic conditions, specific factors play more and more important role. Therefore, it is expedient to define and improve the functions of groups of factors influencing a product quality.

The internal factors include those related to the ability of the company to produce products of good quality that is dependent on the activity of the enterprise. They are numerous. They are classified into the following groups: technical, organizational, economic and social and psychological.

Technical factors affect the quality of products very much as new technologies and use of new or improved materials are a basis for the production of competitive products. The technical factors include: design, a scheme of consistent relationship of elements, reservation system, circuit solutions, manufacturing technology, facilities for maintenance, technical level of framework design, construction, operation and others.

Organizational factors are associated with the improvement of production and labor, an increase in production discipline and liability for product quality, provision of cultural production and the appropriate level of staff. Organizational factors include: the division of labor and specialization, forms of organization of production processes, production rhythm, forms and methods of control, the order of presentation and delivery of products, forms and methods of transportation, storage, operation (consumption), maintenance, repair and others.

Organizational factors, unfortunately, are not given as much attention as technical are. So, it is often that well designed and manufactured products lose their quality as a result of poor organization of production, transportation, maintenance and repair.
Economic factors are caused by the cost of production and sale of products, pricing policies and the system of rewards for staff producing high quality products. The economic factors include: price, cost, shape and wages, the level of expenses for maintenance and repairs, the rate of increase in labor productivity etc.

Economic factors are especially important for potential of economic security. They have control, analytical and stimulating functions. The first group of functions includes those that allow you to measure: the cost of labor, tools, materials and software to achieve certain level of quality products. Effects of stimulus factors lead to both increase and decrease in quality of products. The most challenging factor is price and wage. Properly organized pricing stimulates quality improvement. The price must cover all costs spent to improve the quality and ensure the necessary level of profitability. At the same time, products with a higher price should be of higher quality.

Social and economic factors greatly influence the creation of healthy working conditions and atmosphere for moral incentives of workers. All of these are important components for the production of competitive products.

The most significant internal factors influencing the quality of the product include the following: the material resources of the enterprise (finance, equipment and infrastructure); qualification and motivation of staff; quality of the project (design excellence); quality of performance (the use of advanced technologies).

External factors of potential economic security contribute to the product quality too. These primarily include: market demand, customers and competition. All these factors are interrelated and affect the quality of the product.

The main external factors influencing the quality of products are as follows: the level of requirements to quality (progress, competitors and consumers); suppliers of resources (raw materials, energy, labor, capital); competent legal regulation of product quality.

A determination of an indicator of quality means finding its value (Magomedov and Rybin, 2006). To do this in practice, depending on the specific product, we should employ the following methods: measuring - with tools, instruments; registration method that is based on the registration and counting the number of certain objects (e.g., standardized, unified and original patents). Registration may be determined by such factors as patent and legal standardization and unification; computational tool which is based on the use of special mathematical models for determining quality of products; sociological method is based on the collection and analysis of possible lines of customers.

An important element in the management product quality is standardization. The main objective of standardization is a system of legal and technical documentation that defines the requirements for advanced products, as well as control over the correct use of this document. The final assessment of the quality of manufacturing is carried out by certification which means the product testing, issue a certificate of conformity, labeling (mark of conformity) and monitoring future production by means of control tests.

Highly competitive environment makes meat processing enterprises of Ukraine to use a system of management of product quality and implement necessary standards and requirements to product quality in order to maintain the market position of the company and ensure its economic security.

Discussion

During this study, it was found that non-compliance with the quality standards negatively affects the competitiveness and economic security of a company, and, thus, can cause a crisis. This fact necessitates the study of such aspect of economic security as the quality of the output.

It was established that in addition to satisfying consumer requirements, in the definition of "product quality" it is advisable to take into account compliance with technical, technological and operational characteristics of the product standards and legislative requirements to product quality.

It was found that the quality system is a combination of organizational structure, procedures, processes and resources needed to implement total quality management (administrative quality management). The quality assurance system used for products or services, which a company operates, increases the probability that the product will meet the requirements established by a customer.

Also, it was determined that the product quality is affected by factors divided into internal and external. The internal factors include the impact of those that are related to the ability of the company to produce products of good quality. However, that is dependent on the activity of the enterprise. They are classified into the following groups: technical, organizational, economic, social and psychological. The most significant internal factors influencing the quality of the product include the following: the material resources of the
enterprise (finance, equipment and infrastructure); qualification and motivation of staff; quality of the project (design excellence); quality of performance (the use of advanced technologies).

The main external factors influencing the product quality of economic security are as follows: the level of quality requirements (progress, competitors and consumers); suppliers of resources (raw materials, energy, labor and capital); competent legal regulation of product quality.

It should be noted that an important element in the management of quality of products is standardization. The main objective of standardization is a system of legal and technical documentation that defines the requirements for advanced products, as well as control over the correct use of this document. Certification of products helps to ensure compliance with the totality of characteristics of requirements for product quality.

Thus, in the scientific literature in the field of product quality, theoretical basis of concepts of "quality" and "quality system" allowed defining the most precise formulation of concepts, as well as the main factors of influence on product quality and methods of calculating product quality value.

This study allows us to pass to the factor analysis of product quality and prepare the expanded classification of factors with a view to its subsequent use in crisis management introduced in meat packing enterprises of Ukraine.

References