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THE ROLE OF THE ISO 9001 QUALITY MANAGEMENT SYSTEM IN ENSURING PRODUCT COMPETITIVENESS

Ziyadillayeva Sh. P.

Asia international university, Bukhara, Uzbekistan
Tel: +998 99 218-12-34
Email: ziyadillaeva88@mail.ru

Abstract: This article analyzes the role and importance of the ISO 9001 international quality management system in increasing product competitiveness. The possibilities of producing products that meet market requirements and international standards through the introduction of quality management systems in the production process, ensuring product quality stability, reducing production costs, and gaining consumer confidence are highlighted. Also, based on the regulatory legal acts adopted in the Republic of Uzbekistan, the application of the ISO 9001 system in the sectors of the national economy and its role in increasing export potential were studied.

Keywords: quality management, ISO 9001, competitiveness, production, consumer needs, sustainable growth.

Among the main features of the ISO 9001 standard, issues of ensuring the quality of products and services, forming a reliable image in the market, improving internal management processes, expanding export opportunities, and increasing competitiveness occupy an important place. This standard allows enterprises to systematically manage quality and serves to strengthen their position not only in the domestic market, but also in foreign markets.

The implementation of the ISO 9001 system in Uzbekistan is supported at the level of state policy. The Cabinet of Ministers adopted resolutions on July 22, 2004, and June 19, 2009, outlined measures for the widespread implementation of this system at enterprises. Decree No. UP-60 of January 28, 2022 - "Development Strategy of New Uzbekistan (2022-2026) " - gave the task of widespread implementation of quality management systems. Resolution PQ-4059, adopted on December 12, 2018, provides for the implementation of the ISO 9001 standard at 9,047 enterprises. Resolutions PQ-2935 and PQ-3175, adopted in 2017, also define the issues of training exporters and the implementation of quality systems in free economic zones. The resolution adopted in June 2021 set the task of radically improving the sphere of technical regulation, adopting 12 thousand standards based on ISO standards, and entering more than 40 new markets. These documents serve to increase the efficiency of enterprises, ensure product quality, and expand export opportunities through the implementation of the ISO 9001 standard.

A number of positive results have been achieved at enterprises that have implemented the ISO 9001 system. In particular, the quality and stability of products have improved, production costs have been optimized, consumer confidence has increased, and opportunities for entering foreign markets have expanded. At the same time, certain difficulties are observed in the implementation of the system at some enterprises. In particular, the main problems are

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the lack of qualified specialists, the limited availability of financial resources, and the incomplete formation of a culture of quality.

In today's rapidly developing era, if enterprises do not produce competitive products, there is a high probability that they will lose the market or lag behind in development. Customers are aware of their rights, and the demand for high-quality and durable products is growing. Therefore, ensuring product competitiveness through the implementation of quality management systems at enterprises is becoming a pressing issue.

ISO 9001 is an international standard for the implementation of a quality management system, the main goal of which is to create a quality management system at the enterprise, constantly improve the quality of products and services, and increase confidence by meeting consumer needs.

Significant results have been achieved to date to ensure the implementation of the resolutions. In particular, 1,214 new standards have been adopted, and by the end of the year this figure is expected to reach 2,660. Of these standards, 1,173 are harmonized with international norms and rules, and 247 are standards for the production of new types of products in such industries as food, electrical engineering, building materials, chemical technology, petroleum products, and railway equipment. Preventive work was carried out at 1,516 enterprises operating at the republican level, 337 enterprises were provided with standards free of charge, and international standards were introduced at 28 enterprises.

Also, quality management systems in accordance with international ISO standards have been implemented at 836 enterprises, bringing the number of such enterprises to 9,497. In particular, there are 9,047 certified enterprises operating under the ISO 9001 quality management system, 94 under the ISO 14001 environmental management system, 115 under the OHSAS 18001 health and industrial safety system, 231 under the ISO 22000 food safety system, 66 under the ISO 50001 energy management system, 43 under the ISO/TS 16949 automotive industry quality management system, and 22 under the GMP - Good Manufacturing Practice system.

One of the important results is the introduction of modern testing methods for assessing product quality. In particular, 967 standards of foreign countries were adopted, as a result of which 111 units of modern testing equipment worth 7.2 billion soums were put into operation in regional laboratories. As a result, more than 300 test methods, including 69 international ones, were implemented in practice. Thanks to this, 52 types of low-quality products worth 1 billion 905 million soums were prevented from entering the consumer market. In order to modernize and re-equip the measuring laboratories of the "Uzstandard" agency system, 51 units of equipment worth 4.8 billion soums were purchased and 53 metrological verification methods were introduced. As a result of the use of the equipment, metrological inspections of 1,050 units of measuring instruments used in the medical field, 1,020 units of measuring instruments used in the oil and gas industry, and 250 units of measuring instruments used in the food industry were mastered, which saved 7.5 million dollars spent on foreign inspections.

The introduction of the "Kaizen" or "Efficient Production" system at domestic enterprises has also acquired great significance as one of the modern methods of quality management. More than one hundred representatives of industrial enterprises took part in the seminars and trainings held during this time, and the principles of cost-effective production were tested in practice at 13 enterprises.

Although ISO certification is not mandatory for some manufacturing enterprises, the presence of such standards is important for gaining customer trust and increasing market share.

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Therefore, it is advisable to carry out certification processes without bureaucratic obstacles, unnecessary costs, and in a convenient form.

The implementation of the international quality management system ISO 9001 is an important factor in ensuring the competitiveness of Uzbek enterprises. This system allows: Improving product quality, Reducing costs, Strengthening consumer confidence, Increasing export potential.

According to the general recommendations for the implementation of ISO 9001, before implementing this standard in organizations, employees are required to be provided with the necessary knowledge and understanding of the quality management system, as well as to improve their qualifications. The tasks of each department and employee related to quality should be clearly defined, and the quality policy and quality objectives should be reviewed annually and updated if necessary. Expansion of training and retraining programs for quality management specialists. Incentivizing enterprises with an ISO 9001 certificate in public procurement. Strengthening wide-ranging promotional and awareness-raising work on the formation of a culture of quality. Support of domestic enterprises with international consulting services

Among the proposals for increasing product competitiveness, it is necessary to regularly analyze complaints, introduce mechanisms for their prevention, and adopt the principle of continuous improvement in production as the main management principle. At the same time, strengthening practical support mechanisms for local producers is also relevant. In this case, it will be beneficial to assist in the implementation of the ISO 9001 system through state and private consulting organizations, create tax benefits for certified enterprises, and give priority in government orders. In addition, it is necessary to create laboratories and testing centers that meet the requirements of ISO 9001 for enterprises engaged in export activities.

For the effective implementation of the ISO 9001 quality management system, the issue of increasing personnel potential is of particular importance. In this process, it is advisable to enrich the subject "Quality Management" in higher educational institutions with practical exercises and project developments based on the ISO 9001 standard. At the same time, it is necessary to organize special training courses for training internal auditors and quality managers within the framework of production enterprises. This not only improves the qualifications of personnel, but also contributes to the formation of a culture of quality at enterprises.

In the future, it is necessary to expand scientific research on the in-depth study of the influence of quality management systems on the competitiveness of enterprises. In addition, it is recommended to develop an integrated management approach by integrating the ISO 9001 system with other management systems, including the ISO 14001 environmental management system and the ISO 45001 occupational safety and health management system. Such an approach increases the stability and efficiency of enterprises, and also makes them adaptable to international standards.

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