

THE STRATEGY OF JSC "MOGILEVLIFTMASH" IN THE FIELD OF QUALITY

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Summary – This article discusses the development strategies of JSC "Mogilevliftmash" enterprise, sets of measures to implement the development plan of the organization, as well as the idea of introducing new design solutions to improve the quality of the products produced.

Резюме – В этой статье рассмотрены стратегии развития предприятия ОАО «Могилевлифтмаши», комплексы мероприятий для выполнения плана развития организации, а также идея внедрения новых конструкторских решений по повышению качества выпускаемой продукции.

Introduction. The strategic goal of JSC «Mogilevliftmash» in the field of quality is to be in the group of leaders in Elevator construction among industrial enterprises of the CIS and ensure competitiveness both in the domestic and foreign markets.

Main part. The company's development strategy is based on the following principles: customer orientation; staff development based on improving their skills and motivation; process approach based on improving the technical level of production, with the aim of producing quality products and reducing costs; continuous improvement based on continuous innovation and mutually beneficial relationships with suppliers. [1]

Implementation of the strategy is achieved through the annual development and implementation of a "Comprehensive plan for technical and social development of the enterprise", which provides a set of works aimed at ensuring the quality of products in the following areas: reducing the level of inconsistencies identified during installation and operation; introduction of new technologies to improve the quality and consumer properties of products; ensuring continuous monitoring of the production process, as well as the development of technical services to maintain a high level of customer satisfaction. To implement the comprehensive development plan of the organization, there is a list of measures: periodic assessment of customer satisfaction with products; improvement of the identification system using electronic means of registering data on product quality; monitoring of installation and operation of elevators at facilities.

By conducting a periodic assessment of customer satisfaction is meant the implementation of surveys, taking measures to maintain satisfaction at the appropriate level. The improvement of the identification system with the use of electronic means of registering quality data is the application of barcoding in the production process. Since the strategic goal of JSC «Mogilevliftmash» is to ensure competitiveness in the market, the rational solution is to introduce new design solutions to improve the quality of manufactured elevators: the absence of machine room, which will significantly reduce the volume of construction work and materials, reducing the total cost of construction; lower noise characteristics, which will positively affect the comfort of the ride in the Elevator; ensuring high accuracy of stopping the cab, which will ensure the safety of entry and exit of the elderly, disabled and passengers with strollers. Improved elevators will allow you to compete with world leaders in Elevator construction

Conclusion. Thus, the implementation of this program will improve the quality of products, satisfy the consumer and maintain a leading position among the Elevator construction companies in the CIS.

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ANALYSIS OF STRENGTHS AND WEAKNESSES OF IT SPHERE

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Summary – This article is devoted to the state of IT services at the modern market. The special attention is paid to the impact of strategic planning on a company. The strengths and weaknesses of the IT company have been analyzed. The author gives some recommendations on how to improve and develop this strategy.

Резюме – В данной статье рассмотрено состояние современного рынка IT-услуг. Особое внимание уделено влиянию стратегического планирования на компанию. Проанализированы сильные и слабые стороны IT-компании. Даны рекомендации по усовершенствованию стратегии.

Introduction. The relevance of the development of the IT industry is due to the information lifestyle of the population. Information search via the Internet and its remote storage have become a convenient way to process data. According to the National Statistics Committee of the Republic of Belarus, 36664 thousand people work in the information