

On the Consumer Integration into the Operational Control System

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key words

production, efficiency, redundant operational control system, customer representative, controller efficiency indicator

It is known that changes in market conditions can outpace the pace of innovative processes in manufacturing enterprises. There is a time lag between the cycle of product formation by the manufacturer and the rate of maturation of its consumer value. This problem is solved by enterprises where the consumer is integrated into the production process and can measure the current level of product quality with their own reference base. We have put forward a research hypothesis, which consists in the presence of a relationship between the efficiency of the functioning of the control areas with the representatives of the customer integrated into them and consumer demand for the company's products. It is shown that the resulting model allows the system of two-sided quality control to respond faster to changes in the external and internal environment, since it provides feedback from the production process to the process of forming consumer value. As a result, an enterprise provided with a rationally organized system of duplication of the operational control function becomes more competitive in its market niche.

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