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DEVELOPMENT OF RAPID ASSESSMENT METHODS OF COMPETITIVENESS OF SEWING AND KNITTING PRODUCTS

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Abstract: This article analyzes methods for rapid assessment of the competitiveness of sewing and knitting products based on modern market requirements. In determining competitiveness, factors such as quality, price, design, innovation and compliance with consumer needs were studied. A rapid assessment model was also proposed using digital technologies. Through digital technologies, product quality, price, design level and consumer opinions are quickly collected and automatically analyzed. This speeds up the decision-making process and allows for an accurate assessment of the competitiveness of products in the market.

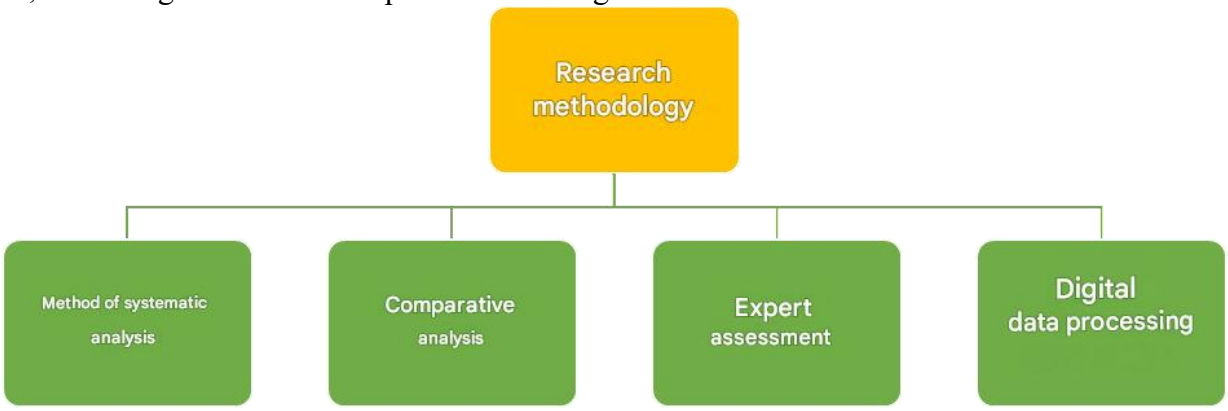
Keywords. Competitiveness, knitwear, sewing products, assessment methods, market analysis, innovation.

Today, light industry, in particular, the sewing and knitting industry, is developing rapidly. Increasing competition in the market requires a quick and accurate assessment of product quality and its competitiveness. Since traditional assessment methods are time-consuming, it is urgent to develop modern, fast and effective methods.

Scientific sources present various methods for assessing product competitiveness. Among them are expert evaluation, indicator systems, indexing, and economic analysis methods. However, these methods are often time-consuming and have limited real-time capabilities.

Systematic analysis method (basic approach) The systematic analysis method is based on considering the product not as a single element, but as a system of interrelated factors. In the case of knitted and crocheted products, this method is implemented through the following stages:

1. Identification of system elements - such factors as product quality, production costs, design, logistics, marketing and consumer opinion are distinguished.



2. Analyzing interdependencies - for example, assessing how a price increase will affect quality and demand

3. Forming a system of indicators - measurable indicators are selected for each factor.

4. Comprehensive assessment - all indicators are integrated and the overall level of competitiveness is determined.

Advantages of comprehensive assessment: provides complete information about the product; identifies strengths and weaknesses; assesses compliance with market demand

Comparative analysis is a method of evaluating a product by comparing its indicators with other similar products. This method determines the market position of a knitted and crocheted product in terms of quality, price, design and functionality. In the process of comparative analysis, the product is compared with competitors' products and its strengths and weaknesses are identified. This is important for improving the product and increasing its competitiveness.

Criteria for assessing competitiveness The following main criteria are proposed for evaluating sewing and knitting products:

1 Quality - is considered the most important component of a product's competitiveness. It is assessed by the following indicators:

Fabric quality - fiber composition, breathability, softness and skin compatibility.

Strength - the product retains its shape and quality for a long time.

Seam quality - the type and firmness of seams, the absence of threads sticking out.

Presence of defects - the absence or minimal presence of defects (holes, unevenness, color differences).

Resistance to washing and care - does not lose shape when washed, does not fade.

Ecological safety - made from materials that are harmless to human health.

2 Pricing policy - plays an important role in the competitiveness of a product in the market. A properly formulated pricing policy benefits both the manufacturer and increases consumer interest in the product. The following factors are taken into account when evaluating the pricing policy: Production costs - raw materials, labor, electricity, and transportation costs. Correspondence to the market price - the reasonableness of the product price compared to competitors' products. Quality and price ratio - a fair determination of the price in relation to the quality of the product. Discounts and promotions - marketing methods used to attract buyers. Consumers' ability to pay - pricing in accordance with the income level of the population. If the pricing policy for knitted and crocheted products is set incorrectly, even high-quality products may not be in demand in the market. Therefore, when setting prices, it is important to maintain a balance between quality, design, and market demand.

Expert evaluation is a method of assessing the quality and competitiveness of a product by specialists and industry experts.

The following aspects are taken into account in the expert evaluation process: product quality; design and aesthetics; functionality;

brand and image; compliance with modern fashion; compliance with consumer needs.

Design and aesthetics Design and aesthetics are one of the important factors in attracting the attention of buyers of knitted and crocheted products in the market. Modern consumers pay great attention not only to the quality of the product, but also to its appearance and compliance with fashion trends. The following aspects are taken into account when evaluating design and aesthetics:

Modernity - compliance of the product design with current fashion trends.

Color harmony - mutual compatibility and attractiveness of the colors used in the product. Form and style - the appearance, shape and aesthetic appeal of the product.

The harmony of national and modern elements - combine national patterns or traditional styles with modern design

Consumer appeal - taking into account the needs of different age and social groups. An aesthetically attractive product makes a positive impression on the buyer and helps the product to

sell quickly in the market. Also, original and innovative design is important in increasing brand prestige.

Functionality Comfort, freedom of wear and practicality

Brand and image The reputation and level of trust of the manufacturer in the market.

Rapid assessment model

The proposed rapid assessment model

includes the following steps:

1. Data collection (online platforms, questionnaires)
2. Indicator normalization
3. Determination of weighting coefficients
4. Integral index calculation

Formula: $R = \Sigma (wi \times xi)$ Where:

R – general competitiveness index

wi – indicator importance coefficient

xi – indicator value

Using digital technologies-Digital data processing is the process of analyzing and processing product information using computer technologies and special programs.

When assessing knitted and crocheted products, the following information is processed: product quality indicators; price data;

consumer opinions; market analyses; competitor information; sales results. This information is quickly calculated and summarized using spreadsheets, online platforms and analysis programs. As a result, it is possible to accurately and quickly assess the level of competitiveness of products.

Results and discussion The results of the study show that the proposed rapid assessment method can effectively assess products in a short time. This method allows manufacturers to strengthen their position in the market.

Conclusion

Rapid assessment of the competitiveness of knitted and crocheted products is of great importance in modern market conditions. In particular, the use of a systematic analysis method allows for comprehensive and accurate results.

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