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**INCREASING THE LEVEL OF QUALITY IN THE PRODUCTION AND ECONOMIC ACTIVITIES OF THE ENTERPRISE**

The need to ensure proper quality in the processes of design, manufacture and use of new products requires the use of a certain system of indicators in the production and economic activities of enterprises, which allows determining and controlling the quality level of all types of products [1, 2]. The assessment of product quality involves determining its absolute, relative, prospective and optimal level [3].

The absolute quality level of the choice is found by calculating the indicators selected for its calculation without comparing them with the corresponding indicators of similar products. Determining the absolute level of quality is insufficient, since the absolute values of quality indicators alone do not reflect the degree of its compliance with modern requirements. Therefore, along with this, the relative level of quality of certain types of manufactured products is determined, comparing its indicators with the absolute quality indicators of the best similar domestic and foreign samples of products.

The level of product quality under the influence of scientific and technical progress and consumer requirements should tend to increase. In this regard, there is a need to assess the quality of products based on its prospective level, which takes into account the priority directions and rates of development of science and technology. For new types of products and, first of all, work tools, it is also advisable to determine the optimal level of quality, that is, the level at which the total value of public costs for the production and use of products under certain conditions of their consumption would be minimal.

The company's product quality assurance system, which is a component of the company's overall quality management system, covers the purchase of raw materials

and materials, production, quality control, and sales and provides a set of organizational and technical measures to ensure quality compliance.

In connection with the strengthening of market globalization trends and Ukraine's accession to the European Union, there is a need to build management systems for domestic enterprises that would contribute to increasing the competitiveness of Ukrainian products and the national economy as a whole.

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**ORGANIZATIONAL AND LEGAL BASIS OF FORMATION OF TECHNOLOGY OF CUSTOMS CLEARANCE OF CARGO ON RAILWAY TRANSPORT**

At present, there is a tendency to increase the volume of international cargo flows that require customs clearance. One of the main carriers of export and import cargo is rail transport. Its advantages over other modes of transport are regular traffic, high speed, significant throughput and carrying capacity. Favorable geographical position of Ukraine and the presence of a developed network of railways contributes to the attraction of international transit traffic.

The main elements of the railway infrastructure, which are involved in the service of international freight flows, are railway stations located in the border area. According to their main purpose, they received the status of border transmitting stations. The peculiarities of their work include a clear interaction of individual units, namely the border, customs and railway services. It is mandatory to comply with the established agreements with the relevant units of neighboring countries on the passage of trains.

Failure to comply with the established regulations in the execution of documents and train maintenance leads to non-compliance with the terms of delivery of goods in international traffic.

Analysis of the main causes of delays in international freight traffic indicates the need to pay considerable attention to the correctness of the design of transport documents. This is possible when using the CIM/SMGS railway consignment note, unified according to the requirements of Eastern and Western transport law, as a basic transportation document. It does not need to be reissued when crossing the border and is an electronic copy of the transit declaration. Its use greatly simplifies the procedure of customs clearance of goods.

In order to speed up the processing of international freight flows during transportation by rail, the technology of checkpoints should be improved. It is necessary to unify the common European standards of work technology, to introduce the use of electronic information and document management for international cargo flows.

One of the possible directions for Ukraine may be the introduction of a risk analysis and management system in improving the technology of customs clearance of goods.

Different rating systems can be used to assess risk and determine the magnitude of its impact. Since 2003 The World Customs Organization has developed a standardized risk assessment.

The introduction of a risk management system for servicing international freight flows at border railway stations reduces operating costs for transportation by:

- reducing the duration of operations related to the expectation of processing a set of transport documents and the implementation of customs procedures at checkpoints;
- improving the use of vehicles;
- reducing the number of cases of loss of cargo, separation of goods and documents.

On the other hand, additional income can be obtained from:

- expansion of the complex of transport services and application of modern transport technologies, improvement of information support;
- provision of additional information services to cargo owners, exporters and importers to control the transportation process.

Improving the organizational and legal framework for customs clearance of goods during transportation by rail requires the development and implementation of information and management systems. This will make it possible to streamline the existing technology for processing international cargo flows by reducing the time to perform the full range of operations at border stations. In turn, consistency in the work of adjacent units will reduce the number of detained cars.

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## КОРПОРАТИВНІ МЕРЕЖІ ІР-ТЕЛЕФОНІЇ НА ОСНОВІ ГНУЧКОГО КОМУТАТОРА

На сьогоднішній день практично не існує таких організацій або компаній, які б не користувалися системами ІР-телефонії. На відміну від аналогових і мобільних засобів зв'язку, ІР-телефонія передає голосовий сигнал по бездротовим інтернет-каналам, завдяки цьому спілкування через Всесвітню мережу не потребує прокладання телефонних ліній. Також не потрібно купувати обладнання для офісної АТС. Віртуальна АТС на основі ІР-телефонії підтримує ряд корисних функцій, які недоступні звичайному телефону, а ціни на послуги та тарифи значно дешевші ніж у традиційних системах. Розглянемо основні переваги ІР-телефонії в порівнянні з аналоговою:

- ІР-телефонія може задовольнити всі потреби у зв'язку та швидкості передачі різних її видів, в той час як мережі аналогової телефонії вже давно застаріли і не задовільняють потреби корпорацій;

- перехід на ІР-телефонію сильно скорочує витрати вже з першого місяця користування;

- легкість управління даними дозволяє отримати доступ до будь-яких статистичних даних, встановлювати рамки витрачання коштів, а також встановлювати обмеження на вихідне з'єднання з різними абонентами;

- за допомогою віртуальної АТС можна побудувати офісну структуру незалежно від масштабів бізнесу та оперативно налаштувати її. Більшість функціональних можливостей реалізуються через