

NAMANGAN ENGINEERING-TECHNOLOGICAL INSTITUTE ANALYSIS OF THE STUDY OF THE RANGE OF MEN'S SHOES

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ABSTRACT

This article examines the assortment of men's fashion leather shoes, the range of materials used for its production, the requirements for it. Assortment formation, carried out taking into account the action of a number of general and specific factors. Common factors include consumer demand and production of goods.

KEYWORDS: Assortment, men's fashion shoes, materials, leather, market, product quality, competition, customer demand, standard, comfort, consumer, efficiency.

INTRODUCTION

The regulatory role of the market, as you know, is extremely tough: the market destroys enterprises that do not pay due attention to the quality of goods. Entire industries are being destroyed, unable to withstand competition with Western and Eastern firms, despite the protectionist customs policy of the state. Therefore, in recent years, more and more attention has been paid to product certification, which is a set of actions, as a result of which, with the help of a special document - a quality certificate or a conformity mark, compliance with the requirements of international standards, national standards of countries of importers of products, and state standards is confirmed. Products with a certificate of quality or a mark of conformity can go to the world market and compete with products from Western and Eastern manufacturing countries.

Shoes are one of the most important things that serve a person. From time immemorial, it protects him from cold, bad weather, injury. This is precisely its main function. But the shoes themselves can be uncomfortable.

It is not so important for the consumer what is the reason for his inconvenience. The main property of shoes is comfort. However, it is not only the comfort that is important, but also the beauty of the shoe. But there is no limit to the variety of shoes. A person perceives shoes, like any other object, through the prism of their own values and aesthetic connections, even if they are not aware of it.

If earlier women's fashion was dominant in light industry, nowadays men's fashion is more and more liberated and combines loose sports and strict classic clothes into one whole, creating a new style, relaxed and comfortable.

There are different types of footwear designed to be worn in different conditions. But there are properties that should be inherent in all types of footwear, for example, hygienic, properties of strength, safety. These and other properties will be further discussed and described in the work.

In recent years, the base of the footwear industry has expanded significantly. Along with natural leathers, various artificial and synthetic materials are used in the manufacture of footwear, which help to improve the quality of products and increase the terms of their wear.

Significant progress has been achieved in the improvement and development of a new technology for the production of footwear and footwear materials, automatic and semi-automatic lines have been introduced, the duration of the tanning process has been greatly reduced, new types of tanning agents have been used, and new methods have been developed for refining the front surface of leather. The assortment has expanded and the quality of footwear and footwear materials has improved.

The assortment of shoes is a collection of their types, varieties, combined or combined according to a certain characteristic. The main grouping signs are raw materials, production and consumer. Assortment formation is a complex process that takes into account the action of a number of general and specific factors. Common factors include consumer demand and production of goods.

Consumer demand acts as the main factor influencing the formation of the assortment, which in turn is aimed at maximizing the satisfaction of the population's demand and at the same time actively influencing the demand towards its expansion.

The composition of the optimal assortment of goods is dictated by marketing decisions. One of the types of marketing research is a questionnaire survey. To collect the necessary information to identify the characteristics of shoe consumption by various groups of the population, special questionnaires are being developed.

The range of men's fashion shoes is constantly updated under the influence of changes in the needs of the population and their way of life, the development of scientific and technological progress, and the growth of effective demand. In commodity science, there are three types of assortment of men's fashion shoes: commercial, industrial and commercial.

The industrial range is illustrated in industry catalogs, demonstrated as samples at purchasing fairs and listed in specifications.

The assortment of goods is the actual set of shoes offered to customers in a store, base or warehouse at the time of its sale. The product range is characterized by the structure, breadth, depth and completeness of the range, as well as the degree of renewal and efficiency.

Brief description of the specific assortment of model footwear. Ankle boots are a type of boots with high ankle boots. Ankle boots are high boots that replace boots. A feature of their design is the presence of a deaf or semi-deaf valve, which is a kind of tongue, sewn along the entire length to the wings of the sides.

Boots are characterized by the fact that they completely cover the back of the foot, the upper edge of the bunks must be located above the ankle. They can be smooth cut, with trim or compound cut with elastic bands, combined with leather or artificial leather. Produced from chrome leather - chevro, calf, outgrowth, velor, patent leather, as well as suede. The sole is mostly leather, made of leather rubber or rubber.

Low shoes differ from boots in that the ankle boots cover the entire back of the foot to the level of the ankles; they are fixed on the leg with the help of laces, buckles, etc. Low shoes are produced smooth, combined with leather, on the outsole made of porous rubber, adhesive, rantly fastening methods and hot vulcanization method.

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vulcanization method.

Sandals are lightweight shoes such as low shoes or shoes. Held on the leg with a buckle strap. Produced from calyx, outgrowth, and half-leather.

Each consumer needs footwear that matches the foot in shape and size. In mass production, it is important not only to make types and varieties of shoes, but also to take into account the quantitative needs of each number and completeness in order to avoid an excess of some numbers and a lack of others. The needs for numbers and completeness of shoes are determined by the method of constructing a size-full range.

The size-fullness assortment is usually called the percentage of each size and each fullness per 100 pairs of shoes. For leather shoes, a dimensional (percentage of shoes of different numbers) and full (percentage of shoes of different sizes) assortments are established, and for rubber and felted - only a size assortment.

The basis for constructing the size-full range of footwear is based on the results of mass measurements of the feet of the population. As a result of the measurement, it was found that the average length of the feet of adult men and women is expressed by a more or less constant value, characteristic for each region of the country.

The size assortment for leather footwear for the male population should correspond to the normal distribution of feet according to the sizes, according to which medium-sized shoes (numbers) are produced in larger quantities than other sizes. Since it is rather difficult to establish an assortment according to curves and a normal distribution formula, so-called standard size tables have been developed for calculation purposes.

The practical height assortment of men's model leather shoes differs from the strict normal distribution of feet: shoes of small numbers are produced in larger quantities than large numbers. This is due to the use of men's shoes of small numbers for teenage children.

The full range of footwear is part of the full size range. It is based on the dependence and close relationship between a long foot and its fullness measurements (width and girth) and is of a dual nature, which necessitates the production of shoes of different sizes, and allows you to reduce the number of fullness to two or three, and in some cases limit the production of shoes to one fullness.

In accordance with the requirements of the standards, men's shoes of each type should be produced in three heights, and children's shoes in two. It is believed that the production of leather footwear in three heights with an interval of 8 mm in circumference provides the adult population with rational footwear by 81.6%, including shoes of narrow width - by 23.4%, medium - by 34.8%, and wide - by 23.4%. The remaining 18.4% of adults will not have comfortable shoes, which makes it necessary to amend the full assortment or compensate for the demand for completeness by producing shoes of different styles.

In a number of cases, it is proposed to change the ratio of fullness, depending on the state of fashion, for narrowed, medium and extended styles of shoes.

Determination of the size of the feet.

Dimensional signs and areas of maximum pressure are determined on special devices and using flexible metric tapes according to standard methods. As a rule, the right foot is measured in one position, when the body load falls on both legs with a distance between the feet equal to 20 cm, according to standard measurement areas: foot girth, oblique take-off, ankle boots, calf, girth under the knee. The length of the foot is determined by measuring the distance from the most prominent point of the heel to the furthest point on the toes. The data is taken into account when determining the number of the block and the length of its track in metric, bulk and English numbering systems.

Metric numbering system - shoe number and shoe size are equal to the length of the foot, expressed in mm, with an interval between adjacent sizes, numbers equal to 5 mm, i.e. the actual length of the footprint or

insole is greater by the amount of allowance, which ranges from 5 to 35 mm and depends on the style and profile of the toe of the shoe.

Shtihmassovaya system. The number (size) of the shoe is determined as the quotient of dividing the sum of the length of the foot (in mm) and the normal allowance (10 mm) per unit of the old French measure (stich), equal to 6.67 mm, i.e. the difference between dimensions is 6.67 mm.

For example, if the foot length is exactly 270 mm and the allowance is 10 mm, then the shoe size will be $(270 + 10) : 6.67 = 38$. However, there are differences in the sizes of domestic and foreign shoe numbering, since firms in some foreign countries do not include the normal allowance when calculating the size. English numbering system - sizes are calculated in inches and the difference between conventional shoe numbers is 8.466 mm, or $1/3$ ", whole numbers or 4.233 mm ($1/6$ ") half numbers on the scale of children's and adult assortments; the counting starts from the zero zone equal to 4 inches of the scale length.

CONCLUSION

The article studied the range of men's fashion shoes.

The range of men's fashion shoes is constantly updated under the influence of changes in the needs of the population and their way of life, the development of scientific and technological progress, and the growth of effective demand. In commodity science, there are three types of assortment of men's fashion shoes: commercial, industrial and commercial.

Model shoes are designed for short-term wear on various special occasions, and meet modern fashion requirements. The model differs from everyday shoes in the lining, which in low shoes should be placed face to face, with the exception of the heel part, where it can be used on the bakhtarma, as well as by marking individual outer parts with folds.

The size-fullness assortment is usually called the percentage of each size and each fullness per 100 pairs of shoes. For leather shoes, a dimensional (percentage of shoes of different numbers) and full (percentage of shoes of different sizes) assortments are established, and for rubber and felted - only a size assortment. In accordance with the requirements of the standards, men's shoes of each type should be produced in three heights.

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