## Methodical Basis for the Development of Marketing Reserves of Company Product Quality Improvement

Sjuj Juj Lun

Tambov State Technical University, Tambov

**Key words and phrases**: enterprise; marketing; products; quality; reserves.

**Abstract:** The article justifies marketing provision of quality management of enterprises and organizations, the formation and development of which contributes to the concentration of organizational and economic measures to improve the quality of products and services.

© Сюй Юй Лун, 2012