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Януш Торуньски

Природно-гуманитарный университет в Седльцах

Польша

Доктор экономических наук, профессор

E-mail: TorunskiJ@mail.com

Хенрик Вырэнбек

Природно-гуманитарный университет в Седльцах

Польша

Кандидат технических наук, инженер

E-mail: HenrykWY@mail.com

Управление качеством функционирования предприятия в условиях рынка

Аннотация: Потребители в рыночных условиях выберут продукты и услуги по критериям значимости и ценности. У поставщиков продуктов и услуг возникают проблемы в удовлетворении дифференцированных потребностей клиентов и на первое место выходят вопросы качества.

Ключевые слова: Рыночные условия; значимость; ценность; потребности клиентов.

Janusz Toruński

Natural - Humanistic University in Siedlce
Poland

E-mail: TorunskiJ@mail.com

Henryk Wyrębek

Natural - Humanistic University in Siedlce
Poland

E-mail: HenrykWY@mail.com

The quality management in the enterprise from market conditioning

Abstract: In the market conditions users select products and services on the criterions significance and value. By business appear problems in satisfy differentiate needs clients. On first place go out questions quality products and services.

Keywords: Market conditions; significance; value; needs clients.

A quality is a notion which is regarding every man at any time lives.

The quality is, so with peculiar element of the economy and perhaps differently to be defined. The production definition is saying that some-how he is accommodating himself to the requirements. He shows that the quality of the product is a base of the preference of customers and an indicator of their expectations. The valuable definition assumes that the quality causes changes in requirements of customers by the determined level of prices which they can accept. The next standard definition is showing the quality as the whole of the appropriateness of the production or services which are deciding on the possibility of the satisfaction of determined needs. The comprehensive definition is telling the quality that a quality is full and constant satisfying needs of goods for the recipient on the competitive market by getting the best position at the customer which for the determined price receives the highest value for itself purchased. It is get with the lowest cost by best freeing of potential possibilities the producer. Other definition they are taking back to the quality as attributes up to the sum assessed of the product. This ranking contains the combination of different climbs, and described definitions are moving notions closer to the understanding.

Term «quality» picked up several dozen last years of new meaning in the sequence and became a key for achieving the competitive majority, i.e. the success. Swings in enterprises caused took place with implementing new technical answers, of information technology and communications and with still changing preferences of customers. Increasing his competitiveness in still changing surroundings is one of essential purposes of activity of the enterprise. It requires the best productivity and the effectiveness of the work, of constant raising the level of the quality. It is possible to assume that a customer is an essential and most important verifier of the level of the quality of products or services. And so meaning of the notion can have different meaning for buyers of products and services. It is important so that every enterprise providing services or delivering products to the market define comprehending the quality. It will help get the superiority of the enterprise on the market, because at present very much a factor of the quality became an important element.

Issues connected among others are in an area of analyses from with: evaluation of affairs of the company with customers, measuring the degree of satisfying customers, evaluation of features of the product or the service, motives for the purchase (socalled factors of taking purchase decisions).

The quality was included in the action of organizational enterprises, because is delivering values to customers in the comprehensive way. It is a non measurable parameter in strategies of competing, similarly to the sense of direction product replaced at present with the market sense of direction.

Managing the quality isn't an independent discipline of the learning, a cycle includes lives of products from conducting market researches for the sale and after-sales services. This kind of the management includes all tasks of both the activity of the management of the enterprise and the entire senior staff essential to implement the quality policy and purposes coming from it. Managing the quality is carrying out the function which should become a system of all employees in the entire organization in order to increase effectiveness's of purposes for the achievement planned. The quality in this context means satisfying requirements and expectations of the customer, but also the entire society, suppliers, share-holders and employees.

It is possible to accept the division of instruments of managing the quality on: principles, methods and tools, where:

- Principles of managing the quality-qualities determine the attitude of the enterprise and his employees to generally understood problems, the influence on the quality is long-term, determines the strategy of the development of the enterprise. They are an example of principles: deming principles; «principles of constant improving» processes (Kaizen); «principle of zero» defects; principle of the team work.

- methods of managing the quality - are characterized by a way scheduled, recurrent and based on scientific bases of acting at the accomplishment of objectives associated with managing the quality, having an influence to the quality is medium-term, lets shape the design quality and the quality of the workmanship. Of information which come from the market and are being expressed in language of consumers to the technical jargon, used in the enterprise by designers, designers and technologists. She lets the part for establishing general, technical parameters of the product and him, and then of parameters of processes, in which individual parts are being produced. They are an example of methods: QFD (Eng. Quality Function Deployment) the expansion of a function of the quality, analysis of the value; FMEA analysis of causes and effects of - defects in the product / structure, FMEA analysis of causes and effects of - defects in the process.

Tools of managing the Quality are used for collecting and the data processing of qualities associated with different aspects. Existences of the product are instruments of supervising and diagnosing processes of designing, production, control, assembly and all other action appearing in the cycle. They are an example of tools: traditional - tools block scheme, diagram of Ishikawa, Pareto diagram, histogram, test sheets, graphs of correlation, test card, tools seized from the management (so-called group of new tools).

Principles of managing the Quality and Tools of managing the Quality (NZJ) there are existences used at all stages in the cycle of the pro-duct, while Methods of managing the Quality (MZJ) closely are directed to specific stages of this cycle.

In MZJ distinguishing two groups is possible:

- Of methods used in the product design and processes which it is possible to call methods of the design for the quality.
- Methods finding application above all during the production, quality checks called methods of steering the quality, amongst which methods have fundamental meaning.

In times when the competition is increasing and very important a quality is an element, implemented systems achieved wonderful results. Japanese, American and European governments began promotions of the quality and one by one in their countries they started introducing awards of the quality.

Deming award established in 1981r. This award refers to the Deming contribution to the development of systems qualities in Japan and development of the industry after the Second World War. The award is being granted in three categories: award for the implementation, individual award, award for business individuals.

In order to encourage enterprises for the continuation of introducing TQM systems an introduced new award stayed Japanese Medal of the Quality (Japan Quality Medal). The award at first concerned only Japanese enterprises, in 1984 was widened to remaining countries.

An Award is a next award Baldrige established in 1987. The award was established while the American industry experienced the crisis.

Award Baldrige was a symbol of the excellence.

The following criteria of the excellence were established: leadership; strategic planning; concentration on the customer and the market; measurement, analysis, managing the knowledge; focusing on employees; trial managing; results.

At the latest to the three main prizes of the quality on is shining in 1992 a European Award of the Quality joined. She is based on eight fundamental principles: orientating to results; orientating to the customer; the leadership and the constancy of purposes; managing by processes and facts; the

development and constant employing employees; constant learnt, innovations and improving; development of the partnership; corporate social responsibility.

The quality in the colloquial language for the customer means the excellence of the bought product or the service. Because the quality is being taken back to the property of the thing and is admitting the customer:

compliance with determined requirements; step, in which the set of inherent properties is fulfilling the requirements;

feature meaning in the general sense: property, kind, kind of the given object; in more dense meaning is a feature or a team of features distinguishing the given object than other; team of stamps of the product or the service written down into the project, the production, the sale and the further maintenance, thanks to which he is fulfilling (she) of expecting the customer, the ones articulated and no, the ones made aware and no, the ones technically measurable and completely subjective, always constituting a moving target on the competitive market;

the quality is closely associated with fulfilling what is being promised exactly and promising only what can fulfil.

Customer the organization or the person which receives the product. It is also a staying person under the influence of the product.

Outside customer person on which the product is having an influence, not being a member of the organization responsible for producing it. Under comprehending the outside customer one should understand not only an immediate buyer of the product, but also in some cases authorities, society, natural environment etc.

This marketing action is aimed for both specifying quality requirements of the customer and causing the enterprise economic benefits. She is essential in outside and internal action enterprises ability to satisfy needs of customers. Chains of the quality exist in enterprises of the different size which can be given up by the person or the tool what not satisfying needs of the customer will cause. All employed employees in the organization should also have described customers and a scope of their competence. Problems are turning up at the system, where is coming up to large amounts of problems.

Therefore then leading or the improvement of systems applying to qualities in the enterprise are significant. An expenditure incurred in relation to constant checking, both outside and internal needs of customers is a price of the quality, and with achieving the ability of the organization to satisfy them. On every level and at all times they are effects of acquiring the confidence of meeting the need: increasing the competitiveness and the share in the market, reduction in costs, increase in the productivity, reduction in losses.

For full understanding this notion a knowledge about the quality and about the management and the way is needed of juxtaposing managerial functions with the quality of the managerial system. Therefore at present in every enterprise in contemporary times managing the quality is important. Offered products should have a more and more high value, because more and more expectations of customers are also growing.

No longer the price is the most essential element at making a decision during the shopping, since nobody wants to buy products or services about the rock bottom of the quality and the low reliability. Enterprises have difficult tasks ahead of, since dynamics of expectations of the customer as well as his needs can exceed possibilities of producers and the customer is pointing it with quality of products and provided services. The customer is seeking the product which is meeting his expectations not only in terms of the price, so is essential so that enterprises fix the purpose for themselves as main satisfying needs of the customer.

Increasing satisfying the customer in the everyday practice of every enterprise one should use Comprehensive managing the Quality. For management board and for employed persons in the given enterprise should zależec on creating the system of the service of the customer which he caused in order to the maximum pleasures of customers.

Quality including the system of the service of the customer is being related to three areas of the operations of the enterprise and it is: before delivering of product for customer, in the route delivering of product for customer, after delivering of product for customer.

Many factors affect on obsluge of customer, there fore implementing the system of the service of the customer which will make works easier is so important and a quality will improve services. Current action can be imprecise or not being enough to osiągnięcia of purposes of the enterprise. Particularly if depends only on the individual conduct of the employee, rather than from principles with which she should to be pointed. Cause implementing the system of the service of the customer, that the enterprise determines methods and standards of the service applying to every employee. Thanks to that company delivering what they want to customers and expect, is causing oneself and satisfied customers the benefit. In the today this system is necessary.

Correct training persons is significant bedących in a direct contact with the customer, because it is they are presenting the company outside and to a large extent an image of the enterprise depends on it is them rapidly of customers.

For meeting growing requirements of the customer and achieving satisfying him from ofreowanych by the company of products or services enterprise in the system of the customer complaint to take the sequence of operations into account.

Amongst which to exchange we can:

- the establishment and analysis of causes of the coming into existence of the customer complaint,
- of preventing causes of the coming into existence of the customer complaint,
- implementing correcting and preventive action,
- staff training in the destination of avoiding the appearance of the problem,
- the monitoring of implemented improvements and their influence on the indicator of the customer complaint .

In the effective system implementing principles for letting employees is valid for services of the customer to measure their work up. Then possible creating the value is only for the customer not constituting the cost for the enterprise.

We are dealing with the quality since the dawn of time.

Because she is a part of the process of making a decision.

Already primitive man, searching for the right refuge whether refreshing himself, was guided by costs and benefits, referring to the advantages and disadvantages surrounding him things. Current managing the quality has long and interesting history. Needs of people for the determined price to receive goods with the real value aren't a whim of the today. Demanding the quality grew along with time.

Growing requirements elaborated modified techniques and methods, better and better qualities serving the control and taking control.

The market image as the motive for the purchase of the product determined by the customer is particularly essential in case of such markets, on which consumers are willing to share experience.

The image of the organization as the tool of the quality has three basic functions:

- he is a means of conveying the quality of the product and constitutes the factor influencing decisions about choice of the offer by customers;

- a market image constitutes fringe benefits for the customer connected with satisfying the need of the prestige in this way is becoming a multiplier of the product offered to the value, raising the level of the quality rapidly of customer;

- he is a basic factor of the realization of the strategy is supporting diversifying the institution and products and it is fortifying the marketing of the organization creating the monopolistic position.

So the customer is a crucial figure of the total quality management. He has his participation in the product design, producing it, sale, alterations. Therefore an identification of the customer and his opinion is a principal area of managing the quality about the organization of her products in order to accommodate itself to her or her change.

On the market, on which competitive rules are prevailing, the quality is one of bases of selection of the product by customers. She can so become a feature distinguishing the given organization than other and to affect her reputation.

Also a corporate culture, a system of values, norms, principles and standards of behaviour are organizational active members. If attitudes will be a part of the organizational culture pro quality expressed in the attention against the customer and for the effect of the work, this enterprise will enhance its chances of getting the long-lasting competitive majority.

Analyses of consumer behaviours are showing that out of many elements of the market success satisfaction and satisfying the customer are performing crucial role. At present consumers gained the access to many products and services which similar standards of the quality are fulfilling and are offered at prices moved close, just therefore the quality of the service of the customer is deciding on the success or the defeat in the fight by the loyal customer and the competitive majority on the market. Consumers require more and more of high of the service.

Provided offered products and prices in practice it is sometimes hard to influence, it the service of the customer and keeping sellers always it is possible and it is necessary to streamline.

Better relations with customers, providing for them the fast and effective help and possibilities of choice of the channel of the communication meeting their preferential treatment affects the level of their satisfaction which almost direct transferring into the loyalty to the name has.

In relations of the market economy the circle of satisfied customers and the loyalty of customers are companies essential for functioning. The competition on the market is extorting constant raising the quality of their - service politeness's and competence are deciding too little. The care of the customer is beginning, before he still turns up at the company and by no means in the moment his exit is being finished.

The point is to attract these customers about which we care; for providing of impressions which they will induce with them the return; against the due evaluation and improving own services and the way of providing them; finally for applying right rules of ordering departments of the company with reference to everyone which are in contact with a consumer.

The service of the customer is a factor, which as first is blatant in the company. It, or employees refer to customers in the right way, can decide it, or the customer will use from services of this company or also not.

On the contemporary market all banks are caring about the quality of products and services, however in many of them the quality will leave services of the customer quite a lot to the wish. Officially the good of the customer is an absolute priority of the company.

But actually employees are sending to customers quite other form: we are tricking you customer, to the most expensive products, we don't like to deal with your matters. Outside the smile and the colour sign, and at the bottom - dirt is so just acting more than one bank. The concern for satisfying customers is an effective weapon in competing with enterprise against the position on the market.

So that keep them and pull, companies are administering the proper advertising, are preparing attractive forms of the promotion, are improving their products and services. Today's customers are more and more demanding.

In order to encourage them, won't be enough only to offer the lower price.

Because they expect something more: of additional services, high of the service, comfort of the purchase and other conveniences. Process details, lying in very situation of the purchase, thanks to which the customer is feeling often decide on choice of the given company pleased and at the next chance again is heading towards her.

According to rule 3 / 11, the satisfied customer will communicate the positive opinion on the good company to three persons, while eleven other persons, but every of them will inform dissatisfied - of their dislike - eight, nine next. It is easy so to count, that one dissatisfied purchaser can cause loss of the confidence of several dozen those present of potential customers.

Customer however satisfied it so which again will certainly come to purchase, and what more will inform other about his satisfaction and with the much greater understanding will approach possible shortcoming, having previous positive experience in the memory.

Drawing assumptions of the offer up and building the system of the quality of products and services on the basis of the information honest, cleared away from the market are increasing the probability of the success.

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