

## Quality Standards as Preconditions for the Presentation to the European Market



### Marketing management

**Keywords:** management, quality, competition, European Union, market.

Eshija Shehabi

State University of Tetova, Faculty of Economics, Republic of Macedonia.

### Abstract

Trust and consumer satisfaction is inextricably linked to its quality and most importantly with an effective system from the top of the organization to all services and workers. Every citizen of the world has the right for different safe and qualitative products, therefore, the task of the organization is to support its customers and only when it can prove the constant maintenance of their management system to offer the new product on the market as declared, that is done through quality standards. The aim is to develop voluntarily accepted standards and procedures for international verification of good agricultural practices. European competition characterizes the supply of high quality products and strong marketing activities. Relationship between quality standards is direct and it is pronounced as interdependent. Stable and reliable results are essentially important for the functioning of any modern society.

### Introduction

Customers are more and more demanding product which to the best suits their needs and with the best price, regardless the country of origin. The quality of a product is shown to the market (Arsovski, M. and Shehabi, E., 2013), between the contact with the product and the user. In international marketing the manufacturers often do not know who are the final buyers of their products. This mode is well defined in marketing, where the quality of the product depends on the demand of the client. While in the technological aspect, the quality of the product depends on the maintenance of certain parameters. The quality of products is a necessary assumption to achieve business success in domestic and foreign market (Arsovski, M. and Shehabi, E., 2013). Buyers are increasingly looking for a product that best meets their needs with appropriate price regardless of country of origin (M. Milisavljevic, J.Todorovic, 1991, p.65).

The reality of quality product is determined by the projectors, constructors, designers, technologists. The main attributes of this dimension of quality are: the expected durability, functionality, sustainability, quality of composition of materials and equipment, resistance, opportunities for service, etc. (E., LLeshi, S. 2013). Marketing is a major tool in the development of the market that provides opportunities for the knowledge of our products or services in other foreign markets. The competitiveness and development of competitive relations is one of the most important factors that influence towards the development of marketing (Ristovksa C Tregovja Interior, Skopje 2014, p.38).

In international marketing the manufacturer often does not know who the final buyers of his product is. According to John D. Daniels minerals and agricultural products are examples of natural advantage - the ability to produce due to their available resources. Agricultural and mining products together make up less than a quarter of the world's trade. Besides, their share of the world's trade is declining (John D. Daniels et al., Skopje, 2011, p. 5). Most of the ingredients today are produced from products. The initial capacity to produce them is an acquired advantage, which is based on research and development. Most new products come and they find their biggest markets in wealthier countries, where there are more resources for spending on laboratory research and the purchase of new products. From these same reasons, most of the leading countries for export and import are wealthier countries, such as: USA, Germany, France, Britain and Italy (John D. Daniels et al., Skopje, 2011, p. 5).

## Quality Standards

Providing the desired quality with customer satisfaction is the primary goal of standardization. On the other side, the organization with implemented and certified system of quality management for customers delivers verification and confirmation of certain quality, then increased customer confidence, improvement in the quality of work and certainly international guarantee for the mode of operation of the organization. Economic operators are increasingly turning to reveal the full quality as a key performance of its strategy for the market (Arsovski, M. and Shehabi, E., 2013).

- Reduce of the value of compliance by avoiding multiple audits on mixed farming enterprises and food industry through a single market "one-stop"; avoiding multiplication of customer requirements. Quality standards involved retailers refer to primary producers authorized under appropriate quality standard; avoiding many of the regulatory requirements with proactive approach by industry; through global harmonization is gone towards more unified approach for participants; farmers and food industry choose certification bodies strictly regulated by Accreditation.

- Increase of the integrity of schemes for provision of products or services worldwide by identifying and introducing proveruvachka general level of competence; determination and implementation of the general level reporting status verification; determination and implementation of the general level of activity in non-conformities; intrepretacijata harmonization of the criteria for conformity; farmers for their own practice receive assurance through independent verification from a certified body approved by the Accreditation. In international economic relations, contemporary standardization allows breaking down all barriers to trade in goods and services and has the following elements:

- It provides conditions for effective international exchange, mutual recognition of documents on quality etc;
- Provides a single or joint conditions for successful cooperation with economic groupings such as the EU (European Union), EFTA (European Organization of Commerce) and others.
- Allows cooperation with technical committees for standardization such as ISO (International Standard Organization), IEC (International Electrotechnical Commission) CEN, CENELEC (organizations for quality assurance in production with electrical materials) and others.
- Ensures compliance to national standards of developed countries;
- Provides protection of the markets of goods that may endanger the safety of people and the environment;
- Development of standardization in all countries according to the criteria of a market economy (Gramatikovm. Skopje 2004 p.112). The existence of different national or regional standards can create technical barriers to trade and increase the cost of doing business.

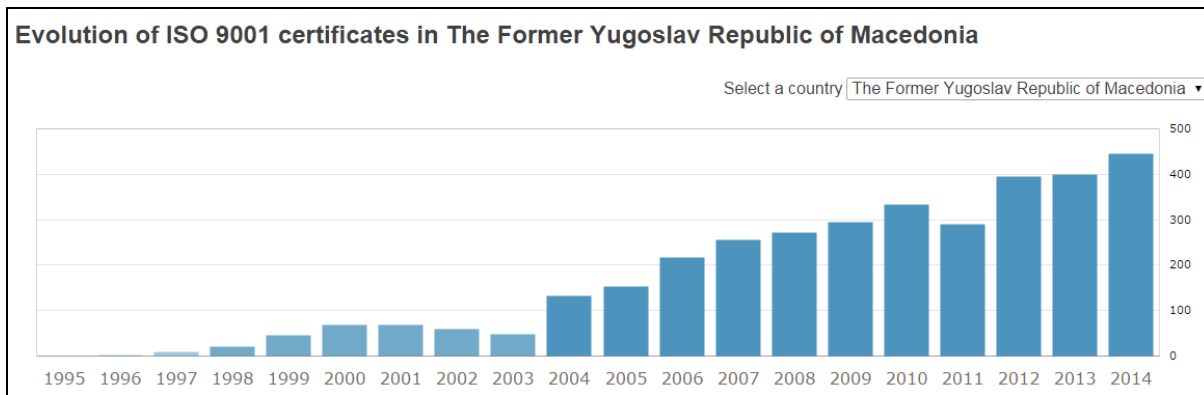
International standards provide the technical basis on which political trade agreements can be put into practice, whether they are of a regional or international level. "(ISO.org, 2014), the most popular is standard ISO9001 and the new version ISO 9001: 2015 which sets criteria for the system of quality management and is the only standard that can determine qualitative system.

It can be used by any organization, large or small, regardless of the field of activity. In fact, there are more than one million companies and organizations in more than 170 countries that are certified to ISO 9001 (ISO.org, 2015).

Development of quality standards in the country, i.e., ISO 9001 according to the report by the International Organization of the standards are:

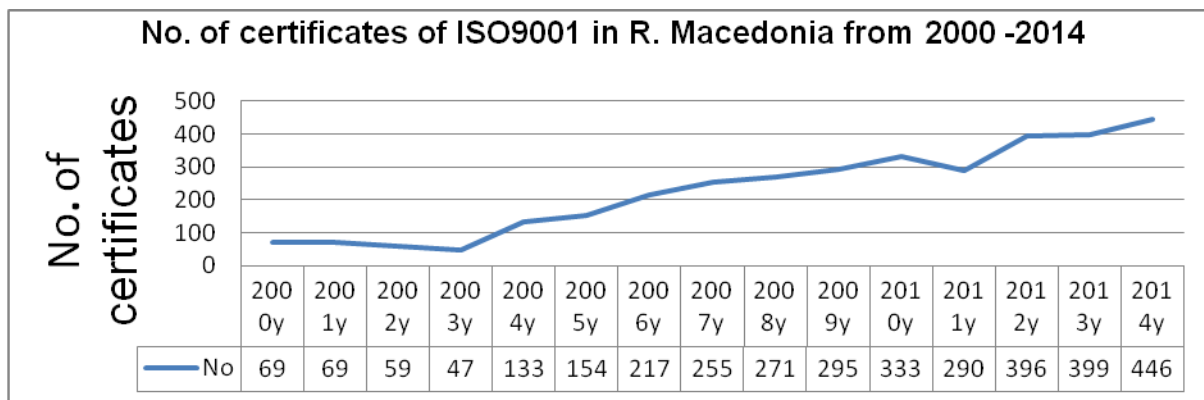
System for the Quality Management or ISO 9001 in the Republic of Macedonia is dominating since 1995. Continuous development by 2014 is achieved and a number of certifications are taken as evidence that organizations in the country are integrated and that are certified with the system for quality management in order to be provided with high quality products and services to its customers and open new markets in the region and the European Union.

Table 1. Evolution of ISO 9001 certificates in FYRoM



Source: [www.iso.org](http://www.iso.org) 25.09.2015.

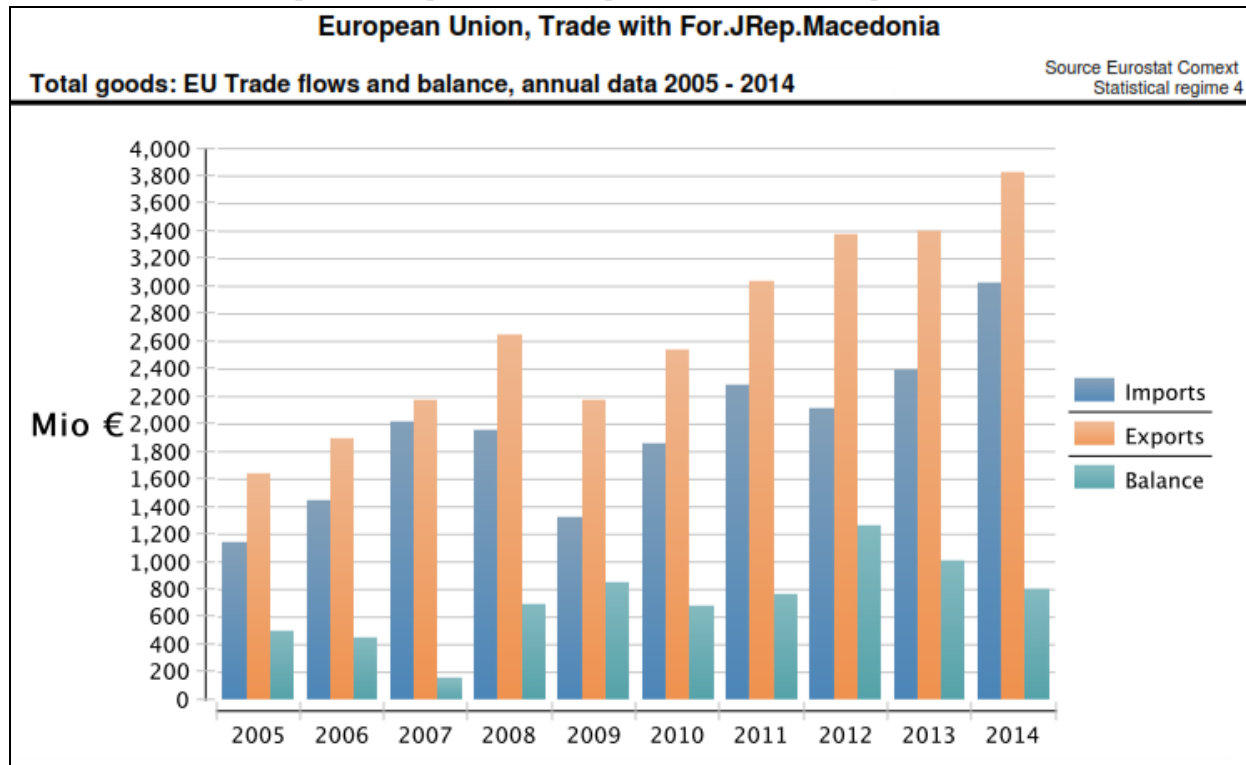
Table 2. Number of certificates of ISO 9001 in FYRoM



Source: [www.iso.org](http://www.iso.org) 25.09.2015.

For the overall economy are important processes of certification for the system of quality or ISO 9001 by the International certification body that appear aimed at improving the quality, according to the International Certification Body - EAS International (Shehabi, 2014 Tetovo), where 60% are for export and others to improve their quality system and it is noted that food industry organizations are 80% for import.

Table 3. Import and Export of the European Union with the Republic of Macedonia



Source: (European Union, Trade flows by SITC section 2010 – 2014 / Source Eurostat Comext - Statistical regime 4 -10.04.2015).

In a business except for an import and export at the same time of great influence are the quality standards and other internal (all factors sre included in ISO 9001) and environmental factors (such as political, economic, technological, competition and other factors (Raimi, N. 2008 Tetovo).

When speaking about marketing, one must mention that in marketing there are classified factors that affect to the conception of mekreting as internal and external factors to the introduction of marketing concepts which are mainly internal factors: Tools of marketing, tools of company, external factors: Marketing environment and market and market segments (Ristovksa C Merketin PT, Skopje 2014, p.21).

Rapport between import and export and development of standards are also part of the marketing as a landmark in the development of European Uniopn Market and Macedonia.

As a conclusion, we may start by saying that the customer is god, it must be done everything in order to be sure in the business market, the perception defined in a more modern way presents a process through which the individual receives supervision and makes sense according to their previous knowledge, memory, expectation, fantasy, belief, attitudes, and personality.

Therefore, it may appear among people different perceptions of the same facilities because of the influence of three perceptual processes:

- Selective exposition - people are exposed to many influences daily.
- Selective distortion - impacts which consumers observe to not be accepted the unexpected manner.
- Selective retention - people forget a lot of things from the applied knowledge.

Namely, the consumer seeks to make a decision related to possible lower risk. Perceived risk, basically, can occur as:

a) Functional risk, which refers to the characteristics of the product or service that applies to what the customer intends to buy. For example, the technical characteristics of the product, its price and so on.

b) Psychological risk relates to the buyer ie the risk that the buyer is exposed in front of other people buying such and such type of product or service (Ristovksa C Merketin PT, Skopje 2014, p.21).

## Conclusion

Benefits of quality standards in the general process of production and service is reflected in the integration with the European and global economy, regional integration.

The European market has a great importance for organizations of the Republic of Macedonia for the fact that the Macedonian market is very small and the economic operators are forced many of their products to sell on European markets.

Standards allow you to be a step ahead of others and catalyst to enter with big foreign companies or to protect their own trades. Economic operators are increasingly turning to reveal the full quality as a key performance of its strategy for the market.

In the future conscious society will inevitably become much more competitive than any society ever known before simply because the knowledge will be available to all and there can be no justification for the lack of results. Applied knowledge is effective only if it is specialized to the production of food from all segments.

## Литература

1. Снежана Ристовкса Јовановска, Трeговја Внатрешна, Скопје 2014.
2. Снежана Ристовкса Јовановска. Маркетинг Теорија и Практика, Скопје 2014.
3. Арсовси М, Шехаби Е. Квалитетот и безбедноста на храната предуслови за настап на глобалниот пазар, Тетово, 2013.
4. Peter Drucker, Najvaznije o menadzmentu, izbor iz radova o menadzmentu Petera F. Druckera, M.E.P Consult, Zagreb, 2005, стр.167.
5. Димитрија Граматиков, Управување со производот, скопје 2004.
6. ENISO9001 “Система за Управување со Квалитет“ Geneva, Swiss.
7. ENISO22000“Система за Управување за Безбедност на Храна“Geneva, Swiss.
8. М. Георгиева, М. Арсовскии други Лабораториски менаџмент и маркетинг при испитување и контрола на квалитет на храна, Охрид, Квалитет и компетентност 2013.

9. Институт за акредитација на Република Македонија, [www.iarm.gov.mk](http://www.iarm.gov.mk)
10. Меѓународна организација за стандартизација ISO.org.
11. European Union, Trade with Bosnia-Herzegovina, Trade flows by SITC section 2010 – 2014 / Source Eurostat Comext - Statistical regime 4 -10.04.2015.[http://www.iso.org/iso/home/standards/management-standards/iso\\_9000.htm](http://www.iso.org/iso/home/standards/management-standards/iso_9000.htm)