



## THE POSITIVE EFFECTS OF IMPLEMENTING A QUALITY MANAGEMENT SYSTEM IN A COMPANY

Roxana Mihaela IONIȚĂ<sup>1</sup>, Elena PÎNDICHE<sup>2</sup>

<sup>1</sup>Faculty of Touristic and Commercial Management Constanta within “Dimitrie Cantemir” Christian University of Bucharest,

E-mail: [ionita\\_roxana2000@yahoo.com](mailto:ionita_roxana2000@yahoo.com)

<sup>2</sup>Faculty of Touristic and Commercial Management Constanta within “Dimitrie Cantemir” Christian University of Bucharest,

E-mail: [pindichielena@yahoo.com](mailto:pindichielena@yahoo.com)

### Abstract

*In this paper I tried to identify the main positive effects that a company could have by implementing a quality management system within it. If we are to make a brief analysis of the global economic picture of the '90s we will be surprised to notice some unquestionable defining features such as: diversity and quick renewal of the supply of goods under the impact of the rapid development of science and technology, the globalization of markets and customers and the increase of company requirement. To facilitate the international exchange of goods and services in 1987 appeared ISO 9000 series of standards. Generally, the international standards ISO 9000 have been designed in order to ensure the clients that the company operates under a certified quality management system that integrates its entire business, and as a result, the quality of the finite production is being assured.*

### Key words:

Quality, standards, management, benefits, company

### JEL Codes:

O10

### 1. The quality management system

Quality is a very important element in the activity of any company that operates in the market economy. It contributes directly to the size of the turnover of the company, at the maintenance of its position on the historical markets and to conquer new ones.

Quality management system is implemented for the benefit of the company, the benefit consists not in the presence of an international certificate of quality, but the use of methods of working copies, clear and transparent, and the exact fulfillment of its obligations and customer requirements.

The fact that a company is certified according to ISO standards is not simply obtaining an internationally recognized certificate, but the extent to which that company uses certain work practices and is aware of its obligations relating to its purpose in itself. It complies with the requirements of customers and are, in fact, a general recommendation based on processes and organization performance.

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### 2. Benefits of implementation and certification of an environmental management system

The selection of an appropriate standard to each company may consider the following factors:

- complexity of the design process;
- maturity of the project;
- complexity of the manufacturing process;
- characteristics of products and/or services;
- probability of failures and their consequences;
- the economic efficiency.

The adoption of a quality management system should be a strategic decision of an organization. Designing and implementing a quality management system is influenced by the different needs of specific objectives, the products or services they provide, the processes employed and the size and structure.

Thus, companies may decide to implement a simple management system according to ISO 9001, ISO 14000, ISO 22000 and OHSAS 18001 or integrated quality management system, combining standards set according to the specific business or objectives.

ISO 9001:2008 is considering an approach based on process management organization and hence, a more logical structure, customer orientation and satisfaction evaluation, as well as top management

commitment to continuous improvement of products and services offered to beneficiaries.

In economic practice, the benefits of implementation and certification of quality management system according to ISO 9001 can be considered as follows:

- build credibility and trust business partners in the services and products offered;
- improving the image of the organization and facilitate access to the competitive market by favorable positioning;
- work leadership throughout the organization in a planned and systematic quality management principles;
- creating the framework for continuous improvement of internal processes;
- active and systematic adaptation to changes in market conditions;
- performance improvement products and services delivered to customers;
- increase customer satisfaction by meeting their requirements;
- economic benefits generated by subtracting the number of customers migrating to other companies and decrease customer dissatisfaction;
- transparency and efficiency of the internal processes of the organization.

An organization can increase the effectiveness of environmental protection through the implementation and certification of an environmental management system based on internationally accepted rules, namely ISO 14000 series of standards.

ISO 14001 requires the organization to pay attention to all areas where its activities have an environmental impact.

Benefits of implementation and certification of the environmental management system ISO 14001 are:

- *Reduce costs* by reducing waste management costs, savings in consumption of energy and materials, establishing the necessary framework for continuous improvement in environmental performance, reduce the risk of disease;
- *Marketing Benefits*: Improved public image before regulatory bodies and organizations, customers and society, taking advantage of new markets, keeping markets already won.
- *Benefits to clients*: increase customer confidence in the probity supplier, competitive prices through minimization of waste, better use of financial resources.
- *Benefits for employees*: improving working and living conditions, possible improvements in health and quality of life, commitment to a policy

to improve environmental quality will increase employee involvement.

- *Environmental benefits*: reduction of consumption, emissions, waste, energy use and impact on ecosystems, better relationships with environmental authorities, increased ability to better understand the legislative requirements and a systematic approach to achieving them.

ISO 22000 can be implemented in any organization that is part of the food chain and aims to optimize correlation price/quality and food safety standards through the application of effective mechanism.

The advantages of implementing a food safety management system based on the principles of ISO 22000 (HACCP):

- It is a preventive system that reduces power until the extinction risks;
- It is a commitment of the organization to improve its image;
- Reduce the need and costs of the final testing of the product;
- Increased consumer confidence in the product;
- Drastically reduces the possibility of accidents that can lead to contamination of the products;
- Long-term losses lower costs of raw materials and recall of products in the market;
- Official recognition capability of the organization to produce/distribute/sell safe food for consumers;
- Better communication with authorities;
- Ensure compliance with legislation;
- A better image in the market and competitive advantage;
- Motivating staff;
- Ensures credibility organization's products on the market;
- It is comparable to guarantee product safety system applying TQM (Total Quality Management) as ISO series;
- It is an integral part of other management systems within the organization;
- Provides rapid response to food safety issues.

OHSAS 18001 is structured similar to an ISO standard, being officially translated and published in Romanian in 2004, as "systems of occupational health and safety management" (OHSMS).

Management systems according to OHSAS 18001 system complements existing organizations and promotes the systematic application of occupational health and safety legislation, realizing the integration of this area into the overall management of the unit.

Fair and orderly implementation of this standard is a relevant fact that management system complies with the standards in any organization, whether its scope is that of services, mining industry, construction, transport and tourism. OHSAS implementation has the following positive effects:

- Compliance with the stated policy of the management system in Occupational Health and Safety;
- Implementation, maintenance and continuous improvement of OHSMS;
- Reduce incidents and occupational diseases;
- Reduce costs associated with incidents and occupational diseases;
- Improving company performance through the practical application of policies and procedures SMSSO;
- Compliance with legal provisions;
- Reduced risk of fines, legal and court cases brush;
- Improving the image of the organization by demonstrating that top management commitment to the sound and minimize the risks of accidents and occupational diseases.

### 3. Conclusions

The positive effects of implementation of the quality management system are obvious for customers and for the organization provides.

Essentially they consist in:

- Increase revenue and reduce costs;
- Reliability (customers and potential customers prefer to shop from ISO certified suppliers, knowing that they rigorously control all processes within the organization, purchase products with minimal cost and quality guaranteed);
- Improving the image of the organization;
- Competitive differentiation;
- Observed increase customer satisfaction and improve relations with them;
- Facilitate participation in national and international tenders;
- Control of all processes within the organization;
- Awareness (empowerment) staff involvement in achieving the organization's objectives;
- The certificate attesting to the implementation and operation of quality management system is a valuable marketing tool;
- A better understanding of management decisions by employees, leading to improved teamwork ("teamwork" is a concept in itself, not abstract);

- Implementation so a correct attitude regarding "continuous improvement" processes products and the entire management system of the organization.

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