

MARKETING AND QUALITY MANAGEMENT

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Any enterprise face the problems of creating and placing at the market their products or services. To make decisions they have to plan and carry out various activities, among which the most important is marketing. The emergence of marketing is connected with difficulties of the product sales. Today, marketing is a set of measures aimed at planning, organizing, pricing, product development and delivery to the existing and potential customers.

Between marketing and quality, there is an ambiguous link. Marketing objectives can be achieved only when the market offers products of appropriate quality, and its promotion provides the necessary conditions. The required quality can be defined and achieved only when the identified current and future needs for such products. This is the main task of marketing. The required quality can't be achieved only by control of finished products. It must be ensured even in the process of studying the market - before the production of products.

Quality is a set of properties and characteristics of a product or service that is based on their ability to satisfy stated or implied needs.

Quality management is a process, which includes identification of the nature and the scope of the production needs, assess the actual level of its quality, design, selection and implementation of the measures to ensure the quality of the products.

Product quality is inextricably linked to the competitiveness of the goods, as it is what the quality of a certain product is formed in the competitiveness of the product and the whole enterprise. In conditions of market relations a firm's success depends on the degree of the satisfaction with the requirements of buyers. Only in this case, the firm will have a strong demand for their products and make a profit. A degree of satisfaction with the requirements of consumers relevant products is determined by its quality.

Quality management is largely based on standardization. Standardization is a normative way of managing. Its impact on the object is accomplished by establishing rules and regulations issued in the form of regulations, legally binding.

Standard is a normative technical document that establishes the basic requirements for a product quality.

An important role in quality management belongs to technical specifications. Specifications is a normative technical document establishing standards additional to government, and in their absence, a separate requirements to quality indicators of production, as well technical description, recipes, sample - standard.

Standards define the procedures and methods planning to improve the quality of a product at all stages of the life cycle, establish requirements for means and methods of monitoring and evaluation of quality.

Product quality control is carried out on the basis of state, international, industry standards and enterprise standards.

The quality system includes: quality assurance; quality management; quality improvement. It is created by the company management as a means of implementing the quality policy.

The purchaser and manufacturer function in the system of quality.

The influence marketing on the quality converges in determining quality requirements. Marketing functions is reduced to:

- Identify the need for product (service);

- precise definition of market demand;
- clear definition of the consumer requirements;
- customer feedback.

In practice, the main methods of quality management are administrative, technological, economic, and psychological methods.

Administrative quality management techniques are implemented through binding directives, orders and other requirements aimed at improving and ensuring the required level of quality.

Technological methods can be divided into interconnected methods quality management technological processes and product quality control, as well as methods of their combined use. The current state of science and technology allows you to manage a variety of quality engineering and technological methods and their specific choice depends largely on the properties of the managed object.

Economic management methods are based on the action of economic mechanisms of motivation and stimulation of active production activities. In contrast to the organizational and administrative management, these methods are focused not so much on administrative influence (decrees, orders , instructions , etc.) but rather on economic incentives and rewards for active and effective activities .Importance of economic methods management in conditions of market relations increases sharply, focused on making a profit and a possibly of higher income.

Psychological methods of quality management are based on the use of the groups of factors influencing management occurring in the workforce socio- psychological processes to achieve quality goals.

A variety of methods of quality management helps to develop each company its scheme to improve product quality.

Sustained improvements in product quality cannot be achieved through separate and even large, but disparate events. Only through a systematic and comprehensive, interconnected application of technical, institutional, economic and social activities in a scientific manner, you can quickly and steadily improve a product quality.

Quality is a multidimensional concept, ensuring it requires a combination of creativity and practical experience of many specialists. Greater role in addressing the problem of quality: of play consumers dictate their demands and requests producers of goods and services. Quality occupies a key position in the economic and social strategies of the leading countries, and the quality level is a reliable indicator of the overall state of the economy.

Marketing strategy of product quality for many businesses is the most important functional strategy since it ensures the validity of the market orientation of the company.

Marketing research involves careful selection of the research object. The result of which is to assess the potential of the company and its positions in a specific market.

In recent years, the world has risen sharply the demand for specialists in quality management in production. In Russia, there is currently no system of continuous training of personnel in the field of quality, as long as we work are only some of its elements.

Thus, the implementation of quality improvement programs, as a rule, has a positive impact on the profitability of the company. Firms can't compete without significantly increasing product quality. And this is possible only provided that improving product quality would be the main objective of production, the solution of which will involve all the spheres of production and economic activity and all levels of the enterprise management.

What type of marketing is now typical for Russian business? Only a small number of firms operating in the framework of a postindustrial society marketing, have consumer-oriented, individual requests, high-quality, frequently updated production. Most are based on marketing of industrial society, oriented on the product.

The market, in its turn, being a regulator and macroeconomic indicator, provide the evolutionary development of the process of quality management implementation in Russia.