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INCREASE IN COMPETITIVENESS THROUGH MANAGING QUALITY AT FOOD INDUSTRY EXAMPLE

Abstract

It is possible to say about many aspects of managing which decide about the success of the enterprise. Authors of the article want to pay attention to chosen aspects of system managing the quality in the food business. They focusing on foodstuffs' health safety, managing the risk, technical issues, suppliers evaluation. The verification of hypothesis set at work allows to put managing the quality in the food business forward a notion about most important elements.

Introduction

An enterprise strategy is established by using many coherent conception of activities and implemented schemes activity fulfilling fundamental long-term goals of the company within chosen activity field [1]. To gain competitive advantage in the market the enterprise has to adopt an appropriate action strategy and carry it out consistently. One of the elements of effective organization management is implemented, effective and efficient management system that automatically reacts to changes in the company environment [2]. To be competitive on the market continuous development of the system is inevitable nowadays. Specific branch of industry is foodstuffs processing where quality and directly connected with it products' health safety are critical attributes on more and more competitive world food market. Nowadays there is no necessity to convince anyone that care of foodstuffs quality must be taken through all stages of foodstuffs production chain. Increasing consumers requirements in the area of foodstuffs quality and health safety level set stringent position of quality management in agriculture and foodstuffs production [3]. Systemic approach to the problem seems to be the best solution. The aim of the work is to emphasize that putting managing the quality in food business forward a notion is one of key factors of the firm success and indispensable element of its strategic advantage. The necessity of continuous development especially in the management area in the sector was stressed.
FOODSTUFFS QUALITY MANAGEMENT

Foodstuffs quality, especially their health safety, are the most important food attributes for contemporary consumers. The more so because bigger and bigger group of foodstuffs is being perceived as potential sources of food poisoning and alimentary infections. To produce foodstuffs of appropriate, desired quality level special offers must be made at every stage of its production process at each of them influences foodstuffs quality and producers' health safety of the same type.

Basic processes determining foodstuffs' quality cover product planning, producing, consuming, and recycling and include:

- marketing activities (promotion of product within HACCP system, analysis of consumer needs and preferences, competitiveness analysis)
- planning - determination of critical control points by experts
- purchasing - choice of raw materials and additives' suppliers
- planning and development of process - methods of planning and hazards elimination
- production - critical points control and monitoring in producing
- control and tests - raw materials, packages, products in critical control points
- packaging, storage, transport - certificates for packaging materials, processing, packaging, keeping and transport conditions
- selling - conditions in warehouses, wholesalers outlets, eating places
- service for consumers - consultancy, customer attention
- recycling - possibility to recycle packages and production waste

QUALITY AND HEALTH SAFETY OF FOODSTUFFS

Nowadays HACCP seems to be the most effective system to ensure foodstuffs' health safety. It covers the whole process starting from gathering raw materials to end-user product consumption. HACCP is also used to eliminate a risk connected with foodstuffs contamination before they appear. It is used in foodstuff production and distribution processes. Supervising overall health and transport, monitoring environment, conditions of processing, storage, transport is necessary.

Certification of HACCP system in nowadays one of the most popular evaluating methods of foodstuffs' effectiveness - it is one of the most important elements concerning competitiveness on the market. It increases company prestige and gives for guarantees, that HACCP system was really introduced in the company. For many enterprises it is the necessary working condition, because it is legally required.

Because of increasing market's requirements, taking necessity of activities improvement in the enterprise into consideration and putting attention to marketing need to demonstrate to the consumer their value for most important thing is to introduce quality management system according to ISO 9001:2000, and more and more often also ISO 13611. The International System of Quality Management, which is based on 'preventive approach to the prevention of hazards from food industry and implies the connections between elements of quality management system and foodstuffs health safety risk management. Its successful implementation improves management and increases the quality of processes, products and firms itself.

![Diagram](image)

**Figure 1. The idea of Total Integrated Food Quality and safety Management System Source**

- cooperation of all participants of foodstuffs production chain and distributing
- exchange of information and cooperation between participants in food production chain
- mutual understanding between supplier and consumer
- support and action participation in state and non-government organizations
- package of information between state organizations and industry units
- consumers' education
- integration of management systems within an enterprise

**SAFE AND SATISFIED CONSUMER**

- raw materials, packaging, foodstuffs' quality
- process quality
- equipment quality
- training quality
- quality of purchased services
- testing and calibration quality
- operating quality
- product realization
- quality systems and equipment improvement
- safety of raw materials, packaging, foodstuffs
- business safety
- safe behavior of personnel to work with product
- safety of purchased services
- joint state control
- deficiency conditions, safety systems
- continual improvement
The foodstuffs safety hazards and their development are the reason that trying to coordinate actions to identify and eliminate them on the level of the enterprise and in the global scale as well is more and more popular. Responsibility for the food product quality is essential for the quality from both to the client to the client, in being good practices and approved management systems and to consumerism along legal principles and consumer needs and requirements [3, 4].

STANDARD ISO 22000

Finally in 2001 standard ISO 22000 [5] was established, aiming to get approval and acceptance of each part of the world in the scope of ensuring food safety. The new standard has to be used in total delivery chain beginning from raw materials processing to final distribution. Requirements of the new standard are also dedicated for organizations connected with foodstuffs production as production equipment producers or packaging producers but also many others.

ISO 22000 includes requirements concerning food safety in every organization participating directly or indirectly on the food market, that want to demonstrate their ability to manage food safety in order to ensure safety and deliver products, that meet requirements defined by consumers and other legal requirements.

RISK MANAGEMENT

Risk management in nowadays management systems can not be treated as an optional element, but as necessary process that starts building system solutions [6].

Risk management, where risk is defined as the combination of the probability of an event and its consequences, is a central part of any organization's strategic management.

In all types of undertaking, there is the potential for events and consequences that can lead to severe outcomes and losses (maintain). Risk Management is increasingly recognized as being concerned with both positive and negative aspects of risk. In the safety field, it is generally recognized that consequences are only negative and therefore the management of safety risk is focused on prevention and mitigation of harm.

Conclusion

Managing quality in foodstuffs enterprise requires money, and well qualified management. Crisis is connected with additional capital spending. On the other hand, improved products quality and increases the repetitiveness as well as health safety. It results active approach to solve the problems, discriminate the team, make the cooperation with suppliers and all elements of food production chain easier. It enables meeting customer requirements and make possible to take preventive actions before the problem occurs.

References