

BENEFITS OF TQM TECHNOLOGIES AT THE SMALL AND MEDIUM ENTERPRISES

Total quality management (TQM) standard help companies of all types and sizes to work more efficiently, increase productivity and expand into new markets. For small and medium-sized enterprises (SMEs), such benefits can have a significant impact on the annual turnover, in some cases, determining the economic success or failure.

For SMEs the advantages of the use of international standards include:

- gradual increase of all business indicators (income, profitability and etc.);

- clearly formulated and prescribed strategy and company's goals will give an opportunity to understand where to go and why. It will be possible to distinguish obstacles and new opportunities in the development. This will give predictability, consistency, coordination of the work of the company;

- increasing the controllability of the organization with the help of prescribed procedures of the division of responsibilities and authorities. A chance to identify the most enterprising and responsible employees. Reducing authoritarianism of a leader in the management and giving employees the opportunity to take more independent decisions;

- reduction of the share of defects due to gradual quality control at all stages of the production cycle, total quality control;

- the opportunity to make a breakthrough, if marketing is not considered as a process of selling products but a way to find out what should products be like in order for them to be sold. Due to the fact that the company is small it is easier for the marketing service to understand the main mission which is not to sell what the company can produce but to produce what customers require.

Also we identified external benefits for economy:

- improving the competitiveness of the enterprises on the domestic market;

- increasing consumer confidence in the company and giving confidence in the quality of products;

- improving the image of the company, obtaining advantages in competitions;

- small business often depends on financial institutions that are considering certification as a risk reducing factor for investments and lending.