

QUALITY POLICY IS AN INTEGRAL FACTOR IN THE DEVELOPMENT OF THE COMPANY

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One of the basic conditions for a successful enterprise in a market economy is competitiveness. Its increase is closely linked with the improvement of product quality without increasing the cost. In turn, the quality policy is an integral part of quality management at all stages of the life cycle.

The organization function associated with the system of the organization's objectives. They are based on the mission, which indicates:

- external and internal guidelines activities of the organization,
- reasons for its existence,
- Activity scope.

Objectives of the organization reveal the direction and the development of the organization.

The decision to develop and implement a quality management system (QMS) is strategically important for the company, because of the presence the QMS can lead to improve the production quality and financial performance of the organization through the customer satisfaction. [1]

QMS development requires corrections the objectives. In modern conditions this system of the objectives is made in a separate document, called the "Quality Policy". The Quality Policy prescribed [1, 2]:

- objectives and directions of development organization in terms of quality;
- distinctive features from other organizations in this sphere of activity;

- conceptual foundations of the philosophy of the organization in the field of quality as a semantic thesis in an accessible form for all employees;
- Organization's status of goods of similar products.

This paper reflects the steps, features the development and the implementation of quality policy. This work will form the basis for the development of this document for a particular organization. Quality policy will underpin the organization's QMS.

The main factors determining the formation of the quality policy are:

- situation on the market of products;
- technological capabilities and expertise of the organization's personnel;
- strategy and tactics of development;
- general policy of the organization,
- general state of the economy and the availability of investment in the development of the organization;
- achievement of the competitions.

Quality Policy must convince consumers that activities of the organization aimed at the constant improvement of the product quality.

Stages of development and implementation of quality policy.

1. Justification of the relevance of policy development organization in the field of quality

At this stage, proved the fact of the development of the quality policy, define its role and place in the organization (Fig. 1) and provide the necessary documents establishing the relationship between them.



Fig. 1 Procedure for the formation of basic documents the organization's QMS

2. The list formation of requirements for the quality policy

The analysis activity of the organization is carried out to generate a list of requirements. And the results:

- issued in the form of questionnaires ("Activities of the organization", "The current state of process management responsibility");
- "Pass" through the prism of the requirements of the standard ISO 9001:2011 [2].

Standard requirements adapted to the scope of the organization and are recorded in free form in the form of requirements to quality policy and its content. In the future quality policy is developed on these requirements

3. The quality policy development

The Quality policy implies a system of the principles of the organization in matters of the quality management that consistency with the activities. It takes the form of the document "Quality Policy" as a brief statement management organization.

The document approved by management and distributed to the all employees.

4. Mechanism developing for to manage the quality policy

Here is developed a set of organizational activities that aimed at the implementing the principles of the organization for matters of quality management. Subsequently, these activities are executed as regulations for QMS and approved by the management.

If the company is stable, the main direction of policy will be ahead of competitors in terms of quality by the introduction of continuous improvement of its products. This will require the active research, the development of promising projects, the introduction of advanced technologies and staff training.

In times of crisis there is a decline in production and a lack of investment. Then the quality policy will be primarily aimed at preserving the achieved level of quality. Good quality support demands for products in a critical time for the organization. The main trend in the quality policy in crisis situations should be available for internal resources to maintain the quality and the search for solutions which will reduce production costs without reducing the quality. Additionally it is advisable to provide for more active cooperation with customers and suppliers in order to jointly overcome the difficulties.

For example it is possible to offer a quality policy, which formulated the following way

«The company produces a (name) products and attaches particular importance to the quality as the basis of its competitiveness.

The general purpose of the enterprise in the field of quality is absolute customer satisfaction in the performance of contracts and the necessary research, which aims to further increase the quality of products. We intend to offer our customers and consumers with a wide range of value for money and a set of application properties in accordance with their individual needs.

Our direction and quality objectives in accordance with the general policy of the company:

- Here should be specified the company's goals in the field of quality.

Next, indicate the main directions and work plans to improve the quality of our products.

After that, it is very important to back up the plans available real possibilities. For example, it can be done as follows:

There are all possibilities to implement the plans.

Engineering departments and laboratories staffed with experienced and qualified personnel, equipped with modern facilities and are able to conduct all the necessary research and development.

Procurement Service in conjunction with the design and technological departments conducting a careful selection of suppliers in order to ensure the production of the necessary materials and components.

The financial position allows the introduction of advanced technologies and provide technical upgrading of the production.

The continuous professional development of workers organized by the service personnel. Level and ways to motivate staff for the active participation of employees in solving problems in the field of quality.

The quality system is implemented and functioning effectively in the enterprise. It bases on the recommendations of the international standards ISO 9001:2011 (or industry standards). The compliance the quality system with international standards is certified (specify if any).

The implementation stated the quality policy is under the personal supervision of General Director. The progress of plans considered in the current work on quality and at an annual analysis of the effectiveness the quality system according to the results of the past year and goals for next year» [3].

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