

**Quality Standards Impact in Marketing Activities in Organizations of the Food Industry in the Republic of Macedonia**



**Marketing management**

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**Abstract**

Power for Management of marketing activities is when there is security of the food which is important and inextricably linked to its quality. Every consumer is entitled to a varied diet with safe and quality food. All organizations offer their safe and qualitative products and services that gives power to the market. The aim is to develop voluntarily accepted quality standards and procedures for international verification of good agricultural practices. Competition characterizes the supply of high quality and safety and also with strong marketing activities. The examination through quality standards is a guarantee of quality and food safety. Marketing management is a key element to get closer to customers, quickly and efficiently, quality standards are factors of satisfaction and at the same time stable. Crucially important for the functioning of any modern society is what the market offers us and what we choose to buy.

**Introduction**

Marketing is defined as a directed activity of the organization in taking such business actions have in which a priority role obtains the relation producer-consumer, and not just classical sales (manufacturer-commerce) (Снежана ПЈ 2003, с.5, p.5). The links between marketing and quality, products and services are very close or inseparable. Marketing activities enable to an organization to be closer and reliable to customers, and quality system makes you feel more confident about their motivation in the market.

**Processes of Marketing Activities**

The reviewing process of marketing leads to its review and redefinition and also introducing new aspects that emphasize its social character. Such understanding of marketing, also it is based on several essential concepts:

1. Concept of needs, wishes and demand, in which it is believed that human needs and desires are the starting point of marketing;
2. Concept of products, where everything that can be offered to satisfy any need and want is considered a product, regardless of whether the product appears in physical form or as a service;
3. Concept of value and satisfaction in which the value indicates the degree of satisfying the need;
4. Concept of exchange and transactions that is established in the market between at least two participants;
5. Concept of the market that puts to the focus the potential buyers who share a particular need, and
6. Concept of marketing whereby marketing is the social process through which the exchange of products and values meets the needs and wants of participants in the exchange.

Marketing activities in one organization are linked with the process of marketing analysis, planning, implementation and control in organizations, but that is a complex process in order to reach success in the implementation of marketing which requires a qualified working staff and a good team (Котлер Ф, Скопје 2009) in which every day or depending on the plans to effectively implement marketing activities.

In small organizations one person can perform all activities related to market research, selling and customer service, promotion and other activities (Снежана РЈ, 2014), but in medium and large organizations one needs trained teams for successful implementation of marketing activities.

Food industry (organizations) as a process for managing with the organization and as quality standard has major difference with other organizations' activities. In the food industry are also different the quality standards, such as ISO 9001 for all organizations including food industry. For food industry is ISO 22000 management system for food safety - from farm to fork.

We know that marketing activities can very easily reach to the market – those industries can provide binary modern technology and fit to all technical standards, but in order to be supported their product or service in the market are needed quality standards as determined by the necessity of customer satisfaction when buying a product or service, for example, Coca-Cola, Nestle, and others which constantly have their integrated systems and it is proven for decades that their customers are satisfied because through decades they use the same products and with the same taste (Sehabi, E. Lleshi, S. 2013, Tetova).

Customer satisfaction is once the mission and goal of any organization (Peter Drucker, 2005), from the reasons that many food products are very diverse and different, but also have strong similarities in terms of marketing which is very important to establish marketing system that would allow greater mutual benefit between manufacturers and consumers.

The quality of food products is mainly used for human consumption in each country and it is determined by the appropriate rules and regulations for each product individually where in details it is described what is meant by quality for the concrete products (Sekovska, B. 2008, p. 46) .

By regulations for determining the quality of food products are determined (Sekovska, B. 2008):

- \* Components which the product must contain and their minimum quantity, as well as the ingredients that the product must not contain
- \* maximum permissible amounts of certain additional essential ingredients
- \* allowable tolerances of certain ingredients by total weight of the product
- \* conditions and methods of processing and finishing of certain products
- \* type of packaging and the way of packaging
- \* mode of transportation, warehousing, storage, maintenance and use
- \* expiry date
- \* declaration, marking and labeling products
- \* sampling methods for testing the quality

Thus the principles of management and the management of marketing activities and processes, methods and procedures that are applied afterwards, depends from the total tools of governance and management and of the system of managing the marketing activities of the market (Snezana RJ 2003 p.316).

### **Quality standards**

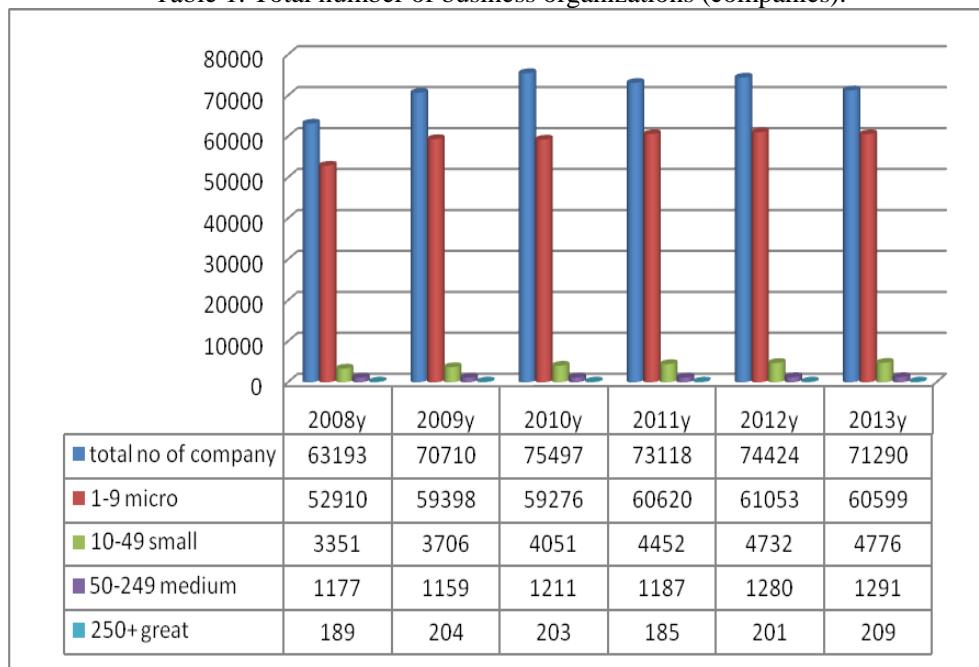
Human perception is inaccurate. Although people have the ability to understand the general characteristics of the subjects, the precision of the details is often impossible to perform only through our senses

(Arsovs M Shehabi E. 2013). The concept for ‘absolute quality’ or ‘access to do it correctly from the first time’ is now accepted for all industries (Arsovs M, Shehabi E. 2013).

Anyone who had a problem with the defective product, whether a car or a toaster, can evaluate the impact of these methods of reputation of a certain producer. Any organization which products are declared confidential, there will be substantial competitive advantage if their products are considered unreliable, however striking their advertising may be. (Arsovs M, Shehabi E. 2013)

For the overall economy are also important processes of certification for quality system or ISO 9001 certification from the international certification body which appear aimed at raising the quality and seize control. According to Certification Body EAS International (Shehabi, E. 2014, Tetovo) organizations from food industry 80% are medium organizations and their purpose of certification is the export.

Table 1. Total number of business organizations (companies).



Source: Business entities, Press number 6.1.9.32, 6.1.10.15, 4.1.13.13, 6.1.14.13, from 29.06.2009 from 25.02.2013 and 24.02.2014, the State Statistical Office, Skopje.

In 2004 their number was 6884, in 2009, most newly created small enterprises 12 996, while in 2013 the number of established small enterprises was the least with 6463 in number, Figure 1.6. According to their industry in 2011 were established 2,321, and in 2012, were established 2,198; the largest number of newly established enterprises which entered in the industry are those of wholesale and retail trade, repair of motor vehicles and motorcycles.

Then there are manufacturing activities, transportation and warehousing, administrative and support service activities, construction, accommodation and food service activities, etc. (Shukleb, B 2014)

Table 2. Report of the European Union and the development of ISO 9001 in Macedonia.

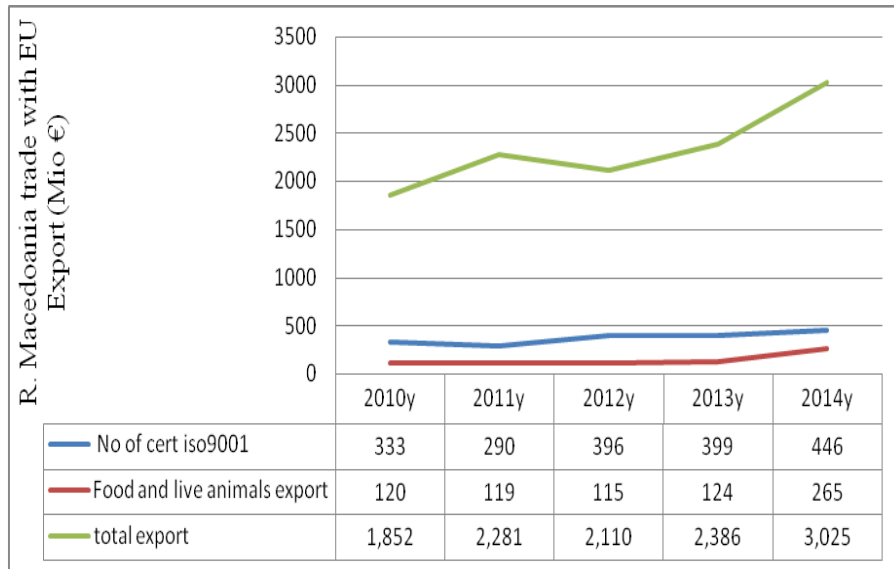


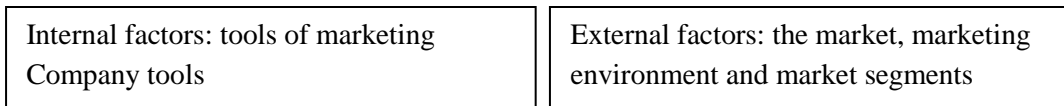
Table 2. Source: (European Union, Trade flows by SITC section 2010 – 2014 / Source Eurostat Comext - Statistical regime 4 -10.04.2015). - for ISO source [www.iso.org](http://www.iso.org) 25.10.2015

According to the [www.iso.org](http://www.iso.org) the process of ISO is developing especially as seen from Table 2 in the past two years.

Primary food production is essential for further production. As seen the report of the ISO and statistics for import export and the European Union in Table 2, in two charts the curve is heading for the development of standards and the export of the Republic of Macedonia towards the European Union.

Thus, in a business except for export import and the influence of quality standards of an organization simultaneously there is an influence of other external factors (Raimi, N. 2008, Tetovo). When talking about market one must mention that in marketing there are important affecting factors, too. (Ristovksa C, Merketin PT, Skopje 2014, p.21).

Rapport between export-import and development of standards are also part of the marketing concept as it is also seen the development of the market between the European Union and the Republic of Macedonia.



The quality standards are a prerequisite for the protection of the local market and definitie way for integration and competitiveness of foreign organizations in the local market and for the export.

**Conclusion**

Benefits of quality standards in the general process of production and service of food is reflected in the integration with the European and global economy, regional integration. Marketing is great importance for organizations of the Republic of Macedonia because of the fact that the Macedonian market is very small and the economic operators forced many of its products to sell on European and global markets. Standards allow you to

be on time or a step ahead of others and catalyst of marketing to get along with big foreign organizations or to protect your own market. Advantages of quality assurance are numerous: cost in time and money, consistency in quality, reduction of inappropriate production, less complaints by customers, reduce commitment consequences, optimizing resource utilization, etc.

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