

Quality Management in Food Industry

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Abstract

Management strategy is the management's answer to the changes, the way to achieve the competitive advantage, to create diversity, to introduce new methods of performing a job that others lack, to become superior, to position itself in the minds of customers as different from its competitors, with different and complete range of products for specific customer groups, which are on the one hand acceptable for customers (where it is possible to segment them), and on the other hand for competitors. Thus, strategy does not anticipate success, it anticipates competitiveness. Considering importance the food has globally, as well as profitability of food industry it is clear that food quality assurance is one of the most important areas of quality management, due to that many standards were published in this area, some causing a lot of controversies today.

Keywords: Quality; Strategic market relations; Food Quality management, HACCP, ISO 22000, Codex Alimentarius; Customers

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