



QUALITY ASSURANCE IN MANAGEMENT FOR FOOD SERVICES

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Abstract

The consumer is sensitive to quality issues, so it's particularly prompt response to quality is. Quality of products aimed at energy, especially biological value and hygienic That cannot be directly value perceived by the consumer. Therefore economic activity is based on profit, professionalism, upstream and downstream perfect credibility of the Undertakings Involved. Free movement of goods Within the European Single Market opens a new food business sector perspective, but at the same time raises many new issues of quality, especially in terms of hygiene and health. Quality assurance of supply chain supposes Numerous checkpoints with proving how it is performed and meet quality standards.

Key words:

Quality,
consumer, food
products, catering

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M12, M20

1. Introduction

The dynamism of Firms, especially small and medium enterprises the, is subject to management Able to Develop the Principles, practice and discipline.

As a number, most of the food categories belong in public companies, Small and Medium-sized enterprises to Some Extent.

Large number of catering enterprises is very low worldwide HAVING usually a transnational character, and relies exclusively on industrial and commercial catering.

2. Managerial concepts

Managerial concepts are different and differentiated strategic plan reflected the type and size of the enterprise.

SMEs have higher quality and dynamism particularly in relation assortment structure large enterprises due to the flexibility and Adaptability in meeting the slightest variations in consumer demand consumer segments marginal that act as niches covered large enterprises nationally.

Given the substantive changes Hasten the process of globalization That of the market and diversified transfrontariale population flows and mass determines the placement of small, medium catering in competitiveness; large enterprises. Specifics is that they can catering businesses and export provide also provides a "domestic".

Cleave increasing pressure from globalization of competition, driven by large companies, SMEs have

Advantages negligible. Large companies have slowly adapting to the changes in the social environment that occur, but being open to the outside, have the tendency to satisfy ability and large markets.

SMEs fail if performance in quality and flexibility in adapting to the demands of the international market, Then you is able, at least some of them, large enterprises to overcome competitive.

It is understandable in this context, the interest it manifests Which International Trade Centre in Geneva UN to effective investigation of means of assisting the main client is the small and medium enterprises.

The expected effect is to direct globalization trends best performing companies from large enterprises to small and medium-sized space. High flexibility and adaptability capacity to meet consumer businesses is inversely proportional to the demands size of the company resulting from the reaction of consumers requirements rates.

The consumer is particularly sensitive to quality issues. Consumer reaction is apparent quality particularly prompt because quality appearance is perceived, received in psycho senses and their experience in relation to consumer more or less circumspect.

Other sides default concerning those and quality as energy, especially biological value and hygienic value That cannot be directly perceived by the consumer, as it will raise awareness and capacity, prompting acceptance or rejection reaction ITS varying degrees of hedonic scale (Gontea I., 2012).

Facing increasingly severe competition in the market ready products and catering culinary determines the new managerial behavior in quality assurance. This new managerial behavior is based on implementation primarily well as the principles and techniques adapted may of Total Quality Management TQM as guiding thread of the current activity.

Generally prosperous economic activity is based not only on income but also on upstream and downstream credibility flawless professionalism of the undertakings involved.

A current condition considered especially in the context of competitive market globalization approach requires year continues to raise the bar in quality assurance and continuous quality overt.

It is notorious transnational company McDonald's case demonstrated the true virtuoso that in ensuring global quality management.

Strategic concept underlying this approach is in full satisfaction of explicit and implicit consumer requirements reflected in all tactical components of the company.

Elemental core of this new strategic concept is:

1. more precise definition of what the final product;
2. redesigning manufacturing process to produce the final product virtual model;
3. redesign or in many cases inventing tools Not enough dimensional shape and apparent identity of the product components SARPs to be identical;
4. operations technological transformation in the process Completely automated and reliable, Able to lead the same series product prototype products, Which is to be genesis product standardization;
5. carefully a studied what "value" to the customer, or so explicit and implicit said expectations of the client defined as the product quality and predictability; speed and friendliness of the staff;
6. established technical standards, however, Has provided logistics and triggered the current activity of each unit.

We note that the current activity of all commercial establishments Mc Donald's is ensured while psychosensorial value (including apparent freshness) and toilet at a high value inequity.

Noting the impact of promotional stable nutrient declaration on food packaging products on Consumers, the company McDonald's tries by specific means to inform potential nutrient on all products Milky Offered by STI units and components without declaring recipe. Culinary essential products known as permanent process of diversification to Satisfy the tastes of increasingly complex and continuously changing consumer.

Most culinary preparations is marketed through a network of enterprises equipped with own production

units. The food system is most intimately connected with human metabolism and STI Remains fundamental link with the environment. Any disruption of this relationship with both the food and the ability to Influence the human body properly.

Freedom of the market in the European Single Market opens a new business prospects and food sector, but raises many new issues also of quality, particularly in terms of hygienic-sanitary (Dumitru, C. 2011).

The quality of food products in the current context of economic development Becomes increasingly complex nature requiring multiple perspectives approach in all phases of technological processing, transport, marketing and even where to buy.

Ever-changing requirements and Increasing awareness of potential beneficiaries closely correlated with the BE shouldn't requirements of national legislation and international food security, environmental protection, meet physiological needs of the human body nutrients.

Because the finished product corresponds to qualitative raw materials and the current blanks Used in this field must match both in terms of processing capacity and the characteristics of the final product sold.

Quality assurance involves the supply chain of succession with numerous checkpoints on how to comply with legal restrictions imposed by mandatory standards (often with reference to environmental factors) through the professional standards governing used quality of the raw materials, especially by the standards that defines specific firm obligations of each producer to the recipients of the products.

Food products must not only meet the requirements related to psycho-sensory aspect of consumption and balanced intake of nutrients and restrictive conditions on their harmlessness given the conditions favored the circulation and reproduction of all contaminants (Forman, B., 2013).

After a slow start and uncertain nationally in a number of developed countries, organic food (products or organic food said it) and enjoys international recognition from consumers grip.

In fact, it recognizes the great potential of natural foods sanogenetic the biological potential and even psychosensorial, with the safest hygienic value.

In future years, the share of organic food is estimated to Increase from 1% to 5-10% of sales in major markets for foodstuffs.

For national and international markets penetration of the require a special certification these products guaranteeing their potential biological and hygienic.

Certification of organic food nneeds and their differentiation by a label to consumers indicating That meets all the requirements of biological agriculture these products. Currently, the structure of assortment of

organic food under international trade is as Follows:

- Fresh fruit and vegetables;
- Nuts, peanuts and dried fruit;
- Processed fruit and vegetables;
- Coffee, tea and cocoa;
- Herbs and spices;
- Oilseeds and derivatives;
- Substitutes;
- Cereals;
- Grain legumes;
- Products processed (cooked foods).

Inevitably, culinary craft and industrial production (catering) could be among the first to penetrate and promote products derived biologically obviously full compliance with technological goods and commercial Arrangements.

Innocuousness food products are stipulated by national Regulations International Bodies, guaranteeing it constitutes the primary obligation of all through involved those and the logistic flow.

Often harmlessness of food products to the consumer can be changed even by improper processing or preserving them.

3. Conclusions and recommendations

Food products compared to food products prepared food industrial type businesses is more vulnerable hygienically. This is the why, internationally and nationally, these products are subject of concern and close supervision by official bodies of hygiene and public health, but also restraint and caution even from the Significant part of the population.

Strong reasons determines both competitive producing food companies, and especially food products not enough of higher degree of innocuous and quality products.

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