

Quality management system's role in operation of retail trade networks

Valeeva J., Kulkova V., Sharafutdinova N.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

QMS is one of the factors influencing competitiveness of Russian retail companies. Algorithm of complex evaluation is developed to measure retail management efficiency after implementation of the QMS. Approbation of this algorithm was done on factual data on activity of retail companies. Recommendations on how to modify QMS at the companies in question are given. The results of study will allow to improve retail organization and management through changes introduced into processes of managing and managed subsystems.

Keywords

Competitiveness, QMS, Retail