

MENADŽMENT KVALITETOM I PREDUZETNIČKI BIZNIS

QUALITY MANAGEMENT AND ENTREPRENEURIAL BUSINESS

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Rezime

Efikasni menadžment kvalitetom je pravi primer preduzetničke prakse koja se zasniva na koncepciji esencijalnog znanja potrebnog svakom pojedincu koji misli da razvija započeti biznis, preduzetništvo ili strategiju menadžmenta novog poslovanja, fokusiranog na različitost entiteta. Svaki novi poslovni poduhvat predstavlja inovativni biznis koji može biti uspešan ukoliko se fokusira na kvalitet ideja i kvalitet marketing plana značajnog za prodaju proizvoda i usluga.

Današnji razvoj malog biznisa i preduzetništva kod nas i u svetu, predstavlja ključnu determinantu poboljšanja stanja privrednog i ekonomskog ambijenta. Koncepcija razvoja menadžmenta kvaliteta u procesu započinjanja malog biznisa uključuje sve subjekte (interne i eksterne), koji žele da svoj poslovni i razvojni plan ostvare sa najboljim performansama kvaliteta tj. da dovedu to stanje do rezultata koji su adekvatni poslovnoj izvrsnosti - (TQM).

Odluka svakog preduzetnika da brzo započne novi biznis, i da taj biznis dalje razvija i unapređuje u kontinuitetu, rešava mnoga značajna pitanja za status subjekta kako interno, tako i eksterno.

Naime, tako se ostvaruje ambijent za brzo zapošljavanje, integrisani razvoj organizacija uključenih u mali biznis u kontinuitetu, razvoj privrednog regiona i razvoj društva u celini.

Kako da se ostvari efikasan i kvalitetan strateški uspeh, je pitanje na koje se odgovor može dati ukoliko se stvari posmatraju sa aspekta menadžment kvalitetom poslovanja u preduzetništvu. To govori, da je potrebno da se preduzetništvo i menadžment fokusiraju u celini na: formu i sadržinu menadžment poslovne strategije.

Imajući u vidu činjenicu, da je kvalitet i preduzetništvo značajna sfera strategije i politike menadžmenta malog biznisa ne samo na zapadu već i kod nas, **u radu** se daju tri razloga (šanse) zbog kojih preduzeća treba i mogu da se uključe na konkurentska tržišta.

Prvo, najčešća situacija je i dan danas rast tržišta. Naročito treba da se ima u vidu, kada postoji potreba za osnivanjem novih preduzeća.

Drugo, spoznaja menadžmenta za postojanje šanse da će novo preduzeće moći da se tretira kao uspešno, zbog adekvatne opsluženosti tržišta, zbog efikasnosti menadžmenta postojećih koncerna (velikih preduzeća), i to naročito u zemljama u razvoju kojima pripada i naša zemlja.

Treće, uvođenje potpuno novog proizvoda na tržište.

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Šanse leže u razvijanju prodajnih prognoza koncipirani kvalitetnim marketing planom kao ključnom osnovom u planiranju bilo kog posla.

Sa tzv. "procenom prodaje u ruci" svi troškovi poslovanja mogu biti zasnovani na proceni saznanja:

- 1) Kako je proizvod ili usluga ostvaren, misleći na organizacioni plan osoblja, i
- 2) Kako je prodaja ostvarena misleći na marketing plan.

Takođe, za očekivani uspeh preduzetničkog biznisa potrebno je sprovesti sistematizaciju realizacije procesa, zasnovanu na prihodima i troškovima generisanim na proceni prodaje.

Sušтина je, koncipiranje dobre osnove kao povolj

no tle za pripremu i stvaranje efikasnog finansijskog plana.

Ključne reči: kvalitet, menadžment, preduzetništvo, mali biznis, strategija, marketing plan, organizacije

Summary

Effective quality management is an example of entrepreneurial practice that is based on the concept of essential knowledge necessary for every individual who thinks to develop already start business, entrepreneurship or management of a new business strategy, focusing on the diversity of entities.

Any new business venture is an innovative business that can be successful if it focuses on the quality of ideas, while the quality of marketing plan is important for the sale of products and services.

Today's small business development and entrepreneurship in the country and the world is a key determinant of improving economic conditions and economic environment.

The concept of development of quality management in the process of starting a small business involves all stakeholders (internal and external), who want to make their business development plan and achieve the best quality performance ie. to bring this situation to the results that are appropriate to business excellence - (TQM).

The decision of each entrepreneur to quickly start a new business, and to continue to develop and improve it, solve many important issues for the status of the subject both internally and externally.

In fact, that is how the environment for rapid employment is realized, along with integrated development organizations involved in small business continuously developing economic and social development of the region as a whole.

How to achieve efficient and high quality strategic success, the question to which the answer can be given if items are viewed from the aspect of quality management in business entrepreneurship.

This fact shows that it is necessary that entrepreneurship and management focus entirely on: form and content management business strategy.

Given the fact that the quality of entrepreneurship is an important field of strategy and policy management of small business, not only in the western countries but also in our country, the paper gives three reasons (opportunities) for which companies should and can be involved in a competitive market.



First, the most common situation today is the market growth. In particular, it should be kept in mind, when there is a need for the establishment of new enterprises.

Second, knowledge management for the existence of chances that the new company can be treated as successfully because of adequate serve market, due to the efficiency of the existing management concerning (large companies), particularly in developing countries, which belong to our country.

Third, the implementation of a completely new product on the market.

The chances lie in developing sales forecast quality designed marketing plan as a crucial basis for the planning of any business.

With so called "estimate of sales in the hand" all operating costs can be based on the assessment findings:

- 1) What product or service is achieved, referring to the organizational plan staff, and
- 2) What is the sales generated referring to the marketing plan.

Also, the expected success of entrepreneurial business should be conducted by systematization implementation process, based on the income and expenses generated to estimate sales.

The point is to design a solid foundation as a favorable ground for the preparation and creation of an effective financial plan.

Keywords: quality, management, entrepreneurship, small business, strategy, marketing plan, organization
