

EXPORT QUALITY MANAGEMENT IN A WORLD GLOBAL ECONOMY

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ABSTRACT: Quality became the management imperative of the last two decades and will continue to be the key to success in the future. We often see the words “quality first”, and demands for quality invade every sphere of activity, from the motor vehicles we drive, to the domestic appliances we use, the food we eat, the restaurants we dine in, the doctors we visit, and the products we import and export, reminding us that quality is the goal of every business, and that its focus is the “customer”. Satisfying the requirements of the customer is a dynamic activity: both customers and their needs change and the supplier has to recognize this. When it comes to trade, no exporting country can afford to compromise on quality. The current economic climate calls for export marketing and promotion efforts with assurances of superior and consistent quality in products and services, associated with lower prices and delivery of the right product at the right time.

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