



QUALITY MANAGEMENT SYSTEMS, IMPACT WITHIN MICROENTERPRISES

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ABSTRACT

Microenterprises are economic entities made up of small and medium-sized commercial entities, in which their operations are smaller, and their development is slower, since in most cases they were created through an enterprise to obtain greater resources through the sale of a product or service. This type of companies presents various obstacles to a more efficient development as well as an impediment in fulfilling their short- and long-term objectives, this is due to the lack of an organizational plan, as well as systems that help the operational and financial procedures of the entity. Therefore, the application of a quality management system helps to improve its operational part in relation to its products and services offered by improving consumer satisfaction, through an adequate and reasonable quality with which the various individuals can meet each of their needs satisfactorily. The objective of this study is to describe how microenterprises have a quality management system to improve their processes continuously, to have a greater reach in consumers and be able to meet their demands appropriately complying with various quality standards thus demonstrating the commitment they have to the consumer.

Keywords: quality, consumers, micro-enterprises, operations

Introduction

Companies are economic entities with which resources are generated with the aim of increasing the wealth of one or more people involved in it, through various methods such as the sale of products as well as the offer of a service for the various individuals that exist among society, diversifying in various economic areas that cover a specific market. Every company has the objective of being able to grow and develop to be competitive and with this be more profitable for a greater obtaining of profits with which they will continue to maintain their operations and expand them.

The products and services offered by commercial entities are aimed at both specific markets, as well as more general where society can acquire that good or service to cover a need or only to satisfy itself personally, so all these products must be reliable, insurance and above all accessible according to the economic sector to which they are intended. Therefore, the quality of the products and services must be the best to meet all customer expectations, but above all to generate greater income and increase its client portfolio as well as its reach to other companies in the same environment. That is why the application of quality management systems helps companies to have a greater impact on the realization and commercialization of products and services by meeting quality standards with which it seeks to achieve an adequate standard, for a more efficient development of companies satisfying in a more adequate and safe way the needs of each subject within society.

Therefore, this study will address from a qualitative aspect such as that quality systems have an impact on the development of microenterprises generating mutual benefits with which they can grow economically. In this same case it will be supported through a descriptive approach supported by various scientific sources that support the investigated topic as well as its own approach through the interpretation of various sources of information in relation to the topic described.

METHOD

The application of this research was based on the qualitative method with which it seeks to demonstrate how quality management systems generate a great impact within microenterprises in

the face of ignorance of how to improve their operations as well as their relationship with their customers both internally and externally to improve each of their processes, likewise López & Sandoval (2016). They point out that qualitative research is what produces descriptive data, with people's own words, spoken or written and observable behavior. Constituted by a set of techniques to collect data. In turn, this method will be carried out in the same way with a descriptive approach where through its own expressions the development of the study will be made. This approach for Abreu (2014), demands the interpretation of the information following some requirements of the object of study on which the research is carried out. It is a subjective interpretation, but it is not arbitrary. Therefore, the data presented in the research were scientifically supported through the aforementioned methods in order to provide a clear understanding of the purpose of this study.

Quality management systems

The issue of quality has always been important for any commercial company dedicated to the production or provision of service, this is because it seeks to satisfy in an adequate and effective way all the demand made by society in the fulfillment of its needs, improving within the company represents an efficient growth of its operations and especially of its resources to be able to continue growing.

Quality represents the satisfaction of consumers, since this is based on the adequate fulfillment of their expectations in an express or implicit way, thus being an essential part for the development of products or services to have a positive impact on the market and thus generate greater income, improving the profits of the company.

Regarding this Machado (1999). It describes that, in its most vulgar sense, to say that an object or service is of quality is equivalent to affirming that it has qualities that separate it from the ordinary, which, in some way, make it more excellent, give it a certain distinction or exception with respect to the ordinary or every day.

In quality there are systems that help a more efficient progress of the place where they are applied these are known as quality management systems these are based on continuously

improving to have a positive economic impact within the entity where it is developed as well as offering a constant quality to consumers who are the main source of income of companies.

Cubillos & Rozo (2009). At present they define quality as a cca capacitación of quality leaders that potentiate the process, the satisfaction of the client, the prevention of errors, the systematic reducción of costs, the continuous improvement of equipment as well as to generar a greater competitiveness and thus increase its utilities.

Applying quality systems for the improvement of the company, helps to have a better growth both operational and economic by having an adequate control of the products that enter and leave the company, causing an important impact on the social environment creating a better image for customers, but above all improving the control of the processes carried out.

Quality systems represent a significant advance for the growth of companies before society and above all to be competent applying them so that their operations are more effective. There are different perspectives on the definition of these types of systems, so the various authors cited define it in different ways.

Where Yañes (2008) defines it as a way of working, through which an organization ensures the satisfaction of the needs of its customers. For which it plans, maintains and continuously improves the performance of its processes, under a scheme of efficiency and effectiveness that allows it to achieve competitive advantages.

Cortes (2017). It defines it as a set of interrelated elements that interact to establish policies, objectives, and processes to achieve those objectives.

While Villacrés (2012). It describes what is the set of coordinated activities to direct and control an organization in relation to quality. It generally includes the establishment of quality policy and quality objectives, as well as planning, control, assurance, and quality improvement.

Micro

companies are a set of entities that aims at economic benefit by creating through the marketing of products and the offer of services to various markets within society in which they can meet the needs of one or more individuals , these have evolved and changing in various aspects, with the

passage of time there was a classification of them cataloguing them by the number of employees where it determines if these are, small, medium or large companies.

As Bautista (2015) states. Companies are classified by the personnel who occupy them where a small company is one in which they produce less than 250 employees; a medium is one that has between 250 and 1000 workers and a large one is one that is composed of more than 1000 employees.

Microenterprises generally originate from the need of people who lack a stable job; however, they can generate activities that allow them to have income, which at the same time facilitate the economic relief of their families and in unison generate other job opportunities for disadvantaged sectors of the population. (Sumba & Santistevan 2018).

This type of companies has generated great changes within the economies of various countries generating sources of employment, greater market diversification, but above all satisfying social needs in a more effective way, adapting to the various changes that it presents, seeking to have adequate growth being more competent and being able to be more profitable to generate more profits.

The business issue in small and medium-sized business entities suffers from various problems that slows down the efficient development of it, this is due to the lack of knowledge and preparation of the people who created it by not having an adequate organizational plan with which they can establish the bases of this as well as their short and long term objectives, the lack of planning often causes the failure of the proposed business model which generates an economic loss.

Microenterprises represent economic growth in the place where they are located, due to the scope they have by being closer to society and adapting to the various demands they have, thus helping their gradual growth with which they seek to expand their operations and therefore generate more profits.

Quality in SMEs

In many cases because they are small or medium-sized companies, they only focus on how to generate more resources in a fast way, which causes them to leave aside a more adequate growth,

implementing systems or tools that help a better operation, so that in a certain time it can continue to expand and have a greater profitability, therefore, the approach of microenterprises must be based both on their operations and the impact it has on society, knowing if this fulfillment with their proposed objectives as well as if it is satisfying the needs of consumers.

Focus the business culture on the requirements of the client, making a continuous improvement in the processes (in case it is necessary to readjust them after the passage of time), products and services to ensure their satisfaction with them and achieve full acceptance by customers. (Saiz & Olalla 2010).

Quality in companies represents an important factor to generate greater income, since through ello consumers, observe the behavior that the company has, this refers to the products and services offered meet the appropriate standards for effective customer satisfaction and thus be able to generate a greater social impact to obtain adequate growth.

For Martínez et. al. (2021). Quality is the result of a set of actions that respond to specific social needs that exist at a very specific time.

Having a company implies having a good administration over it where you can take efficient control of the operations carried out within it, to improve its productivity, but above all to obtain the results that were established.

Quality management systems are based on the improvement of processes within an organization since they help to improve their functions, having a greater impact within the company, so standards were created that facilitate the ability to comply with this type of systems which provide sufficient knowledge of the way in which an adequate quality management system should be applied, as are ISO standards.

ISO which is the "International Organization for Standardization" mentions that the adoption of a quality management system is a strategic decision for an organization that can help it improve its overall performance and provide a solid foundation for sustainable development initiatives.

ISO 9001 is an International Standard where it specifies the requirements for a quality management system for companies where it mentions the following points:

you need to demonstrate your ability to regularly provide products and services that meet customer requirements and applicable laws and regulations, and aims to increase customer satisfaction through effective system implementation, including processes for system improvement and ensuring compliance with customer requirements and applicable laws and regulations.

The proper application of this standard shows that the company correctly complies with all the standards that indicate that its products and services are of the highest quality, in addition to having the support of this standard so that the consumer has more confidence with the commercial entity.

A microenterprise with quality management systems represents an efficient operational development, which comply with the various established standards, just as the products traded in it are assured that their quality is reliable which generates a positive impact for their growth in the social environment.

CONCLUSION

Microenterprises have generated an important impact on social economic development, diversifying in a great way, covering various types of markets to meet their demands, effectively satisfying the needs of consumers, generating a more efficient economic environment. This type of companies due to lack of knowledge and use of the right tools has problems in their operations because they do not have enough resources to be able to establish systems that help facilitate the processes carried out in it, as well as the lack of knowledge on the part of their owners who by not having an adequate organizational plan, their operations and finances are affected. That is why an effective application of various systems is important for proper business development.

The research described one of these systems that help a better development for microenterprises and is related to quality, since its transcendence in the growth of these es valuable for an adequate operational development. In the study presented, it was addressed how quality management systems help the needs of consumers to be met satisfactorily by complying with various standards which subject products and services to meet specific objectives in order to

meet the needs that each individual has as well as go beyond them, demonstrating the importance given to it within the company.

In conclusion, quality management systems represent an important advance for the commercial development of microenterprises, helping to manage in a more practical way their operations related to their products and services offered, to demonstrate the importance that the client has for them. Quality not only represents the proper way in which things are done or done , but also the way in which they generate significant value to the consumer which describes objectively and with its own reasoning the quality of the product or service purchased.

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