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QUALITY SYSTEMS.POSSIBILITY OF IMPLEMENTING IN SOME LOCAL FOOD ESTABLISHMENTS

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ABSTRACT

In order to have an idea about what happens in Iraqi food establishments in relation to implement quality management system ISO 9001, this study was performed to show the actual situation of Iraqi food establishments concerning quality management system (ISO 9001:2015), reasons of implementing, factors that hinder implementing and problems faced high administration for getting establishments certification ISO 9001:2015. The study demonstrated from the questionnaire some difficulties to implement ISO 9001 for both of establishments that implemented the quality system or which in implementing of this international standard. The most important problems during implementing were business culture and costs and the most important problems during getting certification were auditors and costs.

Keywords: Implementing, quality system, Iraqi food establishments, ISO 9001.

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أنظمة الجودة وإمكانية تنفيذها في بعض المنشآت الغذائية المحلية

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الخلاصة

من أجل التعرف عن ما يحدث في المنشآت الغذائية المحلية فيما يتعلق بتنفيذ نظام ادارة الجودة الايزو 9001، اجري هذا البحث ليظهر الوضع الحالي للمنشآت الغذائية العراقية تجاه نظام الجودة العالمي الايزو 9001:2015، اسباب التنفيذ، العوامل المحددة للتنفيذ والصعوبات التي واجهت الادارة العليا في الحصول على شهادة الجودة للمنشأة بموجب الايزو 9001:2015، اظهر البحث من خلال اداة البحث وهي الاستبانة بعض الصعوبات في تنفيذ هذا النظام لكل من المنشآت الغذائية التي نفذته او تلك التي قد شرعت في تنفيذه، كانت ابرز المشاكل خلال التنفيذ هي ثقافة المنشأة الغذائية والتكاليف واهمها في الحصول على شهادة الجودة للمنشأة هي التدقيق والتكاليف.

الكلمات مفتاحية: تنفيذ، نظام الجودة، المنشآت الغذائية العراقية، الايزو 9001.

INTRODUCTION

A quality management system (QMS) is a collection of business processes focused on consistently meeting customer requirements and enhancing their satisfaction. It is aligned with



organization's purpose and strategic direction (ISO9001:2015). The center of standardization & quality control (CSQC, 2011) in the Iraqi ministry of planning is taking into account the evolution of certification of food companies; the aim of this research which performed by market research & consumer protection center, university of Baghdad to know what is happening now in food companies worked in Iraq concerning QMS ISO 9001; reasons, difficulties and experience acquired in the companies that have implemented and certified QMS in accordance with the international standard ISO 9001. The research will serve high administration for making decision, specifically the national committee of quality in Iraq (Iraqi Cabinet, 2017).

During last years, food industry sector has been under a demand to implement different food safety and quality assurance standards and guidelines (Tzamalís *et al.*, 2016). Drivers of this pressure were primarily the requirements by the European legislation (EC, 2004) as well as markets demands by retailers and consumers. The implementation of food safety and quality management system (FSQMS) started at first, at inspection practices and currently developed to management system approach focused on risk management (Mensah & Julien, 2011). The contemporary FSQMS applied by organizations in the food industry sector are self-audited or audited by customers, competent authorities (official audits) and certification bodies. After audit process, improvements need to be made in order to comply with the auditing findings (Jacxsens & Luning, 2011).

Knowledge of the factors that influence in adoption of food quality standard is important in the efforts of food establishments to adopt and incorporate such standard in the production and distribution (Lopez, 1996). By knowing the relative importance of these incentives, it is possible to relate this information to the propensity of adoption food quality standard (Zhou, 2011). However, the necessity to develop tools for strengthening the organization in diagnosing and improving their FSQMS are paramount importance and emergent need for food sector. This is practically important for small and medium size establishments, as they do not always have necessary knowledge, experience and resources both human and financial (Tzamalís *et al.*, 2016).

MATERIALS & METHODS

The objective of the research required the knowledge and direct information of the food industry, therefore the tool used was the survey/questionnaire (Berga, 2001). Questionnaire has been created as illustrated in (Table 1) and distributed to four types of food companies based on the information required from the different groups:

1. Type A. Questionnaire directed to companies that have implemented a quality system in accordance with ISO 9001.
2. Type B. Questionnaire directed to those companies that are implementing a quality system in accordance with ISO 9001.
3. Type C. Questionnaire directed to companies that have not implemented a quality system.
4. Type D. Questionnaire directed to experts.

A total of 27 questionnaire of type A, 26 of type B, 39 of type C and 3 of type D was distributed. The total questionnaires received are: 20questionnaire of type A, 19 of type B, 22 of type C and 2 of type D. The answers received related to the research for both companies and experts are described in (Table 2) and in results.

**Table (1):** Questionnaire directed to food companies.

No.	Question
1	Is your business required to implement ISO 9001?
2	Is costumers pressure any reason to implement ISO 9001?
3	Is increase competitiveness pushing you to implement ISO 9001?
4	Are there any other reasons to implement ISO 9001?

RESULTS & DISCUSSION

Opinion of companies

Business organizations have been, to a large extent, the element of knowledge and dissemination of quality assurance models, either through communication or training for companies that have implemented a quality system were 40%. In this sense, practically all of the respondents 85% of the companies that have implemented the quality system have received training in this regard, although it is worrying that 52.2% qualifies as being generalist or little practice (Berga, 2001).

The organizational reasons have been 40% for companies that have implemented quality management system, for implementing and certify QMS, followed by pressure of customers 30% as well as increase competitiveness 20% as shown clearly in (Figure 1) and (Table 2).

In those companies which implementing quality systems have been, also, the organizational reasons 36.8%, pressure of the customers 31.5% as well as increase competitiveness 21%, (Table 2). Implementing of QMS entirety done in accordance with ISO 9001.

Once the implementation has been decided for QMS, the implementation time needed in the companies was determined in 18 months or more (42.1% of the cases), although there are sectorial variations or by size of the company; it seems obvious, if we take into account the diversity and more or less complexity of the food processes as well as the existence or no of elaborated documentation (Vilas, 1994). The chosen standard is mostly (84.8%) ISO 9001 (Lopez, 1996).

Table (2): Questionnaire answers of food companies concerning ISO 9001.

	Question	Implemented companies (%)	Implementing companies (%)	Not implemented companies (%)
1	Is your business required to implement ISO 9001?	40	36.8	9
2	Is costumers pressure any reason to implement ISO 9001?	30	31.5	13.6
3	Is increase competitiveness pushing you to implement ISO 9001?	20	21	9
4	Are there any other reasons to implement ISO 9001?	10	10.7	68.4

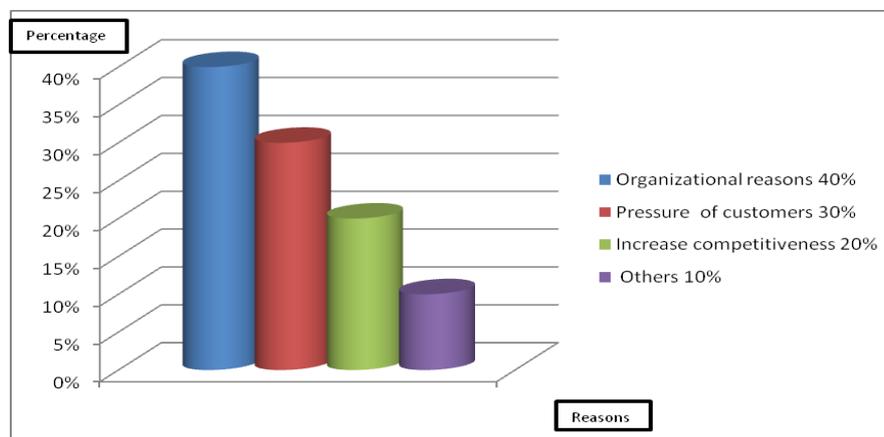


Figure (1): Reasons of implementing quality system in certified companies.

The implementation of a quality system supposes, among other things, changes of diverse activities in the company, then we asked to rate on a scale 1 (not important) to 5 (very important) to these aspects.

The companies that have implemented a quality system believe that the greatest change has been in the attitude of the people 3.5 as well as the change in the mentality of the management 3.8 (Figure 2), these factors linked to the cultural change of organizations. In those companies that are implementing the quality system appears as important changes in the attitude of people 4.1 as well as the creation of procedures 4.3 because they are interfered with this process. Those companies that do not want to implement quality system think that the greatest changes would be in the attitude of the people 3.6 and in the change of mentality 3.6 (Berga, 2001).

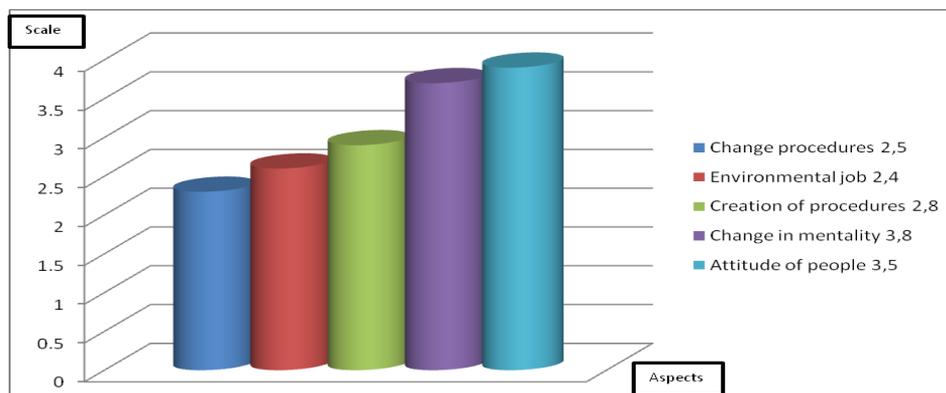


Figure (2): Evaluation of factors of implementing quality system in certified companies.

The factors hinder implementation of quality system based in ISO 9001 for companies implemented quality system were business culture and business dimension in total 39.2%, where business culture was 22.8% and business dimension was 16.4% (Figure 3). Those companies that are implementing a quality system focus in business culture 21.6% and in costs 21.6%, where it is the reason hinder implementation of quality system in the different food sectors. In those companies that do not want to implement quality system, the fundamental

factor would be economic obstacles (costs) 48% and cultural factors (business culture) 20% (Juan, 2009).

In relation to the difficulties expressed, the high administration is requested to maintain economic support 34% as well as training, promotion and awareness 26% for those companies that have implemented the quality system (Trulock, 2000). The companies that are implementing quality system logically maintain the previous requests for financial support 38% and training, promotion and awareness 36%.

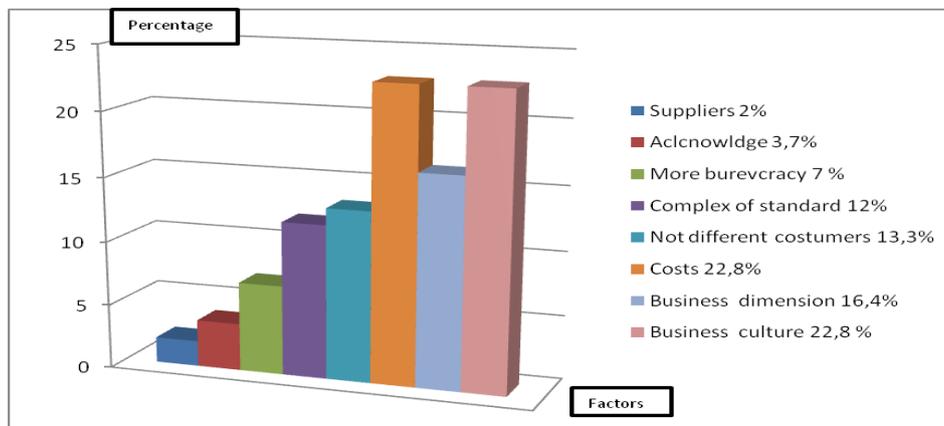


Figure (3): Factors hinder implementing quality system in certified companies.

The difficulties of certification for those companies that have implemented quality system refer to the auditors 29% and costs of the certification process 28% (Figure 4). In the first case, they refer to little flexibility (giving more importance to small details than global aspect) and not have enough knowledge of the food sector and its peculiarities (Samuel, 2001).

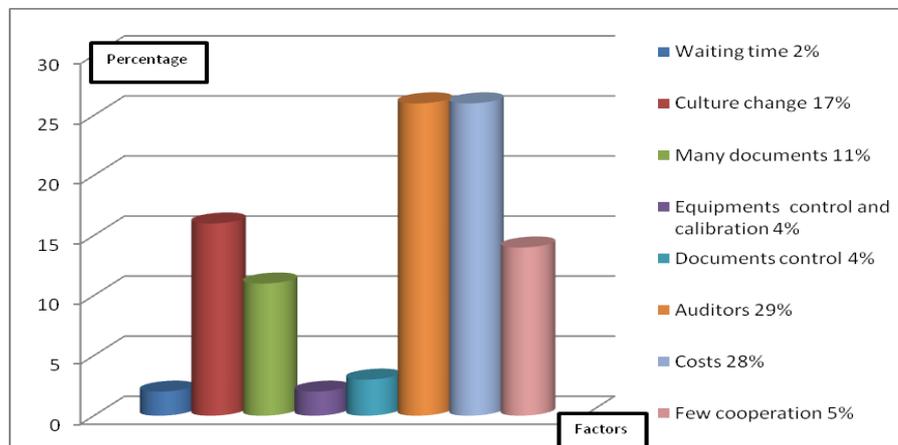


Figure (4): Problems during certification in certified companies.

The difficulties in the maintenance of quality system are hampered by the bureaucracy, documentation, registers 29.5% and the need to continue with the processes of training and motivation 25%; that according to the companies with implemented quality system. Therefore, these companies request from high administrations to maintain financial aid 45% and the



unification of criteria between auditors and consultants 20%. Implementation of quality system means the decrease of non-conformities 45% with respect to the criteria of the standard.

It is demonstrated that the aspects refer to purchases, process control, and control of documentation and data, were the greatest number of non-conformities. Because of its importance, it should be noted that very serious non-conformities have been reduced by 68% and serious non-conformities by 47%. In this sense, the companies that implemented quality system find difficulties to comply with the requirements of the standard refer to management responsibility 20.5% and internal quality audits 13.6% (Berga, 2001).

Opinion of experts

According to experts, the company that implements ISO 9001 has diverse opinions, which given us an idea; it is a company wants to ensure its future 24%, worry about quality 19% and more customer confidence 18%. They also consider that, in relation to the industrial group, the strength points in the quality of the food sector are in the sanitary and quality of the product; it is certain that 50% of the respondents consider that quality is not included in the strategic objectives of the company, more than 72% think that the businessmen have not clear about the concept of quality. By asking them, on a scale of 1 (very low) to 5 (very high), their opinion about the degree of difficulty of the different requirements of ISO 9001 for the food industry, they think that the requirements refer to the quality system and design control would be the most difficult (Vilas, 1994).

The experts believe that the attitude of the people 74% and the mentality of the management 68% are important changes in the implementation of the quality system, which are at the same time difficulties to avoid when implementation of QMS decides. They think 85% that the certification is fundamentally improvement of the company image; they believe that in the near future will be a requirement to access to the new markets 80% (Jiang & Peter, 2016). They consider that consumers are unaware of the value and importance of certification according to ISO 9001 81%. They demonstrate that the certification process faced difficulties due to costs 19%, business culture 20% and auditing 21%; the maintenance of QMS is hampered by bureaucracy and no participation or motivation.

CONCLUSIONS

Implementing ISO9001 in Iraqi food establishments is new issue, requires grand efforts for developing work in food chain, protect consumer health and to produce safe food. These efforts should be at first hand a level governmental through spreading quality culture among Iraqi citizens both for consumer and producer and enforcement quality infrastructure policy in Iraq. Research demonstrated problems during implementing ISO 9001, the most important were business quality culture and costs; therefore, it should be given more importance to this issue.

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